

CSMA Board of Directors Meeting | December 2, 2017 | 9 a.m. | Agenda
Rock Canyon High School, Highlands Ranch CO 80124

Attendance: Annie Gorenstein-Falkenberg, Tina Barber, Carrie Hendrix, Kristi Rathbun, Jess Hunziker, Patrick Moring, Adam Dawkins, Sheila Jones (JEA Mentor), Jack Kennedy (Executive Director). Absent: Gina Claus.

AGENDA

Meeting called to order

1. Welcome
2. Thank-You Cards for J-Day Participants
3. Review of June 2017 minutes
4. Officer Reports

a. Executive Director, Jack Kennedy

- i. J-Day 2017- 1461 attendance: 73 schools, 16 adviser-waived registrations, 20 student scholarships (scholarships provided by DU and SNO), record number of speakers
 1. Date for 2018 J-Day might be Oct. 4 or Sept. 27 (JEA Chicago Nov. 1-4, so best to add separation). September date was board preference.
- ii. Student contests/awards (Greer, Benson, xx of the Year, BOC)
 1. "Ad Hoc" contest - PSA or display ad about the First Amendment or freedom of speech/press) - The contest submission **deadline is Tuesday, Dec. 5.**
 - a. 3 submissions so far from newspapers
 - b. Up to 3 \$300 vouchers for winners
 2. New winter contest (using BNC) - **ONE DAY** Coverage Challenge
 - a. **Day of Coverage: Friday, Feb 9.**
 - b. **Deadline: Tuesday, Feb 21**
 - c. Yearbook staffs could use this coverage in their books. All entries could be published or incorporated into any media.
- iii. Adviser professional development (Winter Thaw, CJE testing)
 1. CU: Wed, Jan. 24, \$35 registration cost.
Kathy Daly - photography speaker.
Ross Taylor - internationally-known photographer and CU professor.
 2. 3 advisers took CJE test on Nov. 18.
- iv. CSMA Budget
 1. Created a Vimeo account to host video - \$84 annual fee.
 2. Halfway through expenses for the year and on target.
 3. CSMA t-shirts still available.

b. President, Annie Gorenstein-Falkenberg

- i. Update from SPA Meeting in Dallas (attended on behalf of CSMA)
 1. Social Media Critiques/Contests
 - a. Possible J-Day contest during the conference & award at the end of the day, tweeting from publication account.
 - b. Look for sponsor help with prize for contest.
 - c. To promote positive use of social media.

- d. Logistical issues: judges, certificate needs to be printed onsite, judge watches Tweet Deck all day?
 - e. Critique for social media - need to create rubric version 1.0.
 - 2. Accounting--things to think about for after 6/2020
 - a. Possible treasurer position may need to return as board position.
 - b. Need to understand jobs currently handled by executive director, and how those might be distributed.
 - 3. BNC
 - a. Judge feedback - can we add this?
 - b. Kansas customizations as possible model (canned comments for judges)
 - i. Give more feedback to entry
 - ii. But cost more money?
 - 4. JEA "Certified" Judges
 - a. Encourage state advisers to get certified to judge, when this is ready.
 - ii. Update about committee work
 - 1. CRITIQUES/CONTESTS/AWARDS
 - a. Representatives for newspaper, yearbook, broadcast - balanced in parts of state, publishing companies, etc.
 - b. Changes need to be made by end of summer, to allow everyone to be using rubrics and standards.
- c. Immediate Past President, Adam Dawkins**
 - i. Best Practices for teaching Fake News (better known as LIES)?
 - 1. Google Drive folder with materials: send out on CSMA listserv
 - 2. Teacher librarians are good resource.
 - 3. Resources on website, actual usable curriculum, or mini-lessons are needed (and this would be the model of much of what CSMA shares with advisers). First newsletter of 2018 Adam will include a mini lesson by Adam.
 - ii. StoryCorps Style Audio Storytelling across Colorado schools
 - 1. How do we encourage people to tell stories of their school? Is there a way to house audio—get it outside?
 - 2. Jess and Kristi will do a "Been There" style recorded conversation before and after their Jan. 12 PD Day for DCSD.
- d. Vice-President, Jess Hunziker**
 - i. [CSMA Staff Spotlight project](#)
 - 1. August - Jess Hunziker - complete
 - 2. September - Kristi Rathbun - complete
 - 3. October - Annie Gorenstein-Falkenberg - complete
 - 4. November - Carrie Hendrix
 - 5. December - Adam Dawkins
 - 6. January - Tina Barber
 - 7. February - Patrick Moring
 - 8. March - Gina Claus
 - 9. April - Karen Slusher
 - 10. May - Justin Daigle

