

CHSPA BOARD RETREAT

June 08 – 09, 2011

In Attendance

Wednesday: Karen Wagner, Carrie Faust, Justin Daigle, Jack Kennedy, Clarissa Crozier, Jill Jones, Dianne Gum, Anastasia Harrison, and Kathy Gustad.

Thursday: Karen Wagner, Carrie Faust, Justin Daigle, Jack Kennedy, Clarissa Crozier, Jill Jones, Dianne Gum, and Anastasia Harrison.

Norms for Meetings

All members in attendance are expected to stay focused on the topics of discussion and contribute to the discussions as able. The President-Elect and the Past President will work to keep the meeting on track for the course of the two days. When motions need to be voted on, non-elected members and contracted positions will refrain from voting.

Note: Various items are highlighted in RED for the following reasons:

- **The item was discussed, but tabled for a future date**
- **Is an item that was voted on by the board and passed**
- **Is an item that puts forth a change in a particular operation, event, etc. on the board**

Order of Discussion & Minutes

Wednesday

- I. Karen called the meeting to order at 9:55 a.m.
- II. Finalizing Job Descriptions
 - A. Members gathered around the Google doc and finalized all job descriptions for Treasurer, Western State Liaison, Outreach Coordinator, Advocacy Coordinator, and Education Coordinator.
 - B. A short discussion was had about having middle school liaisons (Jed Palmer and/or Yvette Manculich) who can help us find ways to support middle school students as they transition into high school. This is something the board will continue to put into effect throughout the year.
 - C. Side Note: Jack suggested that we talk with general membership about giving money to the SPLC.
 - D. Side Note: We need to continue to work with CHSAA to include yearbook advisers into their directory.
- III. Laura Frank – I-News Rocky Mountain Investigative News Network
 - A. Several non-profit organizations are gathering, such as I-News. Laura serves as Executive Director of I-News. I-News partners with major daily papers in Colorado as well as ethnic and emerging media.
 - B. I-News has a mission is to educate others about what they do and educating the next generation of investigative reporters. They teach students how to search for information on topics that they cannot find or report on. Students

will get to look at various government databases of stories that they possibly would not be able to report on for various reasons.

- C. This year I-News wants to reach out to high school students. They want to help and inspire students to investigative reporting. The Denver Post, Channel 9, and several others are looking for journalists with skills like computer assistant skills that students just aren't learning or getting the opportunity to do.
- D. Beginning July 18, I-News will be at DU for a week-long workshop to learn how to be investigative reporting. The idea is to set up students as reporters of a story that is given to them. Size will be limited to 20 students and there are five one thousand dollar scholarships, too.
- E. Several board members provided Laura with advice on teaching and setting expectations for high school journalists.

IV. Budget

- A. In 2011, we expected \$51,134.88 in revenue, but at this point, we are ahead of the curve with \$52,000 (with more new memberships coming).
- B. Our expenses to date total \$42,870.16, with Mimi and Jack each with one more stipend payment in June. We are within 5 percent of our projections, which is great news!
- C. According to Jack, we have 176 total media members, including 11 free members. Jack recommends that we budget \$10,000 on membership based on 160 projected members.
- D. Income Proposed Budget....\$50,500
 - 1. According to Jack, he suggests that we budget for \$36,000 for JDAY.
 - 2. To budget for SAW, we will eliminate the hotel cost item. We will budget for \$4,000. (NOTE: final figures make this \$1,400)
- E. Expenditures Proposed Budget.....\$36,587.00 (before salary)...with salary it would be 54,587.00
 - 1. We have \$5,698.00 in our JTC account. For the 2011 JDAY, we will most likely pay \$4,000 to rent rooms and other materials for JDAY.
 - 2. JDAY will cost \$10,000, including \$4,000 for Lory Student Center rental.
 - 3. \$7,500 in dues and contests.
 - 4. For regional conferences, we will budget for \$600
 - 5. We will not budget any money for scholarship fundraisers.
 - 6. For website fee, we will budget \$120.
 - 7. Plaques have increased to \$1,200.
 - 8. Outreach/Mentor will be budgeted for \$5,000. To have two mentors, it will cost us \$3,000 from JEA in 2012. In 2013, it will cost us \$4,000.
 - 9. SAW will cost approximately \$1,650.
 - 10. Western Slope Travel will be added to the budget for \$1,200.
 - 11. Kathy proposes to have a line item that includes donations, so if we donate to various organizations, we are being transparent. Let's budget for \$1,000.
 - 12. A scholarship line item will be added for \$3,000.
 - 13. Salaries

