

CSMA Board of Directors Meeting | December 5, 2015

Regis Jesuit High School

Attendance: Jack Kennedy, Adam Dawkins, Justin Daigle, Jessica Leifheit, Jeff Fleischman, Kristi Rathbun, Jed Palmer

MINUTES

Meeting called to order - 1:19 p.m.

1. Welcome
2. Reading, correction, and acceptance of June minutes (approved and posted)
3. Officer Reports
 - a. Executive Director, Jack Kennedy
 - i. **Possible April SoCo Media Day** at CSU-Pueblo (lots of interest from schools from the Springs south) / this might resemble a “mini” state conference (possible dates for this one-day event are April 14, 15, 21 or 22 (Thursdays or Fridays). The LA convention conflicts with the April 14-15 dates, but Jack will not be traveling and can gather presenters who are not attending the spring convention. This April conference would focus on planning for 2016-17 school year.
 1. Invite people from the Springs and south; focused on the next school year.
 2. An extra push in the spring may help them be successful for the next school year.
 3. Adam and others not attending the convention can help in addition to professionals in the area and at the university. If you are interested, the budget reflects some minimal costs for the event. No expense for facility rental. Market the event as something specific for returning staff members in the 2016-17 school year..
 4. Possible instructors? Ben, Cory, DCSD Comp Day, Eric Austin (Cheyenne Mountain), Adam, Jack.
 5. Will the LA convention conflict with the yearbook vendor’s availability? Also a chance for yearbook companies to promote summer workshops.
 6. **April 21 is the best date, if possible.**
 7. Jack will contact Letitia Steffens to see if we can set this up.
 8. We will need to start marketing this after the holidays.
 - ii. **Winter Thaw details** - strategies for maximizing attendance, decide on some workshop details before marketing starting next week / Tim and Jack show with 70 percent plus = Tim / focus on news and how to reinvigorate news delivery. Lots of material would certainly apply to yearbook coverage, but the main focus would be on news publications. Maestro info and practice will be involved, which applies to all media. We can certainly reach out to non-member schools and advisers for this event. The room we have at CU-Boulder can hold up to 80. Tentative time is 9:30 - 2:30, with a brown bag lunch provided (cost included in \$35 registration fee. Entire cost for Tim is \$1,000, which I have mailed. If 48 people attend, we break even, which may be a stretch, but we budgeted for 25 to attend, so losing some money would not have broad financial implications.
 1. It’s going to be amazing!
 2. Located in the University Memorial Center.
 3. Mailings, (one in December and one in January) could be a membership outreach. Advisers do not have to be members, but they will enjoy it, and perhaps want to become members.
 4. How do we get people to think ahead and make sure to get the time off?
 5. Jack will set up marketing, with one mailing in December and one early in January.
 6. For the Board, the challenge is to bring someone who isn’t currently involved. Perhaps a middle school feeder adviser?

7. We should reach out to advisers in DPS and APS.
 8. Jack will send out the database of membership to board members.
 9. After scheduled event, we can stay and do a happy hour, tour of the campus radio station, etc.
 10. We should post some sort of marketing video to social media.
 11. Giveaway of Harrower's books? First five registrants get a free copy of....
- iii. **Discuss broadening the All-Colorado website contest** to include social media / death of the homepage is coming soon. Discuss developing rubrics/procedures for optional formative assessments of websites and/or broadcasts / possible change in judging "window" to March or **early April**, rather than summer.
1. Jack can send articles that support this.
 2. There are few models of what this looks like.
 3. We need to continue following the conversation that JEA is having about this as well.
 4. All contest decisions need to be made by mid-January at the latest in order to be fair to students.
 5. Cory has done some work with the All-Colorado Broadcast Critique, which will be done in a few weeks.
 6. For this contest, we can do some initial social media contests.
 7. Navigating through various social media sites needs to be easy -- just a it should be for readers.
 8. We should change the evaluation period for website to March/April, so judges can see the site when content is being updated.
 9. Adam: I have been talking to Evelyn Lauer about this and to Kris Doran about broadcast. I will make a Google Doc with some old and new ways to assess. Would like to finalize by end of Jan. Cory has been working on Broadcast critique. He and I will finalize over break.
 10. How do we communicate to our membership that a Facebook page can be the "homepage" and it can be evaluated in this critique?
 11. Reporting, content, audience engagement -- What is most important and how are they weighted?
 12. How can we engage kids in the process of developing this contest? Maybe we should, since the kids are the experts...
 13. We can also ask former students to participate in the discussion.
 14. End of January gives us enough time to put the document together.
 15. January 15th DCSD PD Day (10 a.m. - 1:30 p.m.) with students at either HRHS, MVHS, or RCHS. By Jan. 8, we should have the GoogleDocs ready for all of us to look at.
- iv. **Discuss details of Multimedia contest** Something more ad hoc, like coverage that promotes social justice, or coverage that highlights bringing groups together rather than pushing them apart, or ...?
1. The board decided that pushing platform use was not as effective, nor inspiring, as pushing a content focus, with the platform or platforms best left to individual schools/programs
 2. Isn't one of the goals of secondary school journalism to introduce readers to people they don't know?
 3. What has your journalism program done to bring awareness to an important issue in the community?

