

CSMA Board of Directors Meeting | February 20, 2021 | 9am - 12pm

Zoom Meeting

Attendance: Jessica Hunizker, Yvette Manclich, Sergio Yanes, Elise Carlson, Patrick Moring, Justin Daigle, Krist Rathbun, Tina Barber

ZOOM INFO

<https://us02web.zoom.us/j/9195284805?pwd=YVQ0ZGZWRVIMeHJTRtdwWEs4M1haQT09>

Meeting ID: 919 528 4805

Passcode: 6XrdCF

AGENDA

Meeting called to order - Called to order at 9:00 am.

1. Welcome
2. Reading, correction, and acceptance of [December](#) minutes
 - a. Jess, Kristi - motion passed
3. Officer Reports
 - a. Executive Director, Elise Carlson
 - i. [Financial update](#)
 1. Membership is still a little low 122, some new memberships as part of outreach/upcoming contents.
 2. JDay number is final.
 3. Benson scholarship increased to \$2000. All funds go to the winner.
 4. General expenses for operation, credit card fees will be lower going forward.
 5. Can see the impact of a smaller J-Day, but the bottom line is holding.
 6. Better Newspaper Contest renewal coming in soon. Significant cost.
 - a. Better platform for judges than Google.
 - b. Easy platform to share winners with members as a teaching tool.
 - c. Not the time to make changes. Revisit post-pandemic.
 - d. 990-EZ - Elise working on this, will be filed by May 15.
 - ii. [Member survey results](#) (password: csma)
 1. 10 complete responses
 2. Virtual options preferred
 3. Members are interested in reTHINK/SAW
 4. Membership mailer - send out membership certificates, All- Colorado certificates, information about summer, reminder for how to submit for spring contests, send around Spring Break.
 5. Contest submission....how are we going to account for late distributions/submissions.
 - iii. [Critique panel concept](#)
 1. Idea from Florida...panel awards ranking, individual judges create the in-depth feedback, "Best of the Best" piece of this
 2. CSMA discussed this a while ago, and didn't think it was time. Might be now.

3. Pacemaker process has been revised, using a panel process. Could we use this as a model for our process? Would this open things up for advisers to participate?
- iv. Election information
 1. [Brainstorming](#)
 2. [Wufoo Form](#)
- v. JOY
 1. Seven portfolios submitted.
- vi. Spring JDay?
 1. No, promote the JEA Spring Convention.
 2. Spring CSMA membership deal? Help with JEA Spring Convention registration fee? Raffle...enter any CSMA members in the raffle.
 3. Use Sister School scholarships to help fund.
 4. Early Bird Registration is March 1, cost \$250
 5. Regular Registration March 2 - May 15, cost \$299.
- vii. JDay fall 2021?
 1. Request for Lowry has been made.
 2. Offering hybrid options for programming...in-person and hybrid. Could lead to more participation.
 3. What might pricing look like? Follow the JEA model for the Spring Convention?

b. President, Jessica Hunziker

- i. Adviser Meetups
 1. Feb. Zoom - Thursday, Feb. 25 (PJ Cabrera, JEA's Scholastic Journalism Week Coordinator; staff motivation @ the end of the year)
 2. Continue these monthly, last Thursday of each month? Skip March.
 3. Continue Guest Speakers - Invite Gary for April
- ii. Scholastic Journalism Week - Feb. 21-27
- iii. Portfolio Contest Reminder - due March 1
 1. In lieu of Capitol Hill Day
 2. Only one submission as of 2/20/2021
- iv. Summer Programming
 1. Virtual something in June.
 2. Separate meeting with reTHINK/SAW instructors/meeting.
 3. We can always do in-person, plan for virtual.
 4. Could help increase participation if it's virtual.

c. Vice-President, Kristi Rathbun

- i. No new updates. See other agenda items/discussions.

4. Committee Reports

a. Justin Daigle - JEA

- i. Dorothy Greer Scholarship
- ii. JEA State Director Report - anything I need to mention?
 1. Due March 11, Justin will submit the last week of February.
 2. Link report to minutes. Include JEA reports in CSMA weekly updates.

- iii. JEA Convention - encourage people to go
- b. Digital Media Coordinator - Patrick Moring
 - i. No new updates.
- c. Education Coordinator - Tina Barber
 - i. Supporting staffs and advisers in recovering and healing from the past year, i.e. intentional team building and connection, leadership focus
 - ii. A hashtag through CMSA...i.e. "One year later..."; quote collection..starts March 13.
 - 1. Use the socials, website.
 - iii. Recognize...the anniversary of when everything shut down.
 - iv. Impact of pandemic on adviser retention? [Denver Post Article](#)
 - v. Healing and hope. It's both. How do we support this?
- d. Advocacy Coordinator - Sergio Luis Yanes
 - i. No new updates.
- e. Middle School Coordinator - Yvette Manculich
 - i. Emails sent to middle school advisers, Zoom roundtable with some advisers
- 5. New Business
 - a. Centaurus HS - Theo, student, reviving the program...35 students as a club. Restarting.
 - b. Press Rights Course - Adam Dawkins

Meeting adjourned at 11:01 am.