- a. Executive Director – We will continue this contract with Jack Kennedy for \$12,000 for the fiscal 2011-2012 year. Kathy Gustad moves and Anastasia Harrison seconds. Motion Passes!
- b. JDAY Coordinator - For working on JDAY from mid-July to mid-October, we will offer \$3,000 with final disbursement approved upon final JDAY report. Kathy Gustad moves and Anastasia Harrison seconds. Motion Passes!
- c. We will budget an amount for all salary employees as a bonus for quantity and quality work performed during the fiscal year. The amount and disbursement will be determined by executive board vote at the annual board retreat. Kathy Gustad moves and Anastasia Harrison seconds. Motion passes.
- d. We would like to give Jack Kennedy a bonus of \$3,000.00 for his 2010-2011 salary for all of his work with revising all of our contests, and adding a regional conference. Kathy Gustad moves. Anastasia Harrison seconds. Motion Passes!

14. Side Note: In all of our accounts, we have a total of \$87,000!!!

V. Three Coordinators are assigned: Adam Dawkins will be Advocacy Coordinator, Anastasia Harrison will be the Outreach Coordinator, and Jill Jones will be Education Coordinator.

VI. CHSPA Year In Review Handout (See Handout)

VII. 2011-2012 CHSPA Meeting Schedule

- A. October 13 JDAY
- B. December 10, 2011 at CPA 2PM – 5PM
- C. February 11, 2012 at CPA 1PM – 4PM
- D. June 7 and 8 Retreat (Location TBA)

VIII. Refocus of CHSPA....where do we go next?

- A. Reaching out to universities – days where we partner up with a college or university to do journalism events.
- B. Curriculum/Ideas that show how journalism supports Language Arts
- C. Find ways to support advisers and good journalism teaching
- D. New Advisers
 - 1. Adviser Boot Camp for new advisers that prepares for their first 20 days of school. Carrie suggests calling it “OMG! I am an Adviser”
 - 2. Send Outreach Coordinator’s information to new advisers so they can possibly set up a mentor for them from their area.
 - 3. We could put a November Academy Day together for new advisers to attend for further instruction and help.
- E. WordPress Workshop... or some type of road show where we show advisers how to turn add an internet news source to their publication so they are moving ahead of the game.
- F. Set Goals
 - 1. 4 Saturday academies throughout the year for continuum graduate credit from various colleges: CSU, Metro, etc. These academies can be the

- following: WordPress Academy, Constitution Day/Ethics, August/New Adviser Day(s) in possible quadrants,
2. Common Core Curriculum and Journalism Education study, education, and advocacy – we need to set up a meeting with Sarah Zerwin, CDE.
 3. Executive Board will be working on expanding our online and social media presence.

Thursday

- I. Reviewed minutes from Wednesday along with goals set for our 2011-2012 year.
- II. Social Media/Networking with schools/students
 - A. Listserve
 1. Jack has finally gained control of the CHSPA listserv.
 2. Jack will update the listserv with people's email addresses. He will send an email of why the listserv is important to an adviser, but also directions on how advisers can take themselves off of the listserv. Karen recommends revisiting this with general membership at JDAY.
 - B. iContact
 1. We will begin to use this resource to continue sending out information to membership. This would replace Jack's Thursday Notes.
 2. Jack will train committee chairs and executive board members to know how to use this resource.
 - C. CHSPA Facebook and Twitter – we will use this as a recourse to send out information.
- III. Establish connections with other colleges and universities
 - A. These connections will give benefits to our members, scholarship endorsements for our students, and locations to do joint workshops.
 - B. We need to call these institutions with specific ideas and dates to propose a partnership. Jack will get a directory of contacts.
 - C. Karen and Jack will draft a general letter to send to various institutions.
 - D. We need to begin to start using our resources. We need to advocate for journalism programs, but we also need to educate type d candidates at the source.
- IV. Colorado Adviser Protection Law
 - A. Jack wrote to State Representative Frank McNulty about supporting an adviser protection law. He modeled his amendments to our existing state law on the California code.
 - B. We are moving in the right direction. We will move forward soon.
- V. CHSAA Professional Permissions/Contracts for school events
 - A. CHSAA is restricting broadcast students from various games because of contracts CHSAA has made with other companies.
 - B. Currently, an article is in the JEA magazine where Wisconsin and Illinois are dealing with this same issue. Jack will send Adam a link to the article.

