**CSMA Board of Directors Meeting |12/4/2021| 9 a.m.-12 p.m.**

**Castle View High School**

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

**AGENDA**

Meeting called to order - Called to order at 9:11 am.

1. Welcome
2. Reading, correction, and acceptance of [LINK HERE](https://colostudentmedia.com/wp-content/uploads/2021/09/CSMA-21-23-Board-Meeting_June3.pdf) minutes.
   1. Motion to approve the June minutes (Jess, Patrick) - Approved
3. Officer Reports
   1. Executive Director, Elise Carlson
      1. [Financial reports](https://docs.google.com/spreadsheets/d/1zLXxyHJZTGD-nYDIugEAuNQ4koVoqQ6G/edit?usp=sharing&ouid=116405707220060914843&rtpof=true&sd=true)[2021 transaction.xlsx](https://docs.google.com/spreadsheets/d/1kdKmg7zzT11jWB69SGXHjooHVOw3XAzI/edit?usp=sharing&ouid=116405707220060914843&rtpof=true&sd=true)
         1. [Transaction/IRS logs](https://docs.google.com/spreadsheets/d/1kdKmg7zzT11jWB69SGXHjooHVOw3XAzI/edit?usp=sharing&ouid=116405707220060914843&rtpof=true&sd=true)
      2. Number reports - membership, contests
         1. Membership
            1. 69 schools
            2. 120 publications
         2. J-Day attendance
            1. 936 (or thereabouts) students
            2. 56 advisers
            3. 15 presenters
            4. 2 administrators
            5. ?? chaperones
         3. One-Day entries
            1. 2 (push at J-Day more, QR code to “register”)
      3. Upcoming events
         1. Capitol Hill Press Conference
            1. We’d like to look into it
         2. Use specific reminder events for important dates like One Day, field trips like Capitol Hill Press Conference.
            1. Add a link to Google Calendar for contests and events so advisers get reminders from their calendar.
   2. President, Kristi Rathbun
      1. Winter Thaw/Professional Development Opportunity Jan. 22; Capitol Hill Press Conference?
         1. Interest form ahead of time--Send in next newsletter and via the listserve (Google Form)
            1. ASAP
            2. Registration due first week of January- January 7
            3. 9-1pm for Winter Thaw - at Castle View
         2. Recorded Content for Winter Thaw?
         3. Morning with friends? Half day? Just have conversations.
            1. Jack Kennedy and Mark Newton as presenters
            2. Teacher self care presentation
            3. Yearbook companies sponsor-swag bags; Shelby Javernick at CU sponsor-food
            4. Folder of resources-things like how to include parents for help
            5. It’s TLC not PLC Theme
      2. JEA session proposals for spring convention; JEA Awards nominations (due Dec. 15)
         1. First Amendment Press Freedom Award - send out in next newsletter
         2. Future Administrator
         3. Lifetime Achievement
         4. Linda S. Puntney Teacher Inspiration
      3. Marketing to increase membership - how to reach more schools, benefits
         1. Revisit list
         2. Winter Thaw could help
            1. $15 towards membership if not a member or $15 to attend the event
            2. Free for members
   3. Immediate Past President, Jessica Hunziker
      1. Schedule February 5 board meeting - Grandview 9-11 am
      2. Reach out to Jack Kennedy and coordinate a CJE/MJE certification
      3. Create a checklist for advisers to get ready for all the contests in the spring
         1. Make it an Alert Template instead of just in biweekly newsletter
         2. 4 weeks (staff discussion about submission), 3 weeks (editors choose submissions), 2 weeks (prep submissions), 1 week (test login)
         3. End of Year Checklist for All Colorado
         4. Magnet with important dates on calendar
            1. Separate by adviser type
            2. Include previous year winners
   4. Vice-President, Patrick Moring
      1. In next newsletter, call for entries for Colorado Broadcasting Association; Future Broadcasters
         1. Can submit 4 free as a high school
      2. Closer to normal, more involvement we can have
4. Committee Reports
   1. Digital Media Coordinator - Lyndsie Riggs
      1. Colorado Broadcasting Association entries
         1. Make a blurb for newsletter and a listserve message
         2. Due date January 9 - add to calendar checklist
   2. Education Coordinator - Matt Varca
      1. Students interviewing author of free speech graphic novel - sharing with membership
      2. Scholastic Press Freedom Week - Send out links to lesson plans, etc.
   3. Advocacy Coordinator - Ben Reed
      1. Making sure school board policies are in alignment with state law
         1. 3 steps to see if your district is aligned
         2. Douglas County needs to be updated with March 2020 law
         3. Almost every board policy needs updating; modernization of the language
            1. Reach out to SPLC for wording
            2. Sample Policy
            3. Contact one school from each major school district to be the district liaison

CSMA pays for sub for training/meetings

* + - * 1. Be proactive
  1. Middle School Coordinator - Gina Claus
     1. Out of the Office Expenses send out a card, digital gift card $50
  2. JEA State Director - Justin Daigle
     1. Send anything to be included in national report to him
     2. Make sure all emails are being sent to: jdaigle@sd27j.net

1. New Business
   1. CMU event? - Elise
      1. Rethink West - August 20 1 Day
      2. Earlier in June is better
      3. Duplicate TLC vs PLC in the West
      4. Mentors for juniors and seniors
   2. Rethink/SAW June 6-8 with board retreat on the 8th in the afternoon
   3. Shelby Javernick at CU interested in sponsoring adviser meet-ups - Elise
      1. Help with food at TLC not PLC
2. Meeting adjourned at 10:35 am (Jessica/Patrick)