

CHSPA

BOARD MEETING MINUTES

Monarch HS, September 11, 2010

In Attendance

Karen Wagner, Jack Kennedy, Kathy Gustad, Elaine Grace, Justin Daigle, Jill Jones, Sheila Jones, Anastasia Harrison, and Steve Wahlfeldt.

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

I. Call to Order

II. Reading, corrections, and approval of the August 21, 2010 Conference Call Minutes.

III. Officer Reports

A. Carrie Faust, President

1. Although Carrie was not present, she said via email (through Jack) that we need to push for our Rising Star nominees. We also need to push Steve and Mark for the DOW awards next year.

SIDENOTE: Jack suggests that we need to look at rubrics and our AOY and TOY process. Very few people are being nominated and what is the process? We will add this to the next Face-to-Face meeting (along with reviewing our Bylaws process)

B. Karen Wagner, Vice-President

1. Binders for CHSPA members
 - A. Karen printed out handouts that she would like to include in the binders.
 - B. Karen suggests that we need to revisit the "Job Descriptions," so we can look at all positions to see where we need to revise and change. We will look at these starting in November either as the Executive Board or create a committee.
 - C. We will begin to put the minutes from meetings on our website for our membership to read and be informed of what our organization is doing. Jack will post the August meeting soon.
2. Karen asked for Jack to put the Newslines back on the website. Jack will put these back on the website. They were not included yet because the website is still a work-in-progress.

C. Kathy Gustad, Treasurer

1. Everything went to the CPA, but Kathy has not heard anything at the moment. She will keep us informed. Our taxes should be filed by the end of the month. Jack and Kathy suggest that we have someone audit our taxes every year just so we can continue to be transparent.
2. Kathy will send an updated version of the budget in the next week.

3. Both the Benson scholarship and the last STEP scholarship were paid. Kathy thinks that we have another thousand dollars from a past STEP scholarship winner from possibly five years ago. Kathy will email Jack so we can find the student.
4. JDAY T-shirt Payments
 - A. How will we distribute the money for shirts and the one dollar donation to SPLC? Since most members will probably send payment for shirts with their JDAY registration, Jack will go through how to separate this so the money can be donated with Kathy.
 - B. Are we going to have shirts for JDAY? Jack would like to buy some t-shirts and have them available for people at Journalism Day. Jack will buy one hundred shirts to sell at JDAY.

SIDENOTE: Jack suggests that we ask the SPJ chapter at CSU for interns to help with JDAY. We could donate money to the SPJ for their help. This also gives us an opportunity to make another connection at CSU. The board would like to see Jack look into this idea.

D. Jack Kennedy, Executive Director

1. Last year we had 153 media members. For the current year, we have 101 paid members, and 64 members from last year who have not renewed yet. Jack envisions that we could have up to 200 members very soon.
2. On Saturday (Sept. 4), Jack mailed nearly 200 pieces to current members, non-renewed members, and former members from 2008-09, complete with membership stuff, along with a J-Day poster, registration sheets, and Best of Show form.
3. The mailing address has been changed. See the "Contact Us" category page on our site for how Jack has phrased this.
4. All contest results are back, including Newspaper General Excellence. Just by looking at the results, it is a good thing that we are moving to a new system.
5. Jack is using the CHSPA listserv each Thursday to highlight some timely items, including the Fright Night contest. He is also trying to develop some direct e-mailing system (since many of our members and potential members are not on the listserv).
6. Marketing materials for Southern JDAY Conference
 - A. Jack has mailed materials to 78 schools.
 - B. Jack has made it clear that this is not a state convention, but a kick-off conference for schools to start their year.
7. Whenever anyone sees anything on the website that isn't working or would like to see something added, please contact Jack.
8. Jack has been trying to send out tweets through Twitter, updates on Facebook, and emails using our "gmail" account to get information out to members. Jack is going to transfer our Facebook to a group from an individual and individual can become a fan.

IV. Committee Reports

A. Elaine Grace, Contest Coordinator

1. Contest Control Management and Organization
 - A. Jack gave Jill and Anastasia the CD's of publications that entered the contests. Justin will send Anastasia the template for the yearbook sweeps PowerPoint. Gary would like everything by October 1 to create the CD's.
 - B. Justin suggested making a "Master Certificate" for schools to receive with all of the awards they have won. Jack will complete this task.

- C. Readers: We need to gather readers for all four ballrooms. Karen/Kathy will read and run the presentation in Newspaper 5A; Jill/Sheila will cover Newspaper 3A/4A; Anastasia/Carrie will take care of Yearbook; and Elaine will cover Video.
- D. Jack will order trophies and plaques for winners. Since this is the last year for sweeps, the traveling trophies from last year will stay with the winners.

B. Journalism Day, Mimi Walhfeldt (Jack read an email from Mimi)

1. Speakers are all lined up.
2. The program will go to the printer next week.
3. Critiques are good to go, but may need some volunteers.
4. Best of Show – She is working to get judges with JTC.
5. The Night Before Event - Mimi is trying to reach out to northern schools to attend this event.
6. The menu is ready to be ordered for the adviser luncheon.
7. We are down in sponsors this year. The total of sponsors this year is around five thousand dollars.
8. Adviser gift bags – Mimi is still waiting on more goodies. If you have any ideas, please let her know.
9. Mimi is working with JTC and Student Media to get volunteers to work JDAY.

V. Unfinished Business

A. Revamping Newspaper and Yearbook Sweepstakes

1. Jack reviewed what we have done up to this point for board members.
 - i. Critique service that is modeled after Kansas State. We are still getting “awards” finalized but the top schools would be given an “All-Colorado” certification. This will give our members more feedback for their publications.
 - ii. Individual awards (similar to Sweeps) would be in March, so schools can receive a certificate to present students at end of the year activities. Steve reminded the board that March and April are really busy months, so we need to make sure that this is an easy process for judges so they can get the results back to us quick. Sheila asked what do we do with newspaper issues from April/May since they would not be eligible for the individual awards. We need to figure out rules and regulations.
2. Committees will meet to work on this.
3. Sheila raised a concern about making sure that the new format for the newspaper, yearbook, and video contests will continue to draw large numbers of students and advisers to J-Day since J-Day is what feeds CHSPA's coffers. She doesn't want to see the new format cause a decline in J-Day. She recommends developing a marketing strategy surrounding the new format that would continue to draw the large numbers we have experienced in recent years.

VI. New Business

VII. Meeting Adjourned at 11:32AM

Sidenote: Members stayed for another half hour to work on the new contests. Jack and Justin will send what they have done so far through a Google docs, so members can continue to work on this contest.