

CSMA Board of Directors Meeting | March 25, 2017 | 1 p.m. | Agenda

Regis Jesuit High School

Attendance: Jack Kennedy, Kristi Rathbun, Jess Hunziker, Jed Palmer, Adam Dawkins

AGENDA

Meeting called to order - Called to order at 1:08 p.m.

1. Welcome
2. Reading, correction, and acceptance of [December 2016](#) minutes. Corrected and approved!
3. Officer Reports
 - a. Executive Director, Jack Kennedy
 - i. Winter Thaw report
 1. We had fewer attendees than the previous year. Same time of year and good program. Budget reflects 25 participants and we actually had 11. The good news was that expenses were zero dollars!
 2. Jack published a post on our website that included handouts and materials from the day.
 - ii. CHPC report
 1. We ended up with 80 students and 18 schools. We ended up with good submissions from students. This was very successful. Next year, we are hoping to get the governor.
 - iii. Membership update and Best of Colorado update.
 1. We have a record number of memberships: 202 paid member media plus 6 sister schools.
 2. This helps explain why we are way over our projected budget.
 3. Jack did a breakdown because of Best of Colorado.
 - a. MS YB: 9
 - b. NP Class 1: 26
 - c. NP Class 2: 45
 - d. NP Class 3: 34
 - e. YB Class 1: 26
 - f. YB Class 2: 22
 - g. YB Class 3: 21
 - h. Video: 25 (up by a few)
 4. There could be a question on the membership form where members choose their enrollment category (if a school wanted to "play up a level.". Newspaper and website are combined for BOC. If you have both, you can enter two, as in a paper entry and a web entry in breaking news.
 5. Next year, Jack is phasing out the four-media discount.
 - iv. Financial report through March 24
 1. Proposal to pay critique judges \$40.
 2. See Jack's financial report.
 3. We are for the most part, on track for everything.
 4. Anything in bold is done and can be considered a final figure.
 5. Because we budget conservatively, we have a \$4000 overage from J-Day.
 6. We are paying Adam to run the PLE course.
 7. We have some expenses coming: \$250 prize to winners of the year for contests. Will be paid out in May.

8. Fall coverage contest was \$900 in vouchers, so no actual cash.
 9. In June, Jack would like to hear about what the Board would like the store to look like. Shirts? Stickers? Continue notebooks/folders?
- b. President Adam Dawkins
- i. Staff Spotlight Series -2 entries so far. How do we encourage this? Should we set up a week next fall that we build up to and publish during that week - one each day - like JEA Scholastic Journalism Week?
 1. Hashtag for a month, which could be used to train new advisers.
 2. Set up "sister school" that encourages participation. Pairing weekly celebrations of staff as we get closer to J-Day.
 3. At the bottom of a CSMA newsletter, we can also highlight a staff.
 - ii. PLE Certification Course will conclude at reTHINK this year. Plans for next year? What works what doesn't? Feedback.
 1. Keep it rolling? Yes, it is so important.
 2. 4 3-hour in person sessions. You revise or add to publication policies & procedures. Create PLE outline for a unit. Develop one full lesson. Teach lesson; write reflection. Final piece is a test. Can get one credit from Adams State. This year it was paired with CSMA Board Meetings. Second in person meeting was Winter Thaw. In the future, we could make it work with another CSMA event.
 3. Other states have asked Adam about this.
 4. Reminder: We need to get together with CASE.
 5. Next year, we offer it. In June, Adam needs to come with a calendar for the next year.
- c. Immediate Past President, Justin Daigle
- i. Nominations for 2017-19
 - ii. Right now, who do we have? We don't know yet. Bios need to be sent in April. Voting in May. New Board meets in June.
 - iii. There are six positions available. Board members need to think about their continuing involvement and recruit for additional positions.
- d. Vice-President, Annie Gorenstein Falkenberg
- i. Chronological yearbook category has been revised. Umbrella = chronological? We will leave it for another year and revisit.
4. Committee Reports
- a. Digital Media Coordinator - Cory Morlock
 - i. All-Colorado additions to video broadcast rubric
 - ii. Cory has shared ideas with Adam and Jack. He is working on this.
 - b. Education Coordinator - Jeff Fleischman
 - i. "Taking the Lede" curriculum development
 - ii. Jack can write this. We need to get on this. It's an important resource that we need to make sure teachers are using to its full potential.
 - c. Advocacy Coordinator - Kristi Rathbun
 - i. Report on Greer and Benson scholarships
 1. Esteban Arellano from Stanley Lake was our Greer winner. Strong depth of reporting demonstrated in his portfolio. Portfolio was converted to a website for JEA JOY. Sheila, Kristi, and Steve were the judges.

Commented [1]: +adawkins7@me.com
Assigned to Adam Dawkins

Commented [2]: +jdaigle@sd27j.org
Assigned to Justin Daigle

Commented [3]: +jfleisch@jeffco.k12.co.us
Assigned to Jeff Fleischman

Commented [4]: +jpkjournalism@gmail.com
Assigned to Jack Kennedy

2. Benson - no one applied from the 4 portfolios. It was awarded to the third place winner, Samantha Wexler from Monarch HS.
 - ii. JEA Spring Report
 1. In doing NSPA Advisory Committee meetings, Mitch Eden talked about a monthly curriculum piece. They take turns between Board members. This could be attached to the CSMA newsletter. Let's organize this in June.
 - iii. Addition of curriculum piece to CSMA updates? Maybe monthly?
 1. See above.
 - d. Middle School Coordinator - Jed Palmer
 - i. Report from Sheila: one mentee is Kate Morgan, who is going to Seattle, judging Write Offs. Hannah Shapiro from Eagle Valley, also going to Seattle. Michael Gallagher from Green Mountain (before school news program). Adrienne Marko from Dakota Ridge doing second magazine. Karla Schott at Englewood who does all the media. One way to increase middle school participation might be for the feeder HS to pay for the MS membership.
5. New Business
- a. CSMA Hall of Fame guideline development - with first "class" to be unveiled at J-Day next fall?
 - i. Class unveiled at J-Day. How many years? We can develop these in June. We could do as many as 7 years or 6 of the last 7.
 - b. CSMA is hosting the JEA National Critique Summit ver. 2.0, in June. Jack is local host. Anyone want to attend? June 10-11.
 - i. It has no cost. Let Jack know if you can attend. JEA is organizing it.
 - c. SAW and reTHINK will be June 5-7 at Rock Canyon HS. Changes needed? We have tightened to three full days this year.
 - d. Agree upon date for summer board one-day meeting. Some initial options: Thursday, June 8; Friday, June 9; Monday, June 12; Tuesday, June 13.
 - i. Jack will send out a survey to figure out times.
 - ii. Most board meetings via [zoom](#)? Up to 50 participants; share video; \$15/month; create rooms with subcommittees.