

CSMA Board of Directors Meeting | 12/3/2022 | 9 a.m.-12 p.m.

@Grandview High School

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

Elise made a Zoom so she can join. :)

<https://coloradomesa.zoom.us/j/93627567227?pwd=dmdXcmdsSGVTZ2lGOUdrZUhKaoFZQTog>

AGENDA

Meeting called to order - 9:19 am

1. Welcome –
 - a.

2. Reading, correction, and acceptance of [June 8 Board Retreat minutes](#).
 - a. Jess made a motion to approve the minutes
 - b. Patrick seconded the motion
 - c. Minutes are approved

3. Officer Reports
 - a. Executive Director, Elise Carlson
 - i. Budgets
 1. [Final from 2021-2022](#)
 2. [Current for 2022-2023](#)
 - a. One lump sum from Benson family for the next three years, so no \$2000 for the next 2 years since it is included with this year's sum.
 - b. Colorado Gives Day December 6- send out to membership to share on their social media platforms
 - ii. J-Day report
 1. 1100 students
 2. 46 schools
 3. 65 advisers (and then all the chaperones, for which I don't have numbers)
 4. 29 sessions
 5. 15 professional speakers (the rest were advisers)
 - a. When recruiting professionals, maybe give them a tip sheet to help with talking with teens. Hand it out when they show up.
 - b. Make sure information is practical and applicable rather than preachy
 - iii. Upcoming events
 1. [Capitol Hill](#)
 - a. Rep. McLachlan: On Mondays, we have a late start at 10, instead of 9. Before the day starts on Monday, we have scheduled meetings, so I won't be able to meet before the 10 am start. Let me know what you come up with.
 - b. Ben Reed, Kristi Rathbun and Jess Hunziker will work with Elise

- c. Ask Barb about when legislature is in session; Old Supreme Court Chamber availability, tours, etc.
 - 2. Winter Thaw - Feb. 11
 - a. ABC's of Advising: CTE, CJE, MJE, PLC, TLC, prof. organizations, Adobe
 - i. Jess will coordinate gifts for winter thaw
 - ii. 9 am -12 pm Offer multiple (45-minute) sessions, can come to one or all
 - 1. CTE-Matt and Justin
 - 2. CJE/MJE-Kristi and Jack
 - 3. Adobe Certification-Patrick
 - b. Get Jack Kennedy to proctor CJE test
 - c. At Rock Canyon
 - 3. CMU Media Day - April 10
 - a. Matt and Kristi and Jess?
- b. President, Kristi Rathbun
 - i. Who updates website? Contests? Etc.?
 - 1. Needs updating
 - 2. Create a committee to help overhaul the site
 - 3. Gina and Anastasia do it as MJE project
 - a. Re-integrate social media as well
 - ii. Quick JDay feedback-presentations for awards
 - 1. One slide at a time for the All-Colorado Awards to keep suspense and make it feel special
 - iii. Winter Thaw/Board meeting Feb. 11 (Alphabet focus? CTE, CJE, MJE, JEA/NSPA, professional boards/organizations, etc.) - see notes under Elise
 - iv. Adviser Update-continue weekly
 - 1. Each board member sign up for a month to feature a tip of the month
 - 2. Begin featuring different publications - what we do
 - 3. Include: To highlight your program email us at...
 - 4. Highlights biweekly: tip one week and highlight another week
 - a. January - Kristi - snowflake goal setting, recruiting ideas (registration)
 - b. February - Patrick- 10 Ways to support Scholastic Journalism Week
 - c. March - Jess (prepping your contests submissions!)
 - d. April - Matthew
 - e. May - Ben - How to prepare for next year!
 - v. Confirm [2023 calendar](#) dates
 - vi. Google Drive shared with all board members
 - 1. Jess and Kristi MJE Renewal project to organize drive, move docs, etc.
- c. Immediate Past President, Jessica Hunziker
 - i. Change to bylaws re: 4-yr Pres. commitment vs. 6-yr?
 - ii. Brainstorm candidates for next CSMA Board
 - iii. President-Elect (6 years)
 - iv. Secretary

- v. Education Coordinator
- vi. Advocacy Coordinator
- vii. Middle School Coordinator
- viii. Digital Media Coordinator
 - 1. [Candidate information form](#)
- ix. Note for February – revisit bylaws and consider changing terms to stagger positions

d. Vice-President, Patrick Moring

- i. Southern Colorado Digital Media Arts Expo–March 18th at Rampart High School
 - 1. Free for students
 - a. Photography, Graphic Design, Audio, Newscast
 - 2. Can we model this for JDay?
 - a. 2 hours to get in line and share portfolios; ~10 minutes a student
- ii. [CBA Future Broadcasters Award submission time](#)
- iii. [Heartland emmy's](#) (opens Dec. 15)
- iv. STN - Student Television Network
 - 1. Invite them to have a table at JEA/NSPA and vice versa
 - 2. Patrick will talk to AJ about ideas

4. Committee Reports

- a. Digital Media Coordinator - Lyndsie Riggs
 - i. See above - CBA Future Broadcaster Award
- b. Education Coordinator - Matt Varca
 - i. CTE Resources
 - 1. [CTE Application](#)
 - 2. [CTE Verification Form](#)
 - 3. [CTE Credential Website](#)
 - ii.
 - 1. [CDOE Licensing](#)
 - 2. [Sample Course Progression](#)
 - a. Students sign up for the production class and are rostered and final grades are posted in the correct CTE course
 - 3. [District 27J Curriculum Frames and Pathway](#) Example
 - a. Created a pathway of standards and skills identified in each progression of years within a course (yearbook, digital photography, graphic design, etc.)
- c. Advocacy Coordinator - Ben Reed
 - i. District media opt-outs vs. Student publications
- d. Middle School Coordinator - Gina Claus
 - i. Gained new middle schools this year
 - ii. Work on resource page on website when do the website update for MJE
- e. JEA State Director - Justin Daigle

- i. 98 JEA members as of Dec. 3
- ii. Upcoming deadline [JEA Awards](#) Dec. 15
 - Lifetime Achievement
 - Diversity Award
 - First Amendment Freedom Award
 - Maybe send responses to Justin for "checking"
 - Future Administrator Scholarship
 - Linda S. Putney Award
- iii. Candidates running for JEA Board
 - Bios and Questions out on January 9 and voting on February 17-26.
 - 5 Colorado members are running for election
 - Justin Daigle - Vice President
 - Gina Claus (Castle Rock Middle School), Jessica Hunziker (Castle View High School), Karla Shotts (Englewood High School), Julia Pitel (Sierra High School) - Director at Large
- iv. Spring convention in San Francisco. How can we encourage members to attend as the hope is for 5,000 attendees?
- v. Dorothy Greer Scholarship is due Feb. 15
 - a. Portfolio Ready Zoom for Scholarships - Week of January 16
 - i. Wednesday, January 18 at 5 pm
 - ii. Jess will assist
 - b. Justin will reach out to judges

5. Meeting adjourned at 11:31 am