- ii. Send [link](#) to adviser to fill out -- Adam or Jack will put these on website. Format TBD.
5. Committee Reports
- a. **Digital Media Coordinator - Patrick Moring**
 - i. New partnership with Colorado Broadcasters Association (CBA) - Spring contest
 - 1. Justin Sasso as a contact.
 - a. A future broadcasters award has been created by CBA.
 - b. Recognizing CSMA students at the Gala in March.
 - c. High school and college programs only.
 - d. Send out reminders: Jan. 6.
 - 2. Getting some responses from the offer to share curriculum and resources, studio tours etc.
 - b. **Education Coordinator - Tina Barber**
 - i. CTE updates
 - 1. Duane's presentation at J-Day was very helpful.
 - 2. Members need a step-by-step process to get their CTE certification.
 - 3. Start a cohort, with everyone going through the process together.
 - 4. Beta-Cohort will be set up by Tina.
 - c. **Advocacy Coordinator - Kristi Rathbun**
 - i. Advocacy issues update
 - 1. HRHS students wanted to report on an administrative cover up. Used the JEA resources to put together a strong coverage piece. Principal has been a good student press rights advocate.
 - 2. Check in with Powell MS to see if issue was resolved or if support is needed.
 - ii. JEA membership & Dec. deadlines (spring convention proposals & awards)
 - 1. **December 15 deadline:** San Francisco session presentations, Press Freedom Awards, Linda S. Puntney Teacher Inspiration Award, Diversity Award, Lifetime Achievement Award, Future Administrator Scholarship
 - 2. JEA membership in state down, include link on mini-lessons to join JEA, new mentees get two free years of membership
 - 3. Co-State Director to help with increasing JEA-mandated responsibilities?
 - iii. BPA (Business Professionals of America) and SPLC initiatives
 - 1. Someone may need to start a BPA charter in Colorado (none now).
 - a. There are competitions that our students could be very successful in.
 - b. A consideration is how this will compete with DECA & FBLA in Colorado, which are both strong.
 - 2. We need to consider what we want to do with these sorts of JEA-approved initiatives, and maybe filter some of the opportunities.
 - 3. SPLC—New Voices legislation has been a hot topic around the country
 - a. We have our Student Freedom of Expression Law.
 - b. Protections for young women (this group experiences the most censorship) -- we might develop some support materials.
 - iv. Critique Summit Update (Val Kibler is JEA liaison here). This is in process.
 - d. Mentoring - Sheila Jones
 - i. Shared JEA Mentor Program brochure and newsletter.

- ii. Look at mentoring support & data, future needs of mentoring program.
 - iii. Gave updates on her four mentees.
 - iv. Stephen Wahlfeldt is back to working with two mentees.
6. Old Business
- a. Update on partnership with [Dottie Roberts Foundation](#) - for college scholarships for women majoring in journalism or communications (with financial need)
 - i. Due date **March 23, 2018**.
 - ii. Linked on the scholarships drop down on the CSMA website.
7. New Business
- a. Discuss timetable for executive director search/HQ hosting. Jack's last day will be June 30, 2020 (which seems like a long way off, but the decision should be made NLT spring of 2019).
 - i. Should board pursue an RFP process? How far reaching?
 - ii. Consider moving back to CSU [partnering JMC (Greg Luft), Rocky Mountain Student Media Corp. (Jim Rodenbush), CSMA].
 - iii. In order to be successful, our board philosophy must align with whoever we bring in to be the next executive director.
 - iv. Roles and expectations must be clearly outlined.
 - b. Discuss support of Quill & Scroll Student Advisory Board (and Colorado charters more generally).
 - i. Interested in hosting the first meeting in San Francisco. They would like sophomores or juniors so that they can be involved for more than this spring.
 - ii. Should we be actively promoting activating Quill & Scroll charters in our state? Jack will pursue some preliminary outreach to member schools that do not yet have a charter (\$100 one-time fee).
 - c. Tabled items, for spring or summer board meetings:
 - i. Discussion of CSMA-sponsored school exchanges (Budget implications, logistics).
 - ii. Discussion of CSMA grants to school media program for specific needs (How wide-ranging? Exclusions? Budget implications).
 - d. Next in-person board meeting: **Monday, Feb. 26, 2018, 5:30 p.m. in the CSU Ram Center**, downtown Denver, 475 17th St, Denver, CO 80202. Those attending Capitol Hill Press Conference that day may gather for dinner prior to the meeting, location and time TBD.

Meeting adjourned at 12:30 p.m.