

CSMA Board of Directors Meeting | 6/8/2022 | 9 a.m.-1 p.m.

@Rock Canyon High School

Attendance: Kristi Rathbun, Lyndsie Riggs, Gina Claus, Jessica Hunziker, Elise Carlson, Anastasia Harrison, Justin Daigle

AGENDA

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

1. Welcome – Best/worst thing end of the year
 - a.

2. Reading, correction, and acceptance of [February 2022 minutes](#).
 - a. Jess made a motion to approve the minutes
 - b. Gina seconded
 - c. Minutes were approved

3. Officer Reports
 - a. Executive Director, Elise Carlson
 - i. 2021-2022 [Budget report](#)
 1. No more paper copies of map at JDay. Simply include with digital program.
 2. Negative balance, but less negative than we predicted
 - ii. 2022-2023 [budget](#) to vote on
 1. Jess suggested we go through agenda and come back to approve budget
 - iii. Critique entries
 1. Yearbook - 34 (2021: 47) - 56 members
 2. Print - 6 (6) - 16 members
 3. Online - 14 (17) - 30 members
 4. Hybrid - 3 (5)
 5. Broadcast - 7 (8) - 14 members
 - iv. [Membership](#) 145 media (2021: 152) (92 JEA members)
 1. Emails to activities directors and principals and media advisers?
 - a. [Click here to submit names of advisers](#)
 - b. Reach out to YB reps and Publication Printers (Eric Hansen)
 2. In-person tours/drop-ins? (welcome packet?)
 - a. Professional development hours
 - b. Advancement credit
 - c. Certifications
 - d. Conferences
 - e. Critiques
 - f. Contests
 - g. Retention of staff
 - h. Curriculum
 - i. Community

 3. Motion from Kristi to move \$200 from sister school budget for welcome Packet.
Gina seconded.

Motion approved.

Jess and Kristi will create welcome packet ([Benefits of membership](#))

- v. J-Day - Sept. 15
 1. Ask if October 6 can work instead
 2. Start with save the dates once solidified
 3. Ask who is first year advisers/attendee on registration form
 4. Ask for copies of presentations after J-Day
 5. Topics for sessions - **due August 25**
 - a. Reporting bad news session; with trauma as a category
 - b. Coverage/finding an angle/ideas for modules, stories, etc.
 - c. Marketing your program
 - d. Design tips and tricks
 - e. Making publications fun
 - f. Beyond A-roll and B-roll/Tell a story
 - g. Breaking down Large Topics (Breaking down the big stuff)
 - h. How to shoot on your phone
 - i. Helpful apps (10 apps every staff might have)
 - j. Photo storytelling/Photo composition
 - k. Caption writing
 - l. Multimedia stories (collaboration; you're not alone)
 - m. A story is a story
 - n. Roundtable of professionals/Q&A/Spotlight with a Pro
 - o. Social media
 - i. Social media accounts everyone should follow (add CSMA)
 - p. Preparing a CSMA Dorothy Greer Portfolio
 - q. How to prevent mistakes in the yearbook (Issues you may face) - roundtable
 - r. Schedule roundtables in adviser hospitality?
 - s. How journalism students use skills in real world jobs (contact former students please)
 6. Take high school vs. middle school tags off sessions
 7. Checklist - one item per week emailed out; include registration & membership link every time - send to adviser, principal, activities director; also put at top of Thursday newsletter
 - a. Week 1 - Aug 8 - How will you get to JDay?
 - i. Transportation - bus or driving, parking passes
 - ii. Share with neighboring schools
 - iii. Need help? Ask!
 - iv. Get staff t-shirts (optional)
 - b. Week 2 - Aug 15 - How will your kids sign up and pay for JDay?
 - i. Field trip form & payment
 - ii. Information to students
 - c. Week 3 - Aug 22 - Get registered and pay for JDay
 - i. Registration and parking passes
 - d. Week 4 - Aug 29 - Catch up
 - e. Week 5 - Sept 5 - Prep your students
 - i. Prep students

- ii. Give them the session information, schedule, map
 - vi. Review of [bylaws](#)
 - 1. Update due date for annual dues - August 1 start date
 - 2. Motion to approve by Kristi and seconded by Jess
 - 3. Approved by board
 - 4. Need to update document
 - 5. Add a Sunshine Committee AND line item on membership form to donate to Sunshine Fund?
 - a. Nominations?
 - i. Faust? Barber? Alex Malach? Scott Melanson? Leslie Thompson? Laurel Wick:? All of them as a group/committee?
 - ii. Send email to all
 - iii. Include ybk contact information for help
 - iv. Ask them to develop guidelines for their work ("button" or form for people to use to contact them?)
- b. President, Kristi Rathbun
 - i. participation /membership – how to make things manageable (for board members, CSMA members, advisers, students)
 - ii. Board meetings after school, google meet
 - 1. December 5 after school at a restaurant (Monday)
 - 2. February 11 combine with Winter Thaw?
 - 3. June 7 (tentative) at Rethink/SAW (June 5-7)
 - 4. Professional obligations?
 - 5. Step-by-steps? Checklists?
 - 6. Child care at events (students babysit, earn community service hours)
 - iii. Upcoming elections (April)
 - 1. Talk to potential new board members
 - iv. BoC categories update
 - 1. List of revised categories in December
 - 2. Look at rules for submission - include box around photo and caption on spread
- c. Immediate Past President, Jessica Hunziker
 - i. Review [22-23 CSMA calendar](#)
 - ii. Magnet of important dates with fall mailer?
 - iii. [Review job descriptions](#)
 - 1. Revise job descriptions
 - 2. Motion to approve revised job descriptions by Jess. Seconded by Krisit. All members approved.
- d. Vice-President, Patrick Moring
 - i.

4. Committee Reports

- a. Digital Media Coordinator - Lyndsie Riggs

- i. Makenna Blatnick, Ellia Bono, Adam Carlson from KRAM won High School Future Broadcaster of the year (just a heads up that this opportunity is available to broadcasters at the end of the school year)
 - ii. Push this more/earlier next year

- b. Education Coordinator - Matt Varca
 - i. Monthly sending out articles/teaching ideas

- c. Advocacy Coordinator - Ben Reed
 - i. Board policies need updating
 - 1. Revise
 - 2. Consider contacting principal licensure programs?

- d. Middle School Coordinator - Gina Claus
 - i. Remember to remove high school vs. middle school tags since all the same

- e. JEA State Director - Justin Daigle
 - i. JEA Awards due July 15
 - 1. Administrator of the Year -
 - 2. Friend of Scholastic Journalism -
 - 3. Medal of Merit -
 - 4. Rising Star -
 - 5. Carl Towley
 - ii. Other JEA Awards
 - 1. HL Hall Yearbook Adviser due Oct. 15
 - 2. Diversity Awards due Dec. 15
 - 3. Lifetime Achievement Award Dec. 15 -
 - 4. Linda S Putney Teacher Inspiration Award Dec. 15
 - 5. First Amendment Freedom Award Dec. 15
 - iii. Mentoring - JEA needs more mentors to go through the training. Any retired advisers I can reach out to? Yvette Manculich, Anastasia Harrison
 - iv.. Dorothy Greer Scholarship
 - v. JEA/NSPA session proposals (St. Louis) DUE July 15

5. Meeting adjourned at 1 pm