

CHSPA TELECONFERENCE

October 9, 2010

In Attendance

Jack Kennedy, Justin Daigle, Dianne Gum, Carrie Faust, Kathy Gustad, Karen Wagner, Jill Jones, Mimi Wahlfeldt, Steve Wahlfeldt, and Elaine Grace.

Order of Discussion & Minutes

I. Call to Order – 9:03AM

II. Reading, corrections, and approval of the September 11 Minutes

Carrie asked for the September 11 minutes to be approved by the board. Karen made the motion and Kathy seconded. Board voted to approve the minutes.

III. Officer Reports

A. Carrie Faust, President

1. Nothing to report! 😊

B. Karen Wagner, Vice-President

1. Nothing to report! 😊

C. Kathy Gustad, Treasurer

1. Budget update
 - i. Pending deposits at JDAY, we currently have \$34, 306.70 in our account.
 - ii. Kathy would like to send an update of our budget to the board after JDAY so it includes all JDAY deposits/expenditures.
2. Return Checks
 - i. There was a returned check for SAW and Kathy asked who should be the person that calls this individual: Treasurer or Executive Director? Diane asked if we had a protocol in place. Carrie said that we really do not have a set protocol, although Kim used to do it in the past.
 - ii. The check was for \$210.00 and now there is a \$12.00 fee. The board agreed that this current member needs to pay us \$222.00 total. Jack stated he will take care of it.
3. CPA update: Kathy is going Monday to sign the tax form.
4. All scholarships are paid out and we are running as scheduled.

D. Jack Kennedy, Executive Director

1. JDAY information (numbers, etc.)
 - i. The spreadsheet Jack is using gets updated every few minutes. As of this morning, we have 69 schools registered. The breakdown includes 97 advisers and 1355 students for 1452 total! If this holds then this is more than 2008 (our previous record).
 - ii. Jack only had attendance records for JDAY since 2005. Jack thinks we may have more registrants in the next few days.
2. JDAY Refunds
 - i. Overland High School adviser, Laura Soudek, sent a frantic email that her assistant principal said they can't go because of a transportation mix up. She was going to bring 12 kids and 3 cars. Jack wanted to ask the board what the procedures were in regards to refunds. Kathy said this happened last year and we did send refunds back the schools.

- ii. Jack made an executive decision to wave the late fees as it seemed weird for us to charge others especially when board members were also late to turn in their registration. Jack wanted to prevent people not coming because of late fees.
3. More Numbers
 - i. There are 32 schools signed up for critiques (we had 33 signed up last year).
 - ii. 197 t-shirts have been ordered along with some that will be for sale at JDAY.
 - iii. 67 students are attending the Wednesday evening part of the conference
 - iv. Total income for JDAY thus far is \$32,482.00. Last year we earned \$29,743.00. We budgeted for \$22,000 in income.
 - v. Lots of schools are bringing multiple students. For example, Coronado is bringing 72 children. Diane said North is coming for the first time.
4. Winners DVD
 - i. The Sweeps Winners DVD will be delayed. Gary Wysocki needed things earlier, but we were not prepared to do this.
 - ii. Jill and Elaine are finished with the newspaper and video PowerPoints, and Anastasia will have the yearbook PowerPoint done Sunday.
 - iii. Jack said he will do a mailing to winners and members with the DVD and maybe send other things with it.
 - iv. Jack said that instead of a DVD in the future, we can put this presentation on our website.
 - v. Jack will announce that the DVD is delayed at JDAY and Sweeps rooms should also announce this.
5. Jill asked about her newspaper presentation
 - i. It was clarified that the Newspaper 3A/4A room would have Sheila and Jill reading and in charge of the slide show. The Newspaper 5A room will be run by Kathy and Karen. The Yearbook room will be run by Anastasia and Carrie.
 - ii. Jack stated he would arrange for student interns. Mimi said that was not true because we don't have the student interns during the Sweeps Ceremony.
 - iii. Steve asked why we were discussing all of this when we looked at all of this at the last meeting. Justin said that we did discuss this at the last meeting; however, we were under the impression that we would have student interns. He also mentioned that last year we did find advisers throughout the day to help us in the ceremony.
 - iv. Carrie said she does have some alumni students up there too that could help us as well. Jack asked if Lori Oglesbee could shake hands at yearbook and Mario shake hands at the video contest. Let's just ask! Jack will ask people at registration.
6. "Fright Night Media Day" update
 - i. Five schools attended: Palisade, Arapahoe, Eaton, Ponderosa, and Englewood.
 - ii. Stories are due today (Saturday the 9th) – one per medium represented.
7. Photo Journalism Contest
 - i. Jack would like CHSPA to sponsor a Photo Journalism Contest about giving to our community and volunteerism. The contest would run from November until December 20 (when the entries would be due.)
 - ii. Jack will present this at JDAY.
 - iii. Requirements were discussed and finalized: email a JPEG of photo and caption. We would limit this to 3 per school and up to 3 different people.
8. Jack depositing checks
 - i. We are in the money season and since everything is being paid by check, is it possible that Jack deposit checks that he receives himself to the CHSPA account and give Kathy a report?
 - ii. Jack sent over \$12,000 in checks to Kathy recently. Kathy is fine as long as she knows what is being deposited, so she can put it in the right category. Carrie agreed that it makes sense. Jack and Kathy will discuss this more and let the board know.
9. CSU- Pueblo (Southern Colorado) Regional JDAY update

