

CSMA Board Summer Retreat | June 3, 2016
9253 Sori Lane
Highlands Ranch, CO 80126
9 a.m. - 3 p.m.

Attendance: Sheila Jones, Adam Dawkins, Annie Gorenstein-Falkenberg, Jessica Leifheit, Cory Morlock, Jack Kennedy, Justin Daigle, Kristi Rathbun, Jeff Fleischman

Agenda Items:

1. Welcome
2. Reading, correction, and acceptance of [March](#) minutes. (approved)
3. Officer Reports

President Adam Dawkins

- [Adding to the Speaker/ friends of journalism contacts Google form](#)
- CSMA Social Media – making better use of our Facebook, Twitter and Instagram accounts
Introduce this in August with SNO (and at reTHINK /SAW)
Let's start by doing an "Our Staff at Work" weekly feature. (Use Wufoo?)
 - Introduce in August. Example: JEA Scholastic Journalism Week.
 - Google form to advisers
 - Adam will send out a sample
 - Can be paired with the "theme" for next year
- CMU Media Day call-in
 - Adam talked about what we do and what we offer. Sent a follow-up email.
- gNews visit feedback and opportunities
 - Interest in visiting in the fall? If so, contact Adam. gNews wants to do this once a semester.
- Social Media critique/ contest options
 - Is this part of All-Colorado?
 - DPS middle schools?

Vice President Annie Gorenstein-Falkenberg

- <http://principals.jea.org/>
- Can you try this out with your principal this fall? He/She can become a "Certified Journalism Advocate."
- Designed to take one hour per module.
- We (Adam and Jess) will bring this up at SAW next week.
- Will likely kick off at the beginning of the school year.

Past-President Justin Daigle

- Create survey for yearbook folks about new All-Colorado Yearbook rubric.
 - After schools get a critique, can we survey advisers?
 - Jack can help us make a survey through WuFoo.
 - All-Colorado Hall of Fame? (This could be a 5, 10, or even 7-8 year award.) What about consecutive years?
 - What is the incentive/benefit of this?

Committee Reports

Advocacy Coordinator (Kristi Rathbun)

- How do we reach out to schools so they know who to call when there is a censorship issue?
- Should this be part of our JDay process? Magnet - "panic button" style for the adviser hospitality room at JDay?
- Something in the JDay program -- 4 middle pages can be pulled out and can be something advisers can keep. This could be an "everything you need to know" document.
- Button on the website - widget for need help
- September 17 - Constitution Day
 - Grace Davis (DCSD)

Scholarships Coordinator (Kristi Rathbun)

- Promotion and training for JOY portfolios (and other contests?)
 - Specific session at JDay -- Jess and Kristi can do this session
 - Diversity in entries -- what succeeds, and how can you get organized for contest submission?
 - Invite previous winners and use portfolios
 - How do we connect contest ----> session ---> classroom?
 - Take CJE Colorado advisers and send the list to organizations who need judges
 - Create a CSMA certified judging project for MJE
- Adding scholarship monies to awards?
 - Up amounts? Add more scholarships?
 - Is money a motivator?
 - Camera for college? Get Mike's Camera to underwrite the award?
 - Prizes/Award vs. scholarships for some contests
- Program vs. Prep
 - How do we get some "top-down" support? Jack will connect with CDE.
 - Do we create a capstone project?
 - CTE certification - Is Winter Thaw a CTE focused time?

Digital Media Coordinator (Cory Morlock)

- Create survey for Broadcasting people about changes to individual awards
 - Similar to Justin's idea.
 - (Best of Colorado) There was a complaint, so surveying participants will help us determine if this was a common concern.
- Options for "All-Colorado" without student show
 - Leaning towards not doing a show. What about posting individual stories online? Is there an opportunity to do All-Colorado without a regular show?
 - We have programs that enter that don't have shows...
 - A collection of work will be fine...
 - We can put in "three sample programs" or 30 minutes of stories.
 - "Enter 2-3 shows" or "a collection of stories from 1st semester and a collection of stories from 2nd semester."
 - Participants can send 3 links.
- Increase emphasis on copyright violations for awards
 - Principals and APs often ask whether or not programs are violating copyright laws
 - Neither All-Colorado nor Best of Colorado mention copyright laws. Jack will add this.
- Increased presence at CMU Media Day?
 - Megan Fromm (contact - megfromm@gmail.com)
 - More learning sessions

Education Coordinator (Jeff Fleischman)

- Jeff is willing to do what's needed -- he can work with schools, help develop "taking the lede"
- CTE
- Available to mentor advisers
- CU/CSU professional development opportunities

Middle School Coordinator (Jed Palmer)

JEA Mentoring (Sheila Jones)

- 6 mentees
- Sheila had a busy, successful year. She will likely have 4-6 again next year.
- Sheila created webquests to meet the identified needs of mentees. (copyright, color, type, storify, design/web trends, etc.)
- Trends identified in "Mentoring Matters - April": responsibilities, no background, PR reporting, movement of programs to after school clubs
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Executive Director, Jack Kennedy

- CSMA Annual Report draft (printed version) with 2016-17 calendar
 - See Jack's report
 - Trends in membership history are clear.
 - The number of schools participating in JDay may be of concern...
 - Best of Colorado for websites -- this just didn't happen last year
 - Since we are up to 33 websites, we should be writing some categories that meet these needs specifically
- Proposed 16-17 Calendar
 - See Jack's report
 - Jack is suggesting that we bring Harrower back for Winter thaw.
- Walk through the 2015-16 budget (as of 5-31)
 - See Jack's report.
 - No doom and gloom!!
- Walk through the 2016-17 budget (approve as amended), with proposed fall coverage contest information
 - See Jack's report
 - CSMA Store -- We will sell what we have.
 - Motion to provide a \$100/month raise to Executive Director. (Approved!)
 - Opportunities for us to do more with SPJ.
 - Proposed budget does not include \$\$\$ for ... of the Year Awards.
 - Perhaps adding money will make the awards more prestigious. We will increase this to \$2500 -- \$250 for winning student, \$250 for winning program.
 - This is easily covered by additional JDay attendees.
 - Motion to approve proposed (amended) budget. (Approved!)

Old Business

- "Reaching out to the stranger" coverage challenge? See March minutes.
 - See Jack's draft of the document.

New Business

- State & National award nominations discussion (bring potential nominee ideas)
 - [Link to JEA Awards](#)
 - Jeremy Kam (Rising Star)
 - Tim Ryckman (Rocky Heights - Rising Star -- Kristi and Jack)

- Adam Dawkins - Broadcast
- Towley/Teacher Inspiration (Mark Newton)
- Pam Shephard (Friend of Scholastic Journalism - Jess)
- Medal of Merit / Lifetime Achievement (Steve Wahlfelt - Jack)
- Greg Anderson (Adviser of the Year - CSMA)
- Best of Colorado individual category editing
 - Jess, Justin, and Annie will revisit yearbook awards by reviewing submissions'
 - Adam and Cory will review website and video contests -- how are they connected and where do we support overlap?

- "Taking the Lede" curriculum development (have we all watched this?) We will be able to embed the program on our site in July (it will be broadcast on Channel 12 June 30, with details TBA). https://www.youtube.com/watch?v=ZZKgFXS-D_k&feature=youtu.be
(This is not a listed/public link until after June 30.)
 - Jeff will "take the lede" with this!