

## CSMA Board of Directors Meeting | March 5, 2016

### Brighton High School

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

### MINUTES

Meeting called to order - 9:15 a.m.

1. Welcome
2. Reading, correction, and acceptance of [December minutes](#). (approved)
3. Officer Reports
  1. Executive Director, Jack Kennedy
    - a. Budget update, which is all good news (as opposed to the gloom and doom in December).
      - i. We double-entered the Lory Student Center rental costs in previous accounting, which we have now properly listed (along with a separate J-Day budget, which will make the accounting for our largest event each year more transparent and accurate).
      - ii. Investments: \$62,340.10 total. We generally don't tap our savings in our normal cash flow..
      - iii. Checking: \$53,519.85 total. It's exactly where it should be at this time of year..
      - iv. Total: \$115,859.94.
      - v. \*We have our non-profit status back (after much confusion, and eventual understanding by the IRS). We are also saving money by not having a CPA filling out our 990 tax form (now an executive director responsibility).
      - vi. Bottom line: we do not need to change the costs of registration for J-Day, and we've lowered projections.
      - vii. How much money are we comfortable having? We can run for a year without income. At some point, we can consider some new initiatives.
        1. Can we expand our scholarship offerings? More scholarships to J-Day? We can add a few things back into the budget. We need to talk about this in June.
        2. CSMA has joined SPJ. Jack is going to write an article for the website that explains all our partnerships with other professional organizations..
    - b. Report on Winter Thaw and CHPC.
      - i. Winter Thaw: Tim Harrower was paid \$1,000, plus some minor expenses.
        1. We still haven't gotten a bill for the lunches.
        2. We didn't quite break even, but it was amazing.
        3. It was tangible information that could be used right away. Appealed to a variety of levels of advisers. The message of "doing one thing well" was an important message.
        4. We have to take into consideration that it was a different year (CU, during the week, as opposed to a Saturday). We should consider providing some scholarships for new advisers. We had 33 advisers attend.
        5. We could convince Tim to come back every year. Should we feature him at J-Day? It's not something we have to worry about right now, but it is something to consider.
        6. Sheila: Took a storytelling class from Bob Steele, and he would be willing to speak for us. Dennis Ryerson, former editor at several large newspapers, is a friend, and he would be interested in participating. Both are now Colorado-based and they would be relatively inexpensive to bring in, for J-Day, Thaw, etc.
        7. We should create a GoogleDoc with speaker contacts. ([DONE](#))
      - ii. Capitol Hill Press Conference:
        1. 50+ students from 13 schools
        2. More attendees than the year before.

3. We had to do it on a Monday (due to Old Supreme Court Chambers availability), which was not our normal time, and the legislature doesn't begin sessions until 10 a.m. on Mondays.
  4. There was time for a tour and interviews with local reps before we began..
  5. We were able to balance political parties (Democratic Lt. Governor and Republican Commissioner of Education), though neither speaker offered partisan positions.
  6. CDE Commissioner participated. This is an opportunity for us. ELA standards are going to come up in the next year or two, and we need to be part of this conversation. Crandall is a "reformer" and what we do aligns with this vision. "Embedded assessments." He talked about the need for this. One strategy is to make it a top-down initiative because we *do* respond to state directives. We need relationships with CDE, and this seems like an opportunity. Restoring credit for accredited journalism programs.
- c. Report on SoCo Media Day, April 14 (speaker confirmations and ideas)
- i. One school (Pueblo Centennial) already registered and is bringing 28 students. We can handle about 150 participants, total.
  - ii. We only charge \$10.
  - iii. Speakers thus far: Ben Reed, Cory Morlock, Jack Kennedy
  - iv. We will reach out the photographer from the Chieftain and maybe a few CO Springs connections.
  - v. Sessions are all about looking forward to 2016-17
  - vi. This is the sixth time we've done this conference, but the first time in the spring. We expect interest to be high, though there are possible conflicts for some schools with PARCC testing.
- d. Discussion of "Reaching out to the stranger" coverage challenge
- All based on the current state of our country.
- i. This contest/challenge would be for the rest of this calendar year, which takes us through the next election cycle.
  - ii. We need to do a better job of engaging students in our process.
  - iii. We can provide a logo, and then tag the stories with it.
  - iv. Possible taglines: **Fear/less**, Colorado voices, fighting fears, Colorado Voices Welcoming the Stranger, Building Community through Student Voices, Advocacy Journalism, Student Media for Community Engagement, Identity, **Engaging student media to build community**
  - v. We could be the publishers, as well as the other media programs. The likely platform will be a website, with significant leadership from student volunteers.
  - vi. Potential avenue for Greer candidates, as well, to expand portfolios.
- e. Board decision on hosting one or two SNO Colorado workshops, based on results of our online survey
- i. Results: 23 responses
  - ii. 10 current SNO customers, and 10 interested schools
  - iii. 42 CO schools are current SNO customers, half are not members of CSMA
  - iv. Almost all schools that responded have some level of interest.
  - v. Early August is the preferred timing
  - vi. One trainer for one day = \$1000
  - vii. Two trainers for one day = \$2000
  - viii. Second day - another \$1000 each trainer
  - ix. Cost to break even = \$150 per day per school with 3 attendees
  - x. Executive Director will work with SNO to establish best dates, with first choices below.
  - xi. Day 1 - North (Monarch HS = first choice as host) Aug. 1
  - xii. Day 1 - South (Palmer Ridge = first choice as host) Aug. 2
  - xiii. Day 2 - (Castle View = confirmed host school) Aug. 3

