

CHSPA Board Meeting  
December 10, 2011  
970.491.2612

## Order of Discussion and Minutes

Meeting start: 2:35

Board Members in Attendance: Jack Kennedy, Anastasia Harrison, Jessica Leifheit, Justin Daigle, Adam Dawkins, Karen Wagner, Jill Jones, Darcy Hall

- I. Welcome
- II. Reading, correction, and approval of the June/October minutes
  - a. Accept the minutes from June 2011 (retreat) and October 2011.
- III. Officer reports
  - a. President, Karen Wagner
    - i. Middle school coordinator addition
      1. In the past, it may have been thought that middle school students could not handle what was required, however, when students are given the chance, they rise to the occasion. Therefore, it would be important to consider middle school inclusion in CHSPA. We would then need to consider if we need a middle school position or liaison as a board position. For the remainder of the year, this person would need to take the reigns and determine how we can reach middle school programs statewide.
      2. Challenges would be remarkably few. Individual contests/All-Colorado could include a middle school division. For All-Colorado, there could also be a middle school division. A committee could look at the contests and determine if anything needs to change – some of the benchmarks might be different. Middle schools could attend J-Day just like everyone else.
      3. Since it would be great as a board position, Jed Palmer, the adviser at Sierra Middle School, can play a role. The committee, should he choose to be a part of it, would need our support. It would not change many of the operations we currently have in place.
      4. Concerns: It would probably be something that would need to evolve quickly. There are not many middle schools that are doing great things right now, but there are many that could. We would need to answer the questions as they come up. We would also have to consider a name change (CHSPA v. CSPA, etc.), if members are concerned about confusion.
      5. Motion to replace the Treasurer position with a middle school coordinator. (Justin, Jill) Motion passes.
        - a. The first ever-statewide survey on journalism is being sent out in January, so we need to get as many people involved with that as

possible, including middle schools. It serves as a way to find out where we are, who is online, broadcast, etc. Finally, if reps are willing to share their spreadsheet for yearbook companies, then that would be helpful as well.

6. Article 3 under membership currently states, “in senior high schools.”

7. Motion to change “in senior high schools” to “in secondary schools” in article three of the constitution. (Anastasia, Jill) Motion passes.

ii. Revisiting the treasurer position and bylaws

1. Kathy Gustad has resigned. Jack pointed out that in this situation, Karen can appoint someone, but she will not at this point. As long as the tax aspect is in order, one of Jack’s suggestions was to appoint a committee to look at the budget. (See motion 5 above.)

2. Jack can take care of the day-to-day operations of the Treasurer. But there needs to be a finance committee that oversees decision making about where to spend the money, etc. There are only a few times a year when there is intense financial work: for example, J-Day, paying judges for contests, donations to SPLC and ACLU, etc. The same consideration needs to be made for the taxes. We need to make sure everything is filed correctly.

3. Article 6 of the constitution addresses finances while Article 4 addresses the treasurer position. So, if we are to look at another position or committee, what would it be and what would it look like? (Again, see motion i. 5 above.)

4. Additional positions could include a J-Day coordinator, outreach coordinator, outlining the responsibilities of the secretary, etc.

iii. Curriculum Development

1. We have looked at aligning scholastic journalism with 21<sup>st</sup> century skills, but we want to develop more of a curriculum. It needs to be something that shows the specifics and merits of programs including journalism (semester long) and yearbook/newspaper (year long).

2. Karen and Jill have the go ahead to look at this further.

b. Vice-President, Justin Daigle

c. Treasurer

i. Budget Update, Jack Kennedy

1. See Jack’s financial report. When we get the books from Kathy, we can verify that everything is up-to-date.

2. Early in the year, we made a transfer to the Business Market Act.

3. Account through CSU (transfer of funds) but it helps with onsite expenses. STEPP CDs are from back in the day when we got money, but we don’t have the records on that. It may be leftover money, but we will see from Kathy.

4. Benson can’t be touched, but they give a scholarship of \$600. It counts, but doesn’t count in terms of operating money.

5. In regards to the Budget – this is essentially what we voted on last June.

6. We need to watch J-Day. We are OK for this fall at CSU, but Lori Student Center will be renovated.
7. Will be working on alternative location for J-Day 2013/2014, preferably on the CSU campus..
8. T-shirts were counted as part of the store.
9. We are doing OK – sent 50 renewal letters to non-renewed schools.
10. Regional Conferences – Jack will reimburse Karen.
11. We should find another mentor – we need to know by Feb. They go in a day early, etc. to the Seattle JEA/NSPA convention.
12. With outreach, advocacy, and education, we invited the coordinators to determine how to use the money.
13. It costs \$35,000 to join P21 – someone will have to pay subs. This would be part of a national initiative, so we will wait for more direction from JEA.
14. Salaries are a little inflated for this fiscal year, because checks were not issued until after June 30.
15. Treasurer's report accepted.

