

**CSMA Board of Directors Meeting | 12/9/2023 | 9 a.m.-12 p.m.**  
**@Boulder/CU Campus**

**Attendance:**

[Elise T. Carlson](#)

Jed Palmer

[Patrick Moring](#)

Scott Roberts

Lindsey Riggs

Anastasia Harrison

[Natalie Barnard](#)

Elise made a [Zoom](#) so she can join. :)

**AGENDA:**

9:32 AM Meeting called to order in Boulder

Reading, correction, and acceptance of [August 2, 2023 meeting](#) -

Called for vote - Jed Palmer

Second - Scott Roberts

Vote - approved

9:30 AM-CU Facilities Tour with entire board

Officer Reports

a. Executive Director, Elise Carlson

i. Budgets

1. [2022-2023 final](#)

a. Remember Benson's dropped a large amount so that will not come thru next year (just a reminder)

2. [2023-2024 current](#)

3. Positive - we are trending upwards since Covid

ii. Final J-Day information

1. Students: 1067

2. Schools: 48

3. Advisers: 72 (plus unknown chaperones)

4. Sessions: 29

5. Professional speakers: 13

6. Best of Show entries: 25

7. Surveys: [275 responses](#) - something we need to continue

iii. One Story contest - 14 entries - Winners : Aspen High School, Englewood and Grandview won this year

iv. [Panel judging ideas](#) - Something to think about, might come into play with contest changes which might then lead to judging changes - Jed can weigh in with his ideas for new contests - perhaps time to form a committee that revamps our

whole contest system - keeping in mind the difference between contest and critique, on us to do a better job of communicating that difference

- v. Capitol Hill - hunting down contacts - evolving door of who is in charge so very hard since can't lock down a contact - maybe they need to hear from more voices - Patrick and Anastasia adding to his to-do list - used to do in am then board meeting in the afternoon - Elise is going to shoot an email of who she has tried to contact
- vi. Winter Thaw - no date or plans at this point - last time we did it, it was a very small group at Castlevue and it was about four advisors - it is helpful or not? Does it add more stress to our lives? There is value in it but "is the juice worth the squeeze (Jed :-)" - nice to have an only advisor workshop and we are all dangerously busy in January - Patrick suggests focusing on SAW and not do too many things and spreading ourselves too thin - more media blasts about great chance for teachers to get together and learn from national award winners - Jed suggests getting a room at Viewhouse and mix/mingle and breath
- vii. CMU Media Day - might or might not occur - Elise recruited one school last year!
- viii. New website
  - 1. Recommending [Wild Apricot](#) (or similar) - membership platform
    - a. Would combine current sites (SNO, Wufoo, Stripe, Smore, and manual invoices) into one place
      - i. Would greatly reduce cross-referencing
      - ii. Would allow for year-round memberships (automatic)
      - iii. Includes event registration and check-in
      - iv. Includes mobile app
    - b. Currently spend \$448 for the mix of platforms (not including domain names-we have net, info, com, and org)
      - i. Would be \$650 for 100 contacts (annual)
      - ii. Would be \$810 for 250 contacts (annual) - this is probably where we would be since we are right around 100 currently
    - c. Make transition during summer when load is light
- b. President, Patrick Moring
  - i. Possible changes to the Executive Director position with an April 1st Deadline
    - 1. Accessibility
    - 2. Every two years we should review this position
    - 3. Open call for position to evaluate interested applicants (finances, J-day, website, contests, etc.)
    - 4. An official description of responsibilities? On the website. Elise emailed a yearly overview of the position.
    - 5. Possibility of dividing this into two positions - financial and event planning? Executive Director of Finance/Executive Director of Planning?
    - 6. Requirements: enthusiasm for student journalism, networking, physical presence at important events and meetings (Jess sent a document that they sent out in 2020) - be more specific about attendance at events - added to Jess's document per Patrick
    - 7. Post the salary range and responsibilities.
    - 8. Motion:
      - a. Motion to approve: Anastasia Harrison