4. CSMA One Story Contest - This year: "Reaching out to strangers." Everyone has a story. Introductions. A Stranger in Our Midst. FINAL DETAILS TO BE DETERMINED BY ONLINE DISCUSSION.
 5. Next year: citizen, leadership. (connects with Presidential election season).
 6. It could be funded via Beacon.com and maybe this can even turn into a scholarship program.
 7. Not a winter contest this year, but an April 15 contest, helping advisers by grouping most spring contests into one due date,.
 8. Perhaps we do two a year in the future - one due Dec. 1 and then another due April 15?.
- v. **Assess interest in having SNO come to Colorado** next summer for one- or two-day workshop (likely cost = \$2K per day, with 2 SNO experts) / this could be in July or early August: FY2016-17. I don't know how much lead time SNO needs, but the cost would need to be borne by the participants. For instance, if a school could bring one adviser plus 2 students, with a cost of \$100 for one day, we would need ten schools to break even - with one SNO expert - plus a location with a lab accommodating 30 computers or very powerful wireless. At \$200 per school, we could bring in two SNO experts and provide much more one-on-one. At \$400 per school, we could offer two days, with two SNO experts, which would really be a boost for programs looking to get their online programs going full speed. (All these are based on ten schools attending. We can probably go higher with the right facility). I am assuming a registration deadline of May 1 for something in June, and a bit later (but before school ends) for later July/early August. The costs are such that we would have to set a firm registration deadline, and cancel if minimum numbers are not met.
1. Content, storytelling, technical help -- they would be a resource for whatever the schools need.
 2. About 50 SNO members in Colorado right now.
 3. If the Board had interest in this, no financial liability. Could this be part of reTHINK (June), or at the end of July to prepare for the new school year?
 4. The more people who come, the better chance for it to be a source of income, though this is not a high priority.
 5. If we want this to happen, we must have registered commitments by May 15. If there is not enough interest, we have to tell SNO that it won't happen.
 6. Most are in favor of two days with SNO.
 7. Could be part of a three-day media "camp." that includes basic video planning and production skills.
 8. When do we do this? Could it be part of staff training at the beginning of the school year (perhaps in September)? Timing is important.
 9. At this point, we will survey advisers and determine how much interest there is, and then reevaluate in March when we meet again.
- vi. **Discussion of process for our new individual contests:** Broadcaster of the Year, Designer of the Year, Reporter of the Year, Middle School Journalist of the Year. Can we set up teams of two board members per contest to write rules, etc.?
1. Adam & Cory: Broadcaster of the Year
 2. Jed & Jeff - Middle School Contest: Waiting on some feedback from Rebecca Pollard @ JEA. Could be ready to send out in January.
 3. Jess & Kristi: Reporter of the year (reporting and writing award to demonstrate range and quality within the year. Could be called "writer of the year."
 4. Justin & Annie: Designer of the year

5. Lots of resources from JEA.
 6. **Deadline - Jan. 31.**
 7. Strongly recommend that contestants create a website to showcase the content, although it doesn't need to be a requirement for this year's contest.
 8. Encourage winners to enter NSPA annual national contests.
- vii. **Discuss options for SAW** and/or reTHINK for summer, 2016 / assess board preferences. Continue with one reTHINK/SAW combo week, site to be determined? Offer 2-3 regional SAW workshops, with some minimum registration at each to run? (We could perhaps get free hosting at CSU and/or CMU.)
1. We can do them together in June at one place. Or, we can have a traveling roadshow that can travel to various places around the state.
 2. Palmer Ridge HS or Rampart could host us.
 3. Jack is going to survey the membership regarding regional workshops summers beyond summer 2016.
- b. President Adam Dawkins
- i. 9News Partnership possibility - Single Day Workshop opportunities
 1. Adam has been talking with Jessica Hobbs, 9News about an opportunity to attend educational workshops that are very structured.
 2. They want to do more outreach in the field and need a pulse for students who want to be broadcasters.
 3. Want a lot of diversity as well, so need students from all over Colorado.
 4. Adam is going with his students in January, and then we could possibly do another event in the spring (2 students in the spring).
 5. What does that look like with partnerships? We will partner with anyone who wants to give us aspect.
 6. Would be nice to provide another opportunity for broadcast.
 7. Adam will let everyone know how it goes.
 - ii. NFHS/CHSAA broadcasting update FAQs
 1. CHSAA partnership is alive and well.
 2. Patrick Moring (Rampart) is thinking about joining as well.
 3. Questions can be directed to Adam and Mark.
 4. We are still waiting to see what happens nationally.
 - iii. Winter Thaw "each one bring one" challenge
 - iv. CSMA Social Media -
 1. Opening this up and giving Board members the information.
- c. Immediate Past President, Justin Daigle
- i. Levels of Membership (model after CSPA or NSPA)
 1. We need to determine the details of the levels of membership and how much each item will cost.
 2. Each item on the form would have links to descriptions of what each piece is and the benefits. Not a total a la carte system, but adds flexibility.
 - ii. Any membership fee changes should at least equal current income levels to avoid negative budget implications..
4. Committee Reports
- a. Digital Media Coordinator - none
 - b. Education Coordinator - none
 - c. Advocacy Coordinator - none
 - d. Middle School Coordinator - none

5. Unfinished Business - none

6. New Business

1. Budget (Discussion of mid-year budget adjustments and current membership report.)
2. Move to amend the budget. See Jack's financial report. (Motion passed!)
 - a. J-Day fees - are we ready to raise them from \$20 to \$25? Or wait 1-2 years?
 - i. When it comes to J-Day fees, this is the only tangible way to increase revenue.
 - ii. All increases would be for 2016 or later.
 - b. Membership dues - are we ready to raise those? (not much bang for the buck...) Discuss some sort of "tiered" membership dues?
 - i. See above for levels of membership discussion.
 - ii. All increases would be for 2016 or later.
 - c. Dropping a program? Please refer to the CSMA budget document for details on income and expenses for current programs. The board will look more closely at this at the June meeting, which is when 2016-17 budget issues will be discussed.
3. Dec. 15 JEA awards nomination deadline. Jessica is coordinating our one Rising Star nomination.