d. Executive Director, Jack Kennedy

i. Press Conference update (Capitol Hill, Museum of Nature and Science, Denver Art Museum)

1. Sent email with possible dates.
2. Can we combine with Colorado Press Association's conference? Our kids could go to the CPA, and our kids would be invited.
3. February 10, 2012. They won't let you know more than 6 weeks before your scheduled event for the governor.
4. Looking at Ed. News, and we prefer a legislative sponsor.
5. Other press conferences: Diane Gum protégé at Museum of Nature and Science has left, so DMN&S will not offer a press opportunity this year; D.A.M. - Madeleine Albright will give the tour of her pin collection. Weekend of JEA. March – fashion retrospective with Oscar de la Renta.

ii. Contest changes/update

1. We don't have too many changes, but we need a committee to outline an online rubric similar to what we have for other media. We can use the NSPA rubric, but it is not like our others. It's very narrative driven. A committee can work together to figure it out.

iii. Contest rubrics for judging

1. We may have fewer judges for next year, with each taking more media.
2. We have rubrics, but if there is something that was not what it should be, we should change it. Other concerns would be for schools that publish less often. Maybe we need categories. We need to be ready for changes, for example: sports and news online and then a published feature magazine.
3. We have to have an online contest and it may be ugly until we have a bit of experience. Online rubrics need to be ready by January 15 so Jack has time

to get the contests ready. Jill, Anastasia, and Adam will look at the online documents.

iv. SAW

1. Last year was disappointing, and Jack is suggesting that we turn it into a weeklong adventure for new advisers.
2. We were actually quite amateur about SAW, but we should hire 2-3 instructors at \$1,000 for the week and try to really push it. When people come out of this, they will actually be ready to go. They will have a plan for the first 30 days of school, would be able to host their website through CHSPA, etc. We would put the ad in CJET, and then we can advertise around the nation.
3. We didn't market SAW as well as we needed to.
4. Dates for SAW – July 16-20, 2012

IV. Committee Reports

- a. Outreach Coordinator
- b. Education Coordinator
- c. Advocacy Coordinator

- i. Adam is working with Jill at Windsor HS.
- ii. Sierra HS – There was a student strike and adviser knew about it/censured.
- iii. District policy at Adams 12.
- iv. Just finishing Mark Goodman's Scholastic Press Law Class.

d. Western Slope Coordinator

- i. Mesa Media day is March 5.
- ii. Talked to Jack in MN about a rethink workshop on the Western Slope. There are not many journalism education opportunities in that area right now.

V. Unfinished business

VI. New Business

a. Awards/Scholarships for 2012: Nominations

- i. Clarissa – Medal of Merit?
- ii. Sheila Jones, Ed Bray – Medal of Merit and Lifetime Achievement?
- iii. Mark Newton for Teacher Inspiration Award?
- iv. Carrie Faust for JEA Medal of Merit?

b. Regional Conferences

- i. SOCO and Western Slope to continue and expand.
- ii. Spring SOCO for additional opportunity for that area.

c. New Mentor – Need to act fast!

d. Student Broadcasting policies in the CHSAA

- i. Media guide
- ii. Live sports broadcasting policy
  1. Addresses professional media only. Not sure how to start it, but Adam can't be the person who does it. Sometimes athletic directors don't let the

- students have a place. Students are allowed to do live-broadcast, but when it gets to the semi-finals and finals, CHSAA has sold the rights to those games.
2. We can draft a formal letter from the board and address the concern.
  3. Carrie, Adam, and Karen will draft the letter.
  4. Since they are a state association, they have open meetings.
  5. It could get ugly when we are talking about the major games.
- e. Specific jobs/roles for new positions
- i. Outreach
    1. Replacement needed for Diane Gum for JEA mentor by February.
    2. Develop January survey.
    3. A member Facebook page that we establish, or just beef up what we have. Karen will work on the page.
    4. Winter Thaw for advisers? – short two-day workshop
      - a. 2013 quick workshop over Martin Luther King weekend which could be a Sat/Sun thing and be downtown at a hotel (Justin and Karen can work on this.)
      - b. Start thinking about Denver JEA Convention in April of 2015.
  - ii. Education
    1. Jack welcomes help finding speakers for JDAY, SOCO Media Day, and ReThink for the western slope.
    2. Secretary should develop press release template and develop media lists of where to send it; can work with Jack on this.
    3. Lesson plans can also be on the website – we can link to WHEEL, NSPA, JEA. Please send Jack the sites.
    4. What you need to do in the first 30-60 days, which could also be part of SAW.
  - iii. MS
  - iv. Advocacy
    1. We need to talk to administration licensing programs and offer to provide insight because there are aspects administration needs to know.
    2. Can we come out and talk or a portion of the class we can be a part of?
    3. Constitution Day – Will the board continue to do this? CU-Boulder would like to continue the event.
    4. Editorial leadership workshop – what does it look like on a website or a newspaper?

Meeting adjourned at 4:44