VI. Online Newspaper contest

- A. Kansas State Scholastic Press Association wants to meet with CHSPA to create rubrics for online publications.
- B. We will also look at the NSPA rubric to help us create our own.

VII. SAW

- A. Carrie has put SAW on hold because it appears that we may not have enough participants to hold the Smoky Hill workshop. Enrollment is down at a lot of various camps across the nation, so it just might not be a year for workshops.
- B. If we have fewer than 10 participants, we will ask these individuals to move them to the CSU date.
- C. Side Note: Jack will wait on the new August academy for the 2012 year. We will revisit this idea at the December meeting.

VIII. JDAY

- A. We brainstormed various themes for JDAY and agreed upon **Be Epic**. We can have staffs send a photo to create a slide show to flash while people come to JDAY.
- B. We can also ask some of our students the following questions: "How is journalism epic? How is your staff epic? How are you epic as a journalist?" Then we tape kids answering these questions and put it into a video to show at JDAY. Then at JDAY, we could also have a booth where students can make a video message the day of that could play at the closing.
- C. T-Shirt –we should use bright colors with the wording in white.

IX. Award Nominations

- A. JEA Rising Star Nominees
 1. Jill Jones – Jack Kennedy will work on this.
 2. Angela Banfield – Dianne Gum will work on this.
 3. Adam Dawkins????? – checking on his years advising
- B. JEA Pioneer Award
 1. Clarissa Crozier – Jack Kennedy will work on this.
- C. JEA Friend of Scholastic Journalism
 1. Sheryl Fulton – Jack Kennedy will work on this.
- D. JEA Medal of Merit
 1. Carrie Faust – Karen Wagner will work on this.
- E. JEA Lifetime Achievement Award
 1. Yvette Roberts
- F. CHSPA Medal of Merit
 1. Yvette Roberts and Darryl Stafford - we will honor them at JDAY
- G. CHSPA Friends of Scholastic Journalism
 1. Pam Shepard with South East Denver Graphics

X. Fundraising

- A. Rockies Game - Have an event where students, advisers, and advisers' friends attend a Rockies game.

- B. JDAY t-shirts --- whatever profit we make from the shirt after paying for production costs, we can use for scholarships and even donate to the SPLC.
- C. CHSPA Night at various restaurant chains
- D. Bohemian Foundation --- Jill will look into this.

XI. Goals Part 2

- A. Looked at Western Slope Liaison responsibilities and expectations to understand role.
- B. We will contact various schools to see where we can hold some of our academy days.
- C. All 3 coordinators will suggest speakers for JDAY.
- D. Education Coordinator Goals (Jill Jones)
 - 1. Getting the four workshops set-up
 - 2. Asking for lesson plans/creating lesson plans for CHSPA membership
 - 3. JDAY speakers
 - 4. Guidance for mentors
- E. Outreach Coordinator (Anastasia Harrison)
 - 1. After receiving membership spreadsheet, Anastasia will create a new spreadsheet along with Dianne's spreadsheet of new advisers.
 - 2. Find out who the new advisers are in the state.
 - 3. Begin pairing mentors with new advisers.
 - 4. Work with Jill on education mentorship.
 - 5. Begin to figure out how to reach administrators
- F. Karen will email Adam to set some goals for Advocacy Coordinator. He needs to reach out to the SPRC to gain national connections. SPJ, ACLU, and CJA are all organizations to make connections with.
- G. We may want to think about meeting with the DeGette sisters (Cara and Diana).
- H. President
 - 1. Attend all CHSPA functions and promote them.
 - 2. Lead the JDAY General Membership meeting
 - 3. JDAY intros
 - 4. Support our 3 coordinators and committees in whatever
- I. VP
 - 1. JDAY intros
 - 2. Attend all CHSPA functions and promote them.
 - 3. Support our 3 coordinators and committees in all CHSPA related activities.
- J. Side Note: JDAY Keynote speaker should be Mark Newton.

XII. We would like to thank Carrie Faust for her work as President these last 5 years. You go, girl!!!! Thank you!!!