- b. Seconded: Jed Palmer
  - c. Vote: approved
- ii. **Discuss CU post tour and proposal.** What are our thoughts?
  - 1. Deans will match the cost - \$3,500
  - 2. Proposed dates: Tuesdays/September 10th is too early/Tuesday, October 1st or Thursday, October 3rd the best choice? Thursday may be difficult if there is a football game of State of the campus event.
  - 3. October 1st - best choice
  - 4. Do we want to do a staggered approach? 2-year cycle and reevaluate? Wait until we have experienced CU for the first time. There may be logistical issues at CU. Go through a 2-year cycle and then evaluate during the fall meeting. Give it two years.
  - 5. Boulder will be getting an event center/hotel in two years - a ballroom that can host in a few years. CU Event Center that can host much larger numbers.
  - 6. Kristy email - more central, connections/professionals, up for a Tuesday change, more time between sessions?
  - 7. Later release due to the movement around campus? Getting from Mackey to UMC might be the biggest issue - an extra half hour in the schedule.
  - 8. This is a great opportunity to expose our students to a variety of schools.
  - 9. Proposal:
    - a. Call for a vote to accept CU's proposal and reevaluate at December meeting in two years.
    - b. Motion to approve: Anastasia Harrison
    - c. Second: Scott Roberts
    - d. Vote: Approved
- iii. What other changes are we working for as an organization?
  - 1. We are always working to provide the best experience for students that is valuable and lead them on a journey where they can consider careers
  - 2. Contests and Critiques - we need to constantly reevaluate this structure/judges. Ask people who are on state boards. Judges who understand our culture.
  - 3. What is NSPA/JEA doing? More authentic and valuable experiences at the state level.
- iv. Need to figure out Feb meeting date
  - 1. March 2nd @ 9:00 am (tentatively at Rock Canyon pending Kristy's approval) or Grandview (pending Matt and Scott approval)
- v. Need to settle June meeting date
  - 1. ReThink/SAW - Tentative date: June 5th @ 9:00am (dependent on SAW schedule) - Revisit this at March meeting
  - 2. SAW details will be finalized at the March meeting.
- c. Immediate Past President, Kristi Rathbun
  - i. Via email the CU follow up
- d. Vice-President, Anastasia Harrison
  - i. Student Board - Come up with a timeline - there is stuff to send out!

1. Start term in June rather than middle of year - send out the information soon for a June start. Have students attend first board meeting - they can meet while we meet. Many students were interested at J-day, but the issue is awareness/making sure students know about this committee.
2. Application as Google form
  - a. Letters of Rec
  - b. Bio
  - c. Why Be a Rep
  - d. 90-sec campaign video - having each staff vote based on the videos.
3. How to get this out to students? Social Media?
- ii. Still need to get better at social media as an organization
  1. Do we need a committee for this?
  2. Natalie - increase Instagram presence. Follow more members and increase the visibility of student work, contests, etc.
  3. Social Media position creation? Currently, the secretary's description does not specifically include social media. It is under the Education Coordinator job description currently, but it is also listed under ALL POSITIONS.
  4. Do we need to take on the task as a board? How do we feel about sharing this password with everyone? Anastasia will distribute the passwords to the board. We need passwords for X, Facebook, Pinterest, etc. Patrick sent an email to Elise for the passwords.
  5. We need an organization email. The login should come from the CSMA email. The email should be coming from csma.org (or whatever the website is).
  6. ADD INSTAGRAM TO WEBSITE.
  7. Communication - individually, we will contribute to social media

#### Committee Reports

- e. Digital Media Coordinator - Lyndsie Riggs
  - i. CBA Future Broadcasters Award Discussion - Patrick also sent this to Elise for the newsletter
    1. We will post this to social media
- f. Education Coordinator - Matt Varca
  - i. Any lessons/ideas that I should focus on for second semester?
    1. Send educational ideas and/or the timeline reminders to social media
- g. Advocacy Coordinator - Scott Roberts
  - i. No current advocacy issues at this time
- h. Middle School Coordinator - Jed Palmer
  - i. Be aware of issues facing prior review and prior restraint at the MS level
  - ii. Critique and Contest visibility and communication - more middle school outreach/cleaning up where it is found
  - iii. Best of Show - making the expectations clearer (the October date may help with this)

- iv. A couple-page description outlines the purpose and results of contests.
- i. JEA State Director- Jess Hunziker
  - i. Please help us create the "100 Things Great about Journalism in Colorado" list by contributing to [this form](#). - Patrick fill finish and call in support as needed
  - ii. FYI - Colorado is joining the national effort to have each state issue a proclamation in celebration of student media nation-wide. You can see our submission [here](#).
  - iii. Greer/Journalist of the Year
    - 1. [Dorothy Greer Scholarship info](#)
    - 2. [Submission link](#) (need from Elise) - portfolios due by Feb. 15
    - 3. "Get Submission Ready" virtual session - Wednesday, January 17 from 3:30-4:30. Link to join [here](#). Students will get a checklist of to-dos, links to previous state and national winners, and an opportunity for feedback.
  - iv. December 15 JEA awards deadline. Link [here](#).

