

**CSMA Board of Directors SPECIAL Meeting | August 17, 2019 | 9 a.m. | Agenda**  
**Rock Canyon High School**

**Attendance:** Jack Kennedy, Annie Gorenstein Falkenberg, Adam Dawkins, Jess Hunziker, Patrick Moring, Kristi Rathbun, Gina Claus. Excused: Tina Barber, Carrie Hendrix.

**AGENDA**

Meeting called to order at 9:20 a.m.

1. Welcome / Laptops are recommended
  
2. Officer Reports
  - a. **President, Annie Gorenstein Falkenberg**
    - i. [RFP Update](#)
    - ii. Discussion of two proposals (printed copies provided)
    - iii. **Colorado Press Association Network**
      1. **Participants:** Gates Foundation has some money, but the question about control and the "strings with the cash" are important questions. What is the "strategic communications and informed communities" role?
      2. **Staffing:** Two are interested in the ED position. We would like to interview both. One great benefit of the ED position is Jack's experience as an adviser. How do we make sure that the new ED understands the role of the adviser? Does this person attend the Adviser Institute? What needs to happen to make sure this person understands advising? How does a college professor understand middle school publications? If they are willing to learn, how will they do that? Another consideration: what are the specific characteristics of the ED and what are the priorities? (conference planning, communication, relationships with educators).
      3. **J-Day:** They never asked us to walk them through the day. There's no one else, except CSU, that can house J-Day. Are we still using CSU for J-Day? How do we equitably distribute the "benefits" of J-Day when it's at CSU?
      4. **Considerations:** What if you didn't have to think about J-Day? (For instance, what if it were contracted out to CSU?) There are significant advantages to being downtown. The virtual learning opportunities could be kind of cool. Can we still use CSU for J-Day if we go with CPA? We'd like to see them demonstrate some commitment by actually doing some of these things over the next year. This will increase the oversight required of CSMA Board members.
    - iv. **CSU**
      1. Has a great plan for J-Day. Lots of opportunities for students. The waived application fee is a great perk for our students. Since CSU is represented on the CPA RFP, we'd like to see CPA and Greg Luft communicate.
    - v. Executive Director
      1. We'd like to "post" and advertise the ED position. Does this person have to live in Colorado?
      2. We need to fully craft the job description and put it out there -- listserves, LinkedIn, etc. We need to have it crafted in the next month. We can set up

the “absolute” requirements and then the “would like to have” requirements. Job description: done in the next week.

vi. Next Steps:

1. Respond to CSU and CPA. [Draft response here.](#) Compl
2. Draft and “post” Executive Director position.
  - a. **Option 1: Jack 2.0**
  - b. Find a new executive director who simply takes on all the current duties and initiatives that Jack has taken on since 2010. This requires some experience with advising/teaching, some experience with organizing conferences, some experience with (or willingness to learn about) basic bookkeeping, basic web design (using SNO platform), basic office work flow (communicating with members electronically and by mail), and basic financial reporting, including filing of annual IRS forms for non-profits.
  - c. *Financially, this maintains the monthly stipend process that we currently have for one individual. This is considered a quarter-time position, with a current annual stipend of \$20,400, and no annual support from any university or foundation – paid from CSMA revenue.*
  - d. **Estimated time/stipend breakdown:**
  - e. Membership office work, follow up, etc. – 10 percent (concentrated at the beginning and end of school year) -
  - f. J-Day organization – 30 percent (concentrated in August and September)
  - g. Contest and Critique coordination – 15 percent (concentrated in spring and August)
  - h. Ad hoc and summer workshop coordination – 15 percent (concentrated in winter and late spring)
  - i. Weekly website, social media and direct email support of members – 20 percent
  - j. Financial accounting office work – 10 percent
  - k. Logically, much of the work could be coordinated by a Contest/Critique Chair, by a Webmaster/Editor, by a Workshop/Special Events Chair, and a J-Day Chair. I assume each individual event or contest or workshop might have a chair or coordinator. These ideas are early drafts, but they are at least defensible. The complications come in how all these different “missions” are tied together, without lots of awkwardness and repetition.

b. **Immediate Past President, Adam Dawkins**

- i. Board Elections
  1. Send board election interest W/ufoo form via listserve this week
    - a. Deadline to respond Sept. 15
  2. Include general board meeting sessions at J-Day on elections and state of CSMA
    - a. Create handout for board elections for J-Day

Meeting adjourned at 11:33 a..m.