

CSMA Board Retreat Agenda June 4, 2015

Board Members in Attendance: Adam Dawkins, Jed Palmer, Justin Daigle, Annie Gorenstein-Falkenberg, Jeff Fleischman, Jess Leifheit, Cory Morlock, plus JEA mentor Sheila Jones, outgoing past-president Karen Slusher executive director Jack Kennedy. Absent: Kristi Rathbun

Meeting called to order: 8:30 a.m.

Think Tank

- Outreach to corners of state and to DPS/APS (pub days / nights visit or skype sessions)
 - Adviser fun night (wine & cheese at Denver Press Club?), Winter Thaw (Jan. 29), night at the Rockies, Adviser night at DCPA, CSU game in Ft. Collins, events where advisers can bring families, fall event to kick off new name, Friday, August 14, 6:30, Sat. 6:10, Sun 2:00, Rockies vs. Padres. Adam will look into this.
 - Offering to stop by a DPS/APS school on pub. nights in addition to providing mentorship
 - Coordinate meeting with DPS/APS schools in fall, or coordinated with Winter Thaw
 - Place to start may be Thomas Jefferson, since that is the media magnet school for DPS
 - Aurora Central place to start for APS. Or Rangeview
- Education/curriculum offerings (small, yet powerful)
 - Can any formative assessments be provided, in addition to our normal summative assessments?
 - What if we have a rubric that detailed % of stories related to school, community, etc., and the publication is evaluated mid-year. This could be used for formative feedback in the middle of the year.
 - It would be beneficial for yearbooks to get an “October look.” This could be a submission process where staffs submit 3 spreads for formative feedback.
 - If it’s not a contest, then we can judge for each other.
 - This can start with online publications (web and video). Is this something we need to charge more for? Do we create two levels of membership?
- CHSAA and PlayON! Sports contract and issues - understanding the narrative and being a united front
 - The conflict has to do with CHSAA partnering with companies in order to limit students’ ability to broadcast and therefore make money. The objection to this is that it is exclusive.
 - We have many rights with CHSAA, but there does need to be a compromise with live broadcast of athletic events. We need to maintain our relationship with CHSAA.
 - From a CSMA perspective, we need more websites that incorporate video and determine how we can support advisers and students.
- USA Today website opportunity
 - Like SNO-light version. Should we publicize this? Yes.
- Contests and encouragement/ resources for newspapers and news magazines
 - We don’t have a magazine category, and we might be at the point where we need one.
 - If we want newspaper and magazines to be successful, CSMA is the organization that needs to provide the support.

- Social Media campaign highlighting CO schools (like SJW2015)
 - We should have a social media contest.
 - Convergent media contest in winter. This is important!
- Possibility of shirts and jackets with new logo
 - CSMA shirts/jackets at J-Day instead of a themed shirt.
 - Consider a ¼ zip pullover with square logo, and then a t-shirt with a larger horizontal logo.
- Should we be promoting more “digital first” websites? With board approval, we will add Best of Colorado individual categories for websites for first time in 2016.
 - The board approves this Best of Colorado individual category.
- Our All-Colorado critique judging documents are our de facto standards for each medium. What changes need to be made?
- Social media handles for CSMA
 - @ColoradoSMA - Twitter
 - colostudentmedia - Facebook
 - costudentmedia - Instagram (15 character limit)
 - colostudentmedia - Pinterest

Board Member Goals

- Goals from each Board Member
 - Adam
 - DPS and APS outreach - possible workshop/partnership with an existing summer camp
 - Helping schools converge, especially with video and student branded initiatives for niche and specialty journalism
 - Help continue the great CSMA events, outreach and support
 - Continue the PLE Certification and possibly expand

Events

- reTHINK/SAW
 - Eight advisers, 47 reTHINK attendees
- reTHINK 2.0 (August 3, 4; Location TBD but maybe Regis /Mountain Vista)
- J-DAY Night Before
 - Could be YAotY, or another speaker
 - We may not do this, but we can ask people...
- J-DAY (October 8)
 - Larry Stewart CSMA Lifetime Achievement Award
 - We can bring in a “hot-shot” speaker
 - Format can stay the same
 - New set up for exhibit hall
 - Universities and companies are already reaching out for sponsorships
 - Food -- luncheon is 2 shifts did not work, so will just be grazing throughout the day
 - Evie Lauer - featured speaker on news website best practices

- Theme:
 - On the Line
 - Information Super-highway
 - Web 3.0
 - Mobile Media
 - Stories 2.0
- Professionals
 - Drew Soicher
 - Vic Lombardi
 - Craig Walker
 - Featured Speakers from JEA Denver
- SoCO Media Day
 - late summer SAW or reTHINK in Colorado Springs - set for Aug. 5-6 Rampart HS
- Winter Thaw
 - Friday, Jan. 29
 - Tim Harrower as possible featured speaker?
 - Could split costs with CU or CSU
 - Sponsor DPS/APS advisers with registration and paid substitute
- CMU Media Day
 - Karen is the point person on this
 - First Monday in March

Scholarships/Awards

- Adding one or two to broaden participation and to make a scholarship attainable for all programs -- converged, non-converged, small school, large school, yearbook, newspaper, web, etc.
 - Benson - all good
 - Greer (winner \$2000, runner-up \$1000) if they stay in state = Convergent
- Journalist of the Year
 - Finished by August 1
 - \$250 each
 - Designer of the Year (Annie, Justin)
 - Reporter of the Year (Jess/Jeff)
 - Broadcaster of the Year (Cory/Adam)
 - Photographer of the Year (continue current rules)
 - Middle School Journalist of the Year (Jed)

JEA Awards

- Rising Star
 - Jeremy Kamm (Jed)

- Leslie Thompson (Jess)
- Broadcast Adviser of the Year
- Lifetime Achievement
 - Ann Healey (Jess/Jack)
- Medal of Merit
- Yearbook Adviser of the Year
 - Carrie Faust - has been Distinguished
 - Kristi Rathbun - has been Distinguished
- New nominees?
 - Greg Anderson - Yearbook/Newspaper (Annie)
 - Anastasia Harrison - Yearbook (Justin)
- Teacher Inspiration
 - Mark Newton (Karen)

Mentoring

- PD for advisers facing pressure from administrators. Adams State University does not allow independent study as part of the one graduate credit hour, so we could go with a day (part of a day?) early and then a wrap up day (both in-person), with our regular independent stuff for Press Law & Ethics certification. Looking at Sept. 19 (near Constitution Day) for the first day, and then the morning of Dec. 5 for the wrap-up day, with classroom work and reflection in between. BTW, Dec. 5 is likely an in-person CSMA board meeting in the afternoon.
- New Mentor Barb McLachlan is unable to attend training this summer, so adding her as a JEA mentor is delayed by a year.
 - Discussed the idea of “part-time” mentors,” paid directly by CSMA (as opposed to going through the JEA program). Dianne Gum might want to mentor one new adviser, for instance, and Barb might work with Montezuma-Cortez this coming year. We could negotiate the stipend. Not being available for training in one week of July should not mean we can’t have mentors...

Budget

- Photographer of the year (and related prizes) line will have to change on the budget.
- Rockies Game would be a special board project.

Motion to accept budget as presented.

- [See annual report](#)