

CSMA Board of Directors Meeting | 7th December 2019 | 1 p.m.
Regis Jesuit High School - Aurora, CO

Attendance: Jack Kennedy, Annie Gorenstein Falkenberg (excused), Jessica Hunziker, Kristi Rathbun (excused), Christine Fry, Patrick Moring, Sergio Luis Yanes, Tina Barber, Yvette Manculich, Justin Daigle, Shelia Jones, Adam Dawkins, Marta Hedde

AGENDA

Meeting called to order - Called to order at 1:21 p.m.

1. Welcome
 - a. Whip around - general introductions of position and advising
2. Reading, correction, and acceptance of [August](#) minutes; [June](#) minutes.
3. Officer Reports
 - a. Executive Director, Jack Kennedy
 - i. Budget: print outs provided to all members
 1. In good shape, all boldface is accounted for and used.
 2. Benson - possible Schwab account change in future
 3. JEA - refund because of advance payments for mentors
 4. Office Help - stipend for a decade of unpaid help? Plaque?
 - a. \$1000 and plaque of excellent merit for Kathleen Kennedy,
 1. Vote: approved, unanimous
 2. Jess will accompany Jack to establish contact with Crown
 5. Summer Critique payments
 - a. Judging payments dependent on type of judging (i.e. \$60 for hybrids)
 1. \$40 - judging typical
 6. SPJ membership includes large printing discount at OfficeMax.
 7. Scholarship
 - a. Greer -- increased this year to 1st to \$3000
 8. CJE/MJE reimbursements available for advisers who take the test
 9. Pass-Through monies
 - a. reTHINK 2020
 10. Any investment ideas are welcomed
 11. Membership dues -- all-inclusive to help with critiques
 - b. [Draft of Free Expression Law](#)
 - i. Amendment to Line 12 -- verb from 'may' to 'shall'
 - ii. Line 14 - 20 on page 2 would be adapted from CA state law
 - iii. January - testimonies from advisers and former advisers for the protections of advisers
 1. Notes from Marta and Sheila: Be prepared for the unknown of amendments and so on. Recruit strong people to present the realities of advisers, variety is key. Contact our members regarding the amendment and ask for anecdotes and examples. Create literature and charts to present the comparison of state law, other states, national, and

- amendment. Provide the specifics to educate all parties on the amendment and need for it. Review individual district policies -- are they within current law? Find the directly affected advisers. Reach out for bipartisan support, principals, parents and superintendents.
 - a. Marta will drop past forms to Sergio at Arvada HS
 - 2. Bill likely to be filed by Jan. 14.
 - 3. How do we inform our general membership? Do we send out a separate update to have them be aware and active? Reach out to our members via email and social media.
- c. [Dottie Roberts Scholarship](#)
- i. Middle of December -- they should come to us with more information.
 - 1. Scholarship for young women to study communication, journalism, etc.
 - a. Potential-based, not in competition with our other scholarships which are performance-based.
 - b. Our responsibility would be to find the interviewing committee and vote.
 - 2. [Deadline - March 20, 2020](#)
 - 3. If we are chosen as new administrators, CSMA would begin in 2020-21.
- d. President, Jessica Hunziker
- i. Executive Director Update ([job description](#), posting, start date, J-Day 2020)
 - 1. Reaffirm our commitment to be separate from university. If we do not have an ED by the June 1st deadline, the board will delegate roles to board members.
 - 2. Where do we post?
 - a. Our website, CSMA listserves, SPJ, CPA, Colorado Community Media, Colorado Broadcasters Association, universities.
 - b. Indeed, Monster, Glassdoor -- after February, as needed.
 - 3. Start date: between April 1st, 2020 to June 1st, 2020
 - 4. J-Day 2020:
 - a. Location is time-sensitive, LSC @ CSU looks for that in March 2020
 - b. Reminder email to sponsors/speakers in June (Jack is willing to do)
 - ii. Colorado Press Association (RFP) / Headquarters location
 - iii. Online Press Law/Ethics Course (Participate/JEA)
 - 1. To provide training on Press Law/ Ethics for those who aren't aware
 - 2. Platform to use -- JEA's platform, PARTICIPATE
 - Contacted Kelly Glasscock, waiting for response on expense
 - To be included in the next budget
 - Adam can begin in January, per JEA
 - Administrator/Evaluator role
 - CSMA timeline to have the course up by August.
 - SAW - ask advisers attending to sign up for the course.
 - iv. [Colorado CTE Courses](#), Update
 - 1. State is reorganizing and it will lead to course name changes and course description that will need to meet state standards. Journalism will be renamed to Digital Design. Course name changes will need to be approved by District boards. We need to educate our CTE coordinators, new course

descriptions are attached. Anticipate the push back from advisers and teachers as they cannot diverge from these descriptions -- they will not be able to receive CTE funds if they do.

- v. reThink West report: 27 students, 5 schools, represented -- overall success.
- vi. [19-20 Calendar \(review\)](#)
- vii. [#Press4Education](#) : SPJ, assigning schools professional journalist. Board members pilot this and will assess pros/cons.
- viii. [NCTE - Denver, Nov. 19 - 22, 2020](#)
 - 1. Proposals due Jan. 15, 2020
 - 2. Member rate \$280
 - 3. Nonmember rate \$365
 - 4. Same dates as JEA Convention
 - 5. CSMA prepare a session and recruit members to man the booth
 - a. Add a call in the newsletter
- ix. [JEA - Nashville Proposals due Dec. 15, 2019](#)
 - 1. Nashville date April 16th - 18th

e. Immediate Past President, Annie Gorenstein-Falkenberg

f. Vice-President, Kristi Rathbun

- i. Introduction of Justin Daigle, State Director
 - 1. Justin Daigle, JEA State Director
 - a. Dorothy Greer Scholarship is due Feb. 15.
 - b. December 15 [JEA Awards Deadline](#) - Linda S. Puntney Teacher Inspiration Award, Lifetime Achievement Awards, Diversity Award, First Amendment Press Freedom Award (Round 1), Future Administrator Scholarship
 - c. National award-winners (schools/students)
 - d. Broadcast Adviser of the Year is due now in March
 - e. JEA Badges (Critiques and Mentoring)
 - f. JEA State Director role tied to CSMA - How can I best serve the board in this role?
- ii. Relationship with JEA: communication, membership, JOY, etc.

4. Committee Reports

- a. Digital Media Coordinator - Patrick Moring
 - i. Colorado Broadcasters Association High School Outreach Status: Education committee has been made and have reached out to school to build collaboration between schools and professional journalists, currently matching schools w/journalists. Expected update in the spring.
 - 1. Future Broadcaster Awards, deadline January 10th
 - ii. Colorado School Board Association Conference
 - 1. Panel presentation results: overall good, but would like a later time slot to increase members present
- b. Education Coordinator - Tina Barber
 - i. Fall Adviser Meet Ups: Should we continue and how do we advertise?

1. Do we increase visibility? Invite emails, personal invites (Board members lead by example)
 - ii. Adobe CC for members? Research is needed for this. CSMA needs to talk to Adobe with a proposal if this is something we are going to provide for schools that may not have access because of inequity.
 1. Survey members of their current situation
 - c. Advocacy Coordinator - Sergio Luis Yanes
 - d. Middle School Coordinator - Yvette Manculich
5. New Business (Tabled until next meeting)
- a. Adam Dawkins, National JEA Director
 - i. Election Debrief
 - ii. PLE Online Course update
 - b. Don Ridgway Freedom of Speech Award.
 - i. Options & Application Review (Spring)
 - c. Principal's Guide for new administrators

Meeting adjourned at 4:48 p.m.