

**CSMA Board of Directors Meeting | June 3, 2021 | 9 am-3:30 pm**  
**5810 McArthur Ranch Rd. Highlands Ranch, CO 80124 (Rock Canyon High School)**

**Attendance:** Jessica Hunziker, Elise Carlson, Kristi Rathbun, Patrick Moring, Ben Reed, Lyndsie Riggs, Matt Varca, Gina Claus, Anastasia Harrison (excused), Justin Daigle, Sheila Jones

**AGENDA**

Meeting called to order - Called to order at 9:08 am.

1. Welcome
2. Reading, correction, and acceptance of [February 2021](#) minutes.
  - a. MOTION: Approve minutes as posted. (Patrick, Jess) Approved.
3. Officer Reports
  - a. Executive Director, Elise Carlson
    - i. [Financial reports](#)
      1. Total income \$26,275.37.
      2. Expenses less than expected in most categories.
      3. JDay - Attendify \$1,999.00
      4. Reminder for judges: make sure comments on portfolios are unique to THIS STUDENT and THIS YEAR.
      5. For discussion:
        - a. BoC Certificates
          - i. When advisers submit, can "**opt out**" of printed certificate
          - ii. Move one week earlier? Keep the current deadline of April 15.
        - b. Vimeo
          - i. Remove for next budget
        - c. Donations to organizations
          - i. SPLC - money in/out
          - ii. ACLU - reduce to \$100 for next budget
    - ii. [Financial projections](#)
      - a. Membership slightly higher than last year
      - b. Program - digital?
        - i. Ads for sponsors online; loop on screen for sponsors
        - ii. Front/Back page flyer for sessions at a glance, map, and thank you to sponsors
        - iii. Catering: 30-45 days out; perhaps scale back
      - c. Pulling from Fidelity
        - i. MOTION: Pull \$20,000 from Fidelity account to cover upcoming expenses through September 2021. (Jess, Patrick) Motion passes!
      - d. ACTION ITEM: Send info about JDay after board meeting
        - i. Get buses, share buses! Make friends

- e. MOTION: Approve 2021/2022 partial JDay budget including ACLU to \$100, SPLC money in/out pending approval from SPLC, no printing for JDay, cut Vimeo. (Jess, Ben) Motion passes!
    - ii. Number reports - membership, contests
      - 1. Membership: 171 publications, 69 schools
      - 2. Contests
        - a. Greer: 7
        - b. Benson: 5
          - i. Judges hoping for a structured judging guidelines document for students and judges, like the Greer scholarship but with clear rules for the financial need requirement. Elise will draft it and send it to the board for approval. Elise checks financial need statements, judges evaluate entries on skills.
        - c. MS OTY: 5
        - d. Designer OTY: 2
        - e. Reporter OTY: 6
        - f. Photographer OTY: 8
          - i. Add captions for next year's contest as a requirement
        - g. Broadcast OTY: 3
        - h. BOC contests: 917
        - i. Publication Portfolio: 3
  - iii. J-Day - basic information
    - 1. September 30, 2021
    - 2. We have everything like usual, except the North Ballroom
    - 3. Can add on catering, AV services 30-45 days prior
    - 4. Have Zoom meeting with CSU planner Tuesday, June 8 at 10 a.m., board members welcome to join with Elise.
    - 5. Social media promo?
      - a. \$25 drawing, ask about attendance and estimates of numbers
    - 6. Phone-friendly PDF
    - 7. Call for proposals - due August 30
      - a. Professionals: reminder about high school audience
      - b. Editor round table
      - c. Review past presenters and invite to present
- b. President, Kristi Rathbun
  - i. [Calendar](#)
  - ii. Adviser meet-ups, keep virtual, for in-person options - yearbook sponsors?
  - iii. Winter professional development ideas - round table/speed dating day/meet and greet?
    - 1. End of year timely topics - recruiting, editor applications, grading, banquets, CJE/MJE testing, memberships, apps in the classroom, DSLR reboot, convention prep, etc.?
    - 2. Possible locations: Castle View, Monarch
    - 3. Give something, get something
    - 4. Hands-on photography training
  - iv. Capitol Hill

1. Reach out about old Supreme Court room
2. Coordinate speakers
3. Promo

c. Immediate Past President, Jessica Hunziker

- i. [SAW/reThink update](#)
  1. \$30 per student
  2. 5 per staff
  3. Traditional sessions with some work time/feedback in afternoon
    - a. 2 morning sessions
    - b. Lunch
    - c. Afternoon work time
    - d. Big show?
  4. Broadcast sessions (Patrick)
  5. Follow-up: instructors make critique video 3-4 weeks after
  6. SAW (Adam - align with starting PLE course)
- ii. Review [CSMA job descriptions](#)
  1. Link to CSMA Resources in next year's adviser updates
  2. Social media coordinator - secretary?
    - a. frames/backgrounds related to events, dates, holidays, etc.?
    - b. See ideas in "new business" below
- iii. [JEA Awards](#)

d. Vice-President, Patrick Moring

- i. Partnership status with the Colorado Broadcasters Association
  1. Patrick will reach out to Justin Sasso to share about the change in Digital Media Coordinator position.
- ii. Broadcast session numbers at JDay
  1. More options available for JDay
- iii. CSMA promo video to air at J-Day? Just an idea.
  1. Submit video, submissions to use as a promo?
  2. Patrick will email the list serv.
  3. Name, spelling, grade, school, program
  4. Mini-promo during SAW/reThink
- iv. Advisor outreach ideas? Adviser support for 21/22? Continue meet-ups? Guest speakers?
  1. In-person (September 9 - Elise: western slope, Jess & Gina: Castle Rock, Ben: north Denver 144th and I-25)
    - a. Andrew Ross
    - b. Peter Griffin
    - c. Dana Weiss
    - d. Rob Rathbun
    - e. Rebecca McGrath, Genise Cushman

4. Committee Reports

- a. Digital Media Coordinator - Lyndsie Riggs
- b. Education Coordinator - Matt Varca

- c. Advocacy Coordinator - Ben Reed
- d. Middle School Coordinator - Gina Claus
- e. JEA State Director - Justin Daigle

5. New Business

- a. Weekly/Monthly story recognition - Elise
  - i. Informal, pulled from media websites
  - ii. End of month, submit one picture/segment/story for the month; not a contest, portfolio, but highlights student work; later.com?
- b. Secretary of State [Board Member course](#) - Elise
- c. Insurance questions - Elise
  - i. Email SPA list serv to ask what other boards do?
  - ii. Make sure we're following other organizations on social media

Meeting adjourned at 1:43 p.m.