- f. Summer Adviser Workshop
    - i. June 6-9 at Rock Canyon HS
    - ii. Presenters: Adam, Sheila (?), Jess (6,7), Ben Reed (?)
  - g. Report on JEA/CSMA hosting a National Critique Summit in Denver in June
    - i. How can we get critiques to better support instruction and prep?
    - ii. Mark Newton and Jack Kennedy are inviting people to come to Denver and critique the critiques.
    - iii. JEA will pay to bring people in
    - iv. Likely dates = June 11-13
    - v. Reps from Kansas, Michigan, Iowa, etc., will be invited, in addition to national critique service representatives (NSPA, CSPA, Quill & Scroll).
2. President, Adam Dawkins
- a. CSMA Social Media – making better use of our Facebook, Twitter and Instagram accounts
    - i. Introduce this in August with SNO
    - ii. Jack can create more administrators for Facebook page
    - iii. Let's start by doing an "Our Staff at Work" thing
    - iv. \*Send Jack an email and he will make you an admin.
    - v. Highlight Greer, Best of Colorado
  - b. Colorado Mesa U Media Day phone call
    - i. Monday, March 7; Adam will call in during adviser session
    - ii. SNO workshop possibilities
    - iii. Benefits of membership
  - c. 9News visits update
    - i. Adam is going with 10 students on March 16.
    - ii. They want to start a partnership where they do one day workshops with 10-20 students.
    - iii. They would like to do this three times a year.
3. Committee Reports
- a. Kristi
    - i. Greer and Benson winners and process update
      - 1. Six entries for Greer and Benson
      - 2. It's getting better each year - Overall. strong portfolios and great feedback
      - 3. Need session at J-Day on how to do this
      - 4. We need to do a better job of marketing the scholarships earlier in the year.
      - 5. Talk about it at SAW.
      - 6. We used to have a flyer for Greer that we mailed out. Discuss mailings in June as part of our marketing strategy.
  - b. Annie
    - i. Information about the JEA Principal Outreach Committee, of which she is a member (and Carrie Faust is the JEA Board member in charge)
      - 1. Building a 5 module course for advisers, admin, and students. Working on a "certified journalism advocate" certification.
      - 2. The five modules:
        - a. 1st Amend
        - b. Role of advisers, etc.
        - c. Policies
        - d. Decision-making
        - e. Why is journalism important?

- c. Sheila
  - i. JEA Mentees
    1. Law/ethics/role of journalism in online programs
    2. "making sure the content doesn't put the school in a negative light" = a frequent principal position
    3. Other issues: copyright, roundtable discussion at J-Day with veteran advisers; identifying students by name; how to handle anonymity of sources
    4. How do we get into the administer education programs to help them teach the law? It's not a concern in their prep, according to anecdotal evidence.
    5. Sheila is meeting with Ben Reed next week to discuss Jeffco support.
  - ii. J-Day speaker ideas (see Steele and Ryerson above)

#### 4. New Business

- a. Not sure where we are with incorporating social media into our website critique (do we need a new name for this critique?). We have the old one on our site right now, but we could make changes.
  - i. Do we figure out where people are and meet them there, as opposed to setting the standard ourselves?
  - ii. Need to introduce any large changes as early as possible in a school year.
- b. All the board teams submitted their rules for the new individual contests and those are on our site. Justin shared the changes for the All-Colorado Yearbook judging rubrics, and that document is on the site.
- c. June meeting date - Friday, **June 3** = best choice
- d. J-Day 2016 **October 20** is tentative date, due to working around CSU Homecoming -- first week of October -- Douglas County fall break, and Cherry Creek fall break. Third week of October is "sweet spot" this year.