- i. Two schools have sent money thus far: Edison and Riley. On Monday, Jack is going to send emails directly to all Pueblo schools and Lamar.
 - ii. The deadline was October 1. Jack mailed 80 schools about the regional conference, but Jack will follow up in a more focused way.
 - iii. Jack is going down on Friday the 15th to visit the campus and make final decisions.
10. Membership
- i. Last year, we had 153 total media members of CHSPA. This year, we currently have 135 paid members and 4 members who took part in our Each One, Reach One campaign.
 - ii. 15 schools that are coming to JDAY, paid their registration fees based on having a membership; however, they have not renewed their membership. Jack will get in touch with these schools.
 - iii. 27 media that were members last year have not renewed. 29 media who were members from two years ago have not renewed.
 - iv. Here is our chance to expand our membership. Each One, Reach One has been underwhelming. All 135 current members received a free membership card and four were returned. One member gave the free membership to herself for the other media she advises. One gave to another person in their building that advises the opposite publication. Lynette Ryan gave to Pine Creek Yearbook. Jack keeps emphasizing this is a one-time deal.
 - v. Every Saturday, Jack posts on the website updated lists of all members who have paid. Jack has a spreadsheet of 490 people in the state who advise publications. He asked if we should send this spreadsheet out to members, so people can give their free membership out since they may not know that many advisers. Diane says that we need to keep the spreadsheet to board members only so it's used ethically and with confidentiality. She worries that businesses and others could use this information to sell advisers things. Karen added that this information is already out to people as many businesses have contacted her. Jack will hold off on this for the moment.

IV. Committee Reports

A. Elaine Grace, Contest Coordinator

- 1. Elaine has some JDAY questions, but some were answered in Jack's report and will be answered in Mimi's report.
- 2. Jill stated that her PowerPoints are done for Newspaper Sweeps.

B. Mimi Wahlfeldt, JDAY Coordinator

- 1. Critiques have been very popular and a lot of people are asking at the last minute. Carrie volunteered to do a newspaper critique. Mimi will ask Neal to do a video critique. Mimi wants to thank everyone for volunteering.
- 2. Night Before Photo Contest - We have a presenter who is willing to judge an on the spot photography contest. Can we offer prizes for that? The board agreed.
- 3. Opening Ceremony --- Mimi will send out information to those who will speak.
- 4. Writing Contest at JDAY
 - i. First time a writing contest will be available at JDAY.
 - ii. Students will have until Tuesday to submit a news or feature article based off of a session they attend. The session is on "How Race is Portrayed in the Media".
 - iii. We need criteria and judges. Carrie, Jack, and Kathy will judge. The prizes will include \$50 for first prize and \$25 for a runner-up. Jack said this is all in the budget.
- 5. Name tags
 - i. Mimi is making nametags for advisers, presenters, and vendors. She is not making any for students. We will provide sticky name tags available for advisers for students.
 - ii. Jack wonders if for the future we should provide name tags just because some schools don't turn in names. Carrie said we did do this in the past.

6. Mimi apologized for not turning in receipts up to this point, but they are coming after JDAY.
7. Hospitality room --- Mimi made an Executive Decision presenters and vendors to come and get treats from the hospitality room. Diane plans to be there to talk with advisers.
8. We have not pursued the texting thing again for feedback. Mimi wants to set up baskets (she can buy at the dollar store) and have people put feedback on pieces of paper throughout the day for students to give feedback. Jack will send out a Google survey to advisers after JDAY.
9. If anyone has anything for the adviser gift bag, Mimi needs them by Monday at 4PM.
10. Andrea and Herff Jones Booth – we are all squared away!
11. Rooms for Sweeps
 - I. Elaine asked, since we do not have student interns, will she need to set up everything for the video sweeps presentation.
 - II. Mimi broke down what people will see in their rooms: tables set up to put awards and plaques on, underneath tables will be tablecloths, microphones for speaking, and AV compatibilities for slide show.
 - III. During the one-hour lunch break, people should go sneak things in the room to prepare. There will only be one session that will take place in the rooms prior to the awards ceremonies.
 - IV. Jack printed 1200 certificates and the school certificates. Jack will go to each location during lunch to put in rooms.

V. Unfinished Business

A. Newspaper/Yearbook “All Colorado” Contest

1. Jack sent out each contest to the board to look at it. For the newspaper contest, Jack used the Kansas model. As for the Yearbook contest, a few board members created it ourselves, with the Kansas model as a guide. Jack put it in a 16-page judging booklet.
2. Jack and Carrie want to project this at JDAY to advisers to get feedback and show them what it will look like. Carrie said that we will have the next few months to tweak it before we use it next year. Jack sees this as a good document that people can work with this while creating their publication.
3. The deadline will still be the same (June). Three newspapers will be sent in for the newspaper contest and one yearbook for the yearbook contest.
4. The only way to test this contest for bugs is for people on the board to look at their publications and see how it works. Carrie agrees we should all take our publications and see how they would score on the current format. In December, we have to decide and finalize this.

B. Spring “Best of Colorado” Awards (the new sweepstakes)

1. Jack has shared this as a Google Doc. We need to make this final in December too. Jack wants people to look at it so we can put final input.
2. Carrie said we should make this an assignment for the board. Everyone needs to please get on the Google Doc, so they can give feedback prior to the December meeting.
3. Jack also brought up that Sheila was discussing in an email how this new contest would affect JDAY numbers. Carrie said we can put this to a vote at a face-to-face meeting.

VI. New Business

SIDE NOTE: Jack informed the board that CHSPA was created in 1970. We are in our 40th year! We should have a birthday party! We need to talk about that at the December meeting. Jack will make it part of his opening ceremony.

VII. Meeting adjourned! 10:14AM