

CSMA Board of Directors Meeting | February 26, 2018 | 5:30 p.m. | Agenda
CSU Denver Center, 475 17th St. Denver, CO 80202
Second Floor Conference Room

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

AGENDA

Meeting called to order at 5:14 p.m.

1. Welcome
2. Review of [December 2017 minutes](#)
 - a. Motion to approve minutes. Minutes approved! (Kristi, Patrick)
3. Officer Reports
 - a. **Executive Director, Jack Kennedy**
 - i. J-Day 2018
 1. We have requested Sept. 27, awaiting confirmation. CSU will not announce until April. The second choice is October 4.
 2. Invite Mary Beth Tinker? (potential schedule change)
 - a. We contributed \$500 to the Tinker Tour. If we wanted her, we could rearrange J-Day, and she would be a great person to bring out. There would be a cost (flights, hotel, etc.) but we would use our connections. If she will be here, she may speak at universities, and then we could share the expense. The opening ceremony would be Tinker-centered, shorter sessions, maybe one less session. If Jack can make this happen, the Board would like to pursue the opportunity.
 - ii. Scholarship updates
 1. What amount would persuade students to apply for scholarships? We will vote on an increase in June.
 2. Five Greer entries - judging in motion, results NLT March 1
 - a. The entries were good - represented 3 schools. Judges will return evaluations by March 1. Converged programs have an advantage.
 - b. We have more entries for "_____ of the year."
 3. Want more entries? Double awards?? More motivation?
 - a. BNC has more options for judging. The next time around, starting with J-Day best of show will have canned comments. It may even cost less, but they haven't finished the pricing.
 4. No Benson entries - proposals for separating this scholarship
 - a. What if the Benson was more similar in style, especially considering the financial need piece?
 - b. April 20 deadline? This is pushing it but might be better.
 - iii. Winter/Spring events report
 1. Winter Thaw - low attendance / future options?
 - a. Suggestion: should be called "Adviser Professional Development Retreat."

- b. The timing is hard. We could go to the districts and then district media folks could have a day. Maybe we need to go to them... It's something to think about. We don't have to make a decision immediately, but it might be more beneficial if it's more accessible for advisers.
 - c. We lost money, but it was a good experience for those who attended.
 - d. Consider models from other states (VAJTA)
 - 2. ONE DAY Winter Coverage Challenge participation, #s (18 total entries in 8 categories)
 - a. Swap this with fall contest in November? Cover Election Day? We can choose this date in June.
 - 3. CHPC (earlier today) - 84 students and 16 advisers registered
 - a. It was cool! We will continue to do this.
 - 4. SoCo Media Day returns to Pueblo on April 5
 - a. Jack has speakers! Yearbook companies are being helpful.
 - 5. Best of Colorado individual contests - **all due April 10**
 - a. We could consider increasing judging stipends, too. Again, we will vote on this in June.
 - 6. Xxx of the Year contests - **all due April 20** (date change)
 - iv. CSMA Budget
 - 1. Report through Feb. 23
 - 2. Investment options - no report at this time (June meeting = goal)
- b. **President, Annie Gorenstein-Falkenberg**
 - i. Core Values of our organization
 - 1. How do we use these to guide our decision-making about the change in executive director?
 - 2. Breakdown of Jack's year--responsibilities and actions according to a timeline
 - 3. Annie will send email to discuss Core Values of CSMA before choosing a new Executive Director
- c. **Immediate Past President, Adam Dawkins**
 - i. From Zeb: hosting anti-Hazelwood state pieces
 - ii. Write the World / JEA parentship - Op-ed contest
<http://blogwritetheworld.tumblr.com/post/171201578997/march-op-ed-competition-coming-soon>
 - i. How to stay informed/ Teaching Media Lit./ Fake News Detection etc
 - 1. Google Drive Folder
 - 2. Resources on website, actual usable curriculum, or
 - 3. mini-lessons in newsletter are needed (and this would be the model of much of what CSMA shares with advisers).
- d. **Vice-President, Jess Hunziker**
 - i. CTE Pathways, Updates & Next Steps
 - 1. Patrick's Courses:
 - a. Electronic Media 1-4
 - i. Special Effects & Motion Graphics
 - b. Live Sportscasting

- c. Film
 - d. *Also community college credit for students who get a B or better.
 - e. Year-long classes that show a progression (Advanced Journalism 1, 2, 3, 4)
 - f. Adobe Certifications - get students certifications to get funds
 - ii. Staff Spotlight
 - iii. Reminder re: Dottie Roberts Scholarship
- 4. Committee Reports
 - a. **Digital Media Coordinator - Patrick Moring**
 - i. Future Broadcasters Award
 - ii. Offering help & resources to other advisers in area
 - b. **Education Coordinator - Tina Barber**
 - i. reTHINK and SAW planning discussion
 - ii. Smore as curriculum subscription email platform
 - c. **Middle School Coordinator - Gina Claus**
 - i.
 - d. **Advocacy Coordinator - Kristi Rathbun**
 - i. Checking in on First Amendment issues
 - 1. Scholastic J Week, Cure Hazelwood recap
 - 2. How are we advocating in our buildings? Feeder areas?
 - ii. Updates from JEA state director
 - 1. Anything for state report, **due March 14**
 - 2. Membership ideas
 - 3. Need write-off judges for SF-- Anyone? Anyone? Bueller? Bueller?
- 5. Old Business
 - a. Executive Director job description / duties - share online in March
 - i. [Link to job description](#)
 - b. Continue timeline for exec director search / RFP for HQ
- 6. New Business
 - a. Advocating for safer schools - how does CSMA support this?
 - b. Donation to Stoneman Douglas High School & Hurricane Relief in Texas
 - i. \$500 to support one or more journalism programs in Texas (through TAJE)
 - ii. \$500 to Marjory Stoneman Douglas HS (Fla.)
 - 1. Jess makes a motion, Patrick second
 - 2. Motion passes

Meeting adjourned at 8 p.m.