

CSMA Board of Directors Meeting | December 5th, 2020 | 9am - 12pm

Zoom Meeting

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

AGENDA

Meeting called to order - Called to order at 9:02.

1. Welcome
2. Reading, correction, and acceptance of [summer 2020 minutes](#).
 - a. Jess, Patrick - motion passed
3. Officer Reports
 - a. Executive Director, Elise Carlson
 - i. [Financial Update](#)
 1. Membership is down, some outstanding payments
 2. Donations have been received from some members
 3. Expenses - mostly administrative with mailing, Exec. Director, etc.
 4. By the end of year we should gain \$300, currently -\$5800
 5. Fidelity account is doing well
 6. Budget Accepted: Kristi, Patrick - motion passed
 - ii. J-Day Metrics, Celebrations, All-Colorado Critiques & Certificates
 1. JDay - 815 participants, great response from sponsors for Attendify
 2. All-Colorado Hall of Fame hold on this year
 - a. Who would have made it or within potential of reaching in the next few
 3. Send out a reminder that JDay participants still have access to material until end of semester
 4. Analytics show great engagement on the day of JDay
 5. Potential posting all materials/videos for JDay on our Vimeo/ website for others to access, this can also be linked with advertising for Spring JDay
 - a. Reach out to to previous presenters for permission
 - iii. [Membership Update](#)
 1. [19-20 members non-renewed](#)
 - a. Reach out to our non-renewals and ask what supports they need
 2. Consider tiered membership options similar to NSPA and CSPA - this will help with critique cost or a la carte
 - a. Critique average cost \$48, membership is \$60 currently
 - b. 81 publications received critiques this year
 - c. Potential programs for "sister school" for critiques, similar to our sponsorship for membership
 - iv. [Calendar updates/changes/reminders](#)
 1. [Reminder of this sign-up](#)
 2. Winter professional development?
 - a. Zoom HH, Monthly Share Out, Resource Share
 - i. Jan. 21, 4:15pm - Jess will host, Justin Social Media Ad

- ii. Thursdays going forward
 - 3. Scholarship deadline - Feb. 15
 - 4. Contest to replace Capitol Hill Press Conference? (Jess idea - advocacy journalism contest)
 - a. Smaller, portfolio style
 - b.
 - 5. Spring J-Day?
 - a. Half-hour or mini-lesson sessions?
 - b. Survey our membership in January to find out what they want for content
 - c. Dates? End of April, broader options for sessions, goals for next year, promo membership, virtual - look into Attendify
- b. President, Jessica Hunziker
 - i. News Literacy
 - 1. This *should* be back in 2021 legislation
 - ii. Adviser Protection Update
 - 1. District policy updates
 - a. Patrick's district (ASD20) has a draft, on docit and waiting to be approved
 - iii. JEA
 - 1. Low Colorado participation; Seattle help?
 - a. Remind folks - email, social media, Happy Hours
 - b. Share experiences from last one
 - c. Advisers - having access to sessions allows for more support
 - d. Encourage national student media contests
 - e. How do we balance the "one more thing?"
 - i. Expand your bubble - meet and work with other people in the same situation, idea sharing
 - 2. CJE/MJE testing help?
 - a. Buddy up with others, be a friend and encourage them
 - iv. Summer 2020 plans?
 - 1. reThink/SAW June 7-9, Rock Canyon High School
 - a. Early in summer is better
 - b. Plan for virtual; live if possible
 - c. Instructors needed
 - d. Start advertising early: HH, outreach about adviser changes (admin, CTE coordinators, English chairs & advisers)
 - v. 2021 Election (Jess needs names.)
 - vi. [Jack Talk Back Series?](#) / Video Sharing?
 - vii. Helping advisers protect their programs (recruiting ideas?)
 - 1. Justin - video promo re: asking for photos
 - 2. Broadcast - create commercial for news show
 - 3. Share videos with English class middle school advisers
 - 4. Flyers to share in post/announcement
 - 5. Letter home
 - 6. Join forces with other school advisers

- 7. When is school's 8th grade night?
- 8. Who is G/T Coordinator? Student media can be a great place for students with ALPs.
- 9. Share sample templates for how?
- viii. Coverage hint of the week

c. Vice-President, Kristi Rathbun

- i. NewsLitProject Ambassador - looking for ambassadors, send out feelers through our membership for interest
- ii. [Mark N. 60th birthday](#), Jack retirement celebrations
- iii. CO advisers who've earned national recognition recently?
 - 1. Honor our recipients/ special recognition - Pandemmy's ?

4. Committee Reports

a. Justin Daigle - JEA

- i. [Awards deadline for December 15](#)
 - 1. Diversity, Teacher, Administrator, Life Time Achievement, 1st Amendment
- ii. JEA Outreach - Hosting a meet up for advisers in Dec. or Jan? Jan. 21st @ 4:15
- iii. Dorothy Greer Scholarship (and changes from JEA Journalist of the Year contest)
 - 1. [JEA JOY updated rubric](#)
- iv. Need for Mentors
 - 1. Training available, mentors are needed
- v. Social media posting Update

b. Digital Media Coordinator - Patrick Moring

- i. [Brief update on CBA competition](#)

c. Education Coordinator - Tina Barber

- i. Adviser well-being/Mental health resources
 - 1. Bi-weekly drop ins with CSMA?
- ii. Remote teaching strategies
 - 1. LMS support?
- iii. Info sharing with our members

d. Advocacy Coordinator - Sergio Luis Yanes

- i. Update: Delta Paw Print [Media Policy](#) vs. District
 - 1. Paw Print policy accepted, prompted the district to start looking at updating current district wide policy

e. Middle School Coordinator - Yvette Manculich

- i. Outreach Update - making contact with advisors, district by district

5. New Business

- a. Christine announcement
- b. Adam - Online Press Law & Ethics course
 - i. Adam will continue work in the spring

Meeting adjourned at 11:46am.