#### Delegation of Tasks:

- Anastasia will follow up on Capitol Hill
- Patrick will look into platforms to consolidate and streamline our processes (money in/out, events, social media platforms). Reach out to other board members for interviews.
- Patrick, Anastasia, and Kristi will be in charge of getting the call for applications and eventually scheduling interviews for the Executive Director position
- Lyndsie will post CBA to social media and send out on list-serv.
- Anastasia - send out Student group forms at the beginning of the semester (January) and look at applications at March 2nd (March 1st deadline) for a June 5th meeting.

Meeting adjourned at 1:28

#### Tour Information :

\*Unable to host in one building but there is a positive to kids being able to "feel" the college environment. Moving from Mackey to the other buildings would mean that we need to include that time in the transitions between classes.

This year 1200 kids - need a bigger space for main meeting - goal is back to 1500

Food court is both Cashless and cash

Pic taken of ballroom - seats 900





Advisor hospitality area will be available - snacks and a soup 🍲 and cold cut sandwiches 🥪

## Mackey Auditorium

1300 in bottom, 700 upstairs - better place for the large meetings - the walls fold and it turns into a black box theatre - curtain and then in front can be a screen and there is a projector - 🎬 - connection would not be of issue

Intro - keynote - awards and then closing - projector and a couple microphones and it seems as tho it would not be a problem for us to be in this room - 2000 people can get in and out within a 30 minute time span

Buses can pick up right at Mackey and there is a place for the busses to hang out - students could be dropped off and picked up - have room for 47 🚌 and parking for 200 individual 🚗 - Last year we had 35 busses and around 100 cars



Heads up would be given in the food court for the extra amount of kids that will arrive

Rooms for classes would mostly would be in Memorial and Case building

## Case Building





- elevators available - sizes of rooms vary -

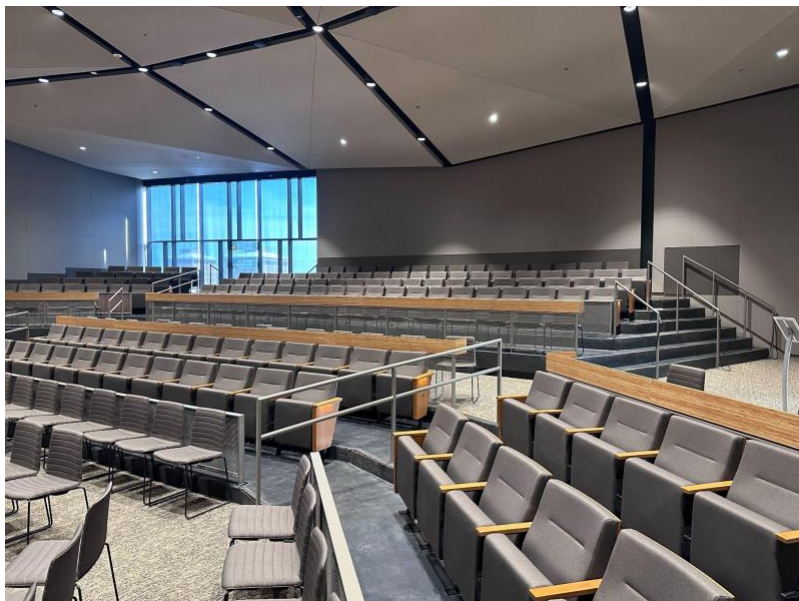
Various sized Rooms in Case 👍





All Rooms in Case Building are "smart" rooms so av should be good - they will have people available also -

Conference room in Case - this one holds about 200



Advisor hospitality space could also be over in Case Building and they can bring in any kind of food :-> If held in Memorial they have to use the food there



They can get some of their professors, or at least are going to ask them, to do some hands on events in actual broadcasting booths

There is a room that has 22 computers for a possible Adobe session – she is going to check to see if we could use it for an adobe session etc

If we ever do it here when we are in school and the elementary school isn't - it is right across the street so she said for future reference

Back in Memorial - another advisor room option here - could be a late check in location or at "where am I" base - the ballroom could hold three sessions and then the advisor possibility could also hold another large group