

## **CHSPA Summer Board Meeting Minutes**

June 4, 2014

Present: Justin Daigle, Karen Wagner, Adam Dawkins, Cory Morlock, Annie Gorenstein-Falkenberg, Jessica Leifheit, Jed Palmer, Carrie Faust, Jack Kennedy. Absent: Darcy Stanco.

Meeting, at 9253 Sori Lane, Highlands Ranch, began at 9:15 a.m.

### **Budget**

- Review 2013-2014 budget review was completed with clarifying discussion.
  - Budget
- Jack presented a proposed budget. Budget approved with minor changes:
  - Upon discussion, we added \$250 for CJE/MJE certification upon completion of the Press Law and Ethics certification.
  - Adviser scholarships will be available for all professional development opportunities deemed appropriate by the board.
  - Upon discussion, we added \$2,000 for a CASE booth and possible presenter time. CASE is July 23-24, 2014.
  - CLAS monies will be added when more information is available.

### **Contests**

- All-CO critique forms – final comments/proofing. We will pilot a more narrative-driven judging form for news publications only this summer.
- Journalist of the Year (Greer, Benson, scholarships) – and discussion?
- For Best of Colorado contests, reduce yearbook enrollment categories from 4 to 3 (see annual report for details).

### **Adviser Recognitions/Support**

- JEA Award Nominees (Rising Star: Carrie for Annie G.; JEA Lifetime Achievement (Barbara McLachlan, Jack Kennedy), Linda Putney Teacher Inspiration (Mark Newton - Karen)
- Publicize our monetary support to help nationally recognized advisers get to the ceremonies/conventions.
- Common Core Work – encourage members to join JEA to access the Curriculum Initiative? Local efforts? We will approach JEA with a proposal to buy 100 one-year licenses to the curriculum site for the state's use at \$2,500.
- PLC Meetings every two months in various regions for advisers to meet
  - Annie and Justin will be hosting one on the north end of Denver, Carrie and Karen will take South/East, Darcy will take Western Slope, Cory will take Colorado Springs)
  - Consider hosting all on the same day (North, South, East, West)

- o Funding--from special projects to pay for food.

### **Journalism Day**

- Theme: “Feels Like Home”
- Show JEA Denver Video at JDAY to promote...plus toss out some promo t-shirts.
- Convergent Contest – present it at the awards ceremony... theme “feels like home”
  - o Need to figure out how to structure submissions--we will want to display these at JDay
  - o Do we use our contest website to host the contest?

*Why Journalism?* Promo / Testimonials from students. Shot at MVHS

- Adam and Jason--Have ready for J-Day

### **CASE Booth at Convention**

- February deadline to present
- Non-profits get 50 percent off their space, Justin is point person for this.
- Contact: Susan Schoenthal ([SSchoenthal@co-case.org](mailto:SSchoenthal@co-case.org))
- What exactly would we want to present? Common Core and Journalism? Validity of Journalism curriculum

### **CHSAA**

- Restricting live broadcasting of sporting events by students
  - o Language in the CHSAA handbook to support student broadcasters at events
  - o Number of Press Passes per school (currently 3)
- Connecting with CHSAA (met with them in fall and Mark Newton, Adam and Jack are meeting with Bert Borgmann on June 5)

### **Strategies for Advancing Initiatives**

- Strengthening of Free Expression Statute, to modernize and include adviser protections - do we want to reopen?
  - o Goal for the 2014-2015 Year
  - o Help of a lobbyist--CDE?
  - o Do we need to put more effort into educating principals?
    - Principal Licensure Programs
  - o Work to make connections with people in the state legislature--make friends.
- Finding partners in showing journalism’s close connections to CCSS

### **Finding ways to get DPS schools involved in CHSPA and the convention**

- Annie will talk to some friends in DPS and get back to Jack.

### **JEA Day of Doing model / participation by board (CHSPA Adviser contests?)**

- Jack and Karen are already signed up!
- Adam, Annie, and Carrie plan to sign up :) May 31 - online signup ended. To sign up need to email: [SVerpoot@lcscmail.com](mailto:SVerpoot@lcscmail.com) and [CWadycki@lcscmail.com](mailto:CWadycki@lcscmail.com) (Carrie and Sarah)

### **Executive Director Report**

- See Year in Review Handout
  - J-Day 2014, planning for 1,600 people
  - SOCO Budgeted for 120 people, 104 attended last year
  - Membership in flux--180 total schools as potential members (realistically), and 120 of them are members at this point (at least one medium).
  - Capitol Hill--move away from President's Day in the future
    - Will try to get Republican and Democratic representation
  - All-Colorado needs an All Colorado Hall of Fame, process to be determined.
  - Jack will add a press law and ethics update to the Year in Review Sheet
- CHSPA Calendar 2014-2015
  - Winter Contest?
  - Capitol Hill Press Conference still needs a date
  - Colorado Mesa Conference
    - Needs a more concrete plan for the structure of the event in order for it to be worth sending more people
      - Understanding of what the needs on the Western Slope
    - Contact information for people who attended--Darcy
    - Discussion about the role of CHSPA in the day.
      - Similar to SOCO Media Day

### **2014-2015 CHSPA Calendar of Events (with possible check-lists for officers)**

- Winter Thaw cancelled for 2015 due to convention
- Awards Dinner cancelled for 2015 due to convention, but will be part of Friday Adviser Luncheon on April 17.

## **Leadership and Goal Setting**

- What is YOUR goal(s) for the next year?
  - Jack:
    - Mizel Museum partnership, Thomas Friedman speech
    - True Media Foundation, possible video support
    - Brett Family Foundation, possible grant support
  - New CHSPA logo (consider one for social media - square shaped)
    - Run as a contest
    - More informal--just ask some people
    - Name change? CJEA or CSMA (Colorado Student Media Association)
  - Karen CCSD Middle School Involvement, will contact all MS in CCSD
  - Public Relations Chair--now a role for the Past President
  - Adviser PLCs

## **Next Denver 2015 local committee meeting will be in late August.**

- Location TBD

December Board Meeting at Eaglecrest HS.

March Board Meeting at Arvada West High School.

Meeting adjourned at 4:23 p.m.