

## CSMA Board of Directors Meeting | 6/7/2023 | 9 a.m.- 1 p.m.

@Rock Canyon High School

**Attendance:** Kristi Rathbun, Elise Carlson, Anastasia Harrison, Patrick Moring, Jed Palmer, Scott Roberts, Lyndsie Riggs, Matt Varca, Natalie Barnard

### Past Agendas/Minutes

[6/8/22 Board Retreat](#)

[12/3/22 @Grandview](#)

[3/4/23 on Google Meet](#)

### AGENDA

Meeting called to order 9:05 am

1. Welcome and introductions

President : Patrick Moring

VP: Anastasia Harrison

Advocacy Coordinator : Scott Roberts

Education Coordinator : Matt Varca

Executive Director : Elise Carlson

Past :-> Kristi Rathbun

2. Reading, correction, and acceptance of [March minutes](#)

Patrick Moring - moved - Anastasia - second

3. Officer Reports

a. Executive Director, Elise Carlson

i. [Budget](#) update

ii. J-Day price? Price will need to be raised to \$35

1. Tour CU facilities for Dec. mtg? For 2024-25 school year possibility

b. President, Patrick Moring

i. Welcome to new board members and a refresh of CSMA mission/purpose

ii. Discuss changing needs of CSMA members, revisit how we can keep obligations manageable for board/membership

iii. Changes to J-day? How can we make it more effective/meaningful

- How to tailor your presentation to teenagers - Elise Carlson (Kristi can help with this too)
- How do we make it more enjoyable/relevant for the kids?
- We need to keep note of which presenters are really enjoyed by kids?
- QR code at the end of the presentations for the kids to do
- Something that the kids need to complete while they are there to show they are attending the sessions
- Make sure we have the map and the schedule actually printed out so they aren't on their phone
- Sticky name tags for them - the kids can write their names on it - ask a company if they would be willing to sponsor' the name tags?
- Lanyards sponsored by companies

- A two hour session on contests - here is how it works, here are some examples for first hour, second hour start helping them to create
    - Money for the program - CTE class at J-Day
  - iv. Incorporating professional certifications in our programs
    - Adobe Premiere Certification
  - v. Encouraging/recruiting for young advisors, attendance to j-day, attendance to national JEA/NSPA conferences
    - Idea: New Adviser virtual meeting in Oct/Nov?
      - Patrick going to speak for a few at the start of J-Day
      - New Adviser/teacher session at J-Day - Matt Varca/Scott Roberts
      - Could ReThink be a virtual event?
  - vi. Recommendations for JEA awards: admin, rising star, etc.
    - \* Jessica H for Yearbook Adviser
    - \* Alexis Bailey for Rising Star
    - \* Ty Clark for Admin of the Year
- c. Immediate Past President, Kristi Rathbun
  - i. Community service opportunities (to help us get things done, and to provide opps for students?)
    - Community service for them? J-Day opportunities
    - Design a t-shirt
- d. Vice-President, Anastasia Harrison
  - i. [Student Officers for CSMA](#)
    1. Have a session at J-Day for kids to attend so they know what this is then do the applications/elections? - Anastasia Harrison will do
      - Be sure and let the advisers know so they can direct strong kids to attend the session - this will help with CTE also
      - Important to let a - dvisers know that there is no extra duties for them
    2. Student newsletter
      - This would go directly to the students
    3. Based off FBLA state officers
      - We would need to decide how we want to split up our state
        - Denver Metro (2) North and South Metro
        - Colorado Springs/Pueblo (2)
        - North (Greeley etc)
        - Mountain area
        - Western Slope
        - East (the plains)
      - President/VP would come out of these 8 to start
    4. Application
      - First set of officers would need to be juniors/sophomores
    5. Virtual meetings with a board member present
      - More frequent than 4 meetings - monthly? Zoom
      - Maybe do on Mondays?

- 6. State Adviser - maybe someone from Western slope to create an avenue of involvement - perhaps Kelly Johnson? (west slope/Delta)
  - 7. Need to create a mission statement before J-Day - Anastasia will workshop first one and send to us - students will continue to help create
  - ii. CSMA Website Update
    - 1. Do we want to change design/format?
      - a. Clean the banner up on the top
      - b. There are a lot of words - clean it up a bit?
      - c. Lyndsie - please help with this as Digital?
    - 2. Ultimate goal for website
  - iii. Social Media would be key to get more involvement
    - Adobe Express lets you schedule when to post on social media - Committee members - Natalie - Facebook/Instagram/Twitter - Lexi CJE project
  - iv. CSMA Spring Ideas
4. Committee Reports
- a. Digital Media Coordinator - Lyndsie Riggs
    - i. Help with reaching out to CBA and Justin Sasso to get presenters/ opportunities for J-Day
  - b. Education Coordinator - Matt Varca
    - One a month/quarterly? - from different people
  - c. Advocacy Coordinator - Scott Roberts -
    - New advisers at J-Day - quarterly info to them also
    - Focus on our protections here in Colorado
    - Touch base with Ben Reed (Eaton situation, district policies and revisions update)
    - [Sample editorial policy](#)
  - d. Middle School Coordinator - Jed Palmer
  - e. JEA State Director - Jess Hunziker
    - i. [JEA Mentoring](#)
    - ii. [JEA Critique Training](#)
    - iii. [Membership Renewal](#)
    - iv. Google group email is [spadirectors@jea.org](mailto:spadirectors@jea.org), email [porter@jea.org](mailto:porter@jea.org)
    - v. JOY Feedback
      - 1. Getting the word out
      - 2. Helping kids the range of ideas they have to be amazing in
      - 3. Are there more?
      - 4. JOY task of the month with Joe's sessions
      - 5. February - work/feedback session
      - 6. Two hour session at JEA (1 - what are the awards, how to submit, and award-winning examples, 2 - work session) - Jess
      - 7. [Student Media Individual Awards - 2023](#)

5. Elise and Board: [2023-2024 budget](#) creation  
Kristi moves to approve the budget  
Patrick motions  
Matt second  
Vote - passed with all in attendance in favor
6. Vote on J-Day costs - \$35.00  
Kristi move to raise fee  
Patrick - motion  
All in favor - All in attendance in favor  
Raise from \$25.00 - \$35.00

**IN DECEMBER - make a plan for CSMA plus, higher level of critiques for those interested, possible inclusion of SAW/ReThink and/or Winter Thaw**

7. Meeting adjourned at 12:15 pm