

JEANC Annual Board of Directors Meeting  
Jan. 11, 2014 CNPA Offices, Sacramento

I. Call to Order (10:19 a.m.)

Present: Ellen Austin, Michelle Balmeo, Kristy Blackburn, Don Bott, Ed Galdrikian, Randy Hamm, Matt Johansson, Sarah Nichols, Tracy Anne Sena, Rachel West, Laura Zhu. Absent: Paul Kandell.

II. Approval of Minutes

(Sarah moved to approve, Rachel second.)

III. Communications

Two board members resigned: Janelle Eastridge, Janice Johnson.

One request for help from JEANC Help Button on our website (program and print budget in jeopardy) and Michelle responded with our combined suggestions. Request from ASNE to promote applications for Reynolds summer institute. Request from Beatrice to share items of interest for monthly JEA member e-blasts from her as state director.

IV. Reports of Officers

a. Treasurer

In general, our balance is healthy and we are able to host events with little change to the bottom line. National convention draws money, state convention has a cost but netted us \$2700 this year, and in general we are able to continue with this pattern.

Page 5 special projects (\$2,400 net T-shirts) \$12,000 profit from SF overall. Spent money for Sac convention. Saratoga will be told not to worry about it due to technical glitch. Sac convention smaller attendance. Still in the black. We would have broken even on shirts if we hadn't ordered more (that decision was based on walk-in registration from previous experience). No walk-in registration. We paid for our keynote and included free shirts and still did fine financially. \$47,000 income this year but only \$1,500 from membership renewals.

Name and password change on debit card, online access, notify bank of change in treasurer, bring copy of board minutes, PayPal notification email change. Four annual reports for govt agencies and one every two years. Banking back to 2009 on Quicken. Will teach membership process, will update on Joe CNPA role, JEA membership kickback process. Training will take place later today between Randy and Don. Ellen commendation of Randy's organization and attention to detail as treasurer.

b. Membership Chair

Rachel: not much to report. A few new joined at the convention (75 current). Not as active in hunting down missing payments right now — perhaps the incoming membership chair can be more aggressive with this? Rachel will share ideas with the new membership chair (not complicated but ideas for coordinating with other officers and initiatives). Virtually the same as one year ago.

Ed suggests summary of board minutes following each meeting emailed to our members.

Booth at SF didn't help that much in getting new members but good for general name-face

recognition.

Sarah asked about booth in SD. We'd need 11 new memberships to cover the cost.

c. President

Great year with many highlights. JOY contest committee and scholarships (Rachel), SF convention (Don), JEANC booth in SF, Annual Contest made money despite new model of giving three free entries to every member, RENOVation in June (31 attendees, four faculty), great workshop for all who participated but not a wide audience reached. Converge in October was smaller but better, more organized and more offerings for all levels. At-home trainings successful but mostly within the board. Need to do more with marketing these.

Some ideas we did not pursue but maybe we can reevaluate and consider for the future, such as Hangouts with professionals. YouTube "5 minutes with"

Model curriculum and sample course approval outlines for UC approval could go on the JEANC website.

Other good news: lots of awards within the NorCal area, continues to set trends and lead the way.

Ellen suggests promote at-home training in the e-blast board meeting minutes and we need to do a better job explaining the process for how to request one and how to pay for it. Michelle says a blast just for that at beginning of the year, end of the year, one time for second semester.

V. News from JEA State Director Beatrice Motamedi

Michelle reports for Beatrice: how JEANC scholarship will fit into new reorganization of JOY committee

VI. Old Business

a. Convention duties document

Geared toward transition from one convention to the next, provides a starting point, helps board members know what they're signing on for, etc. Don requests that every board member have a job that has a title. No "I'll help out" generic volunteering because there are enough big jobs in need of fulfillment. Everyone must agree outside the convention cycle in order to make sure we're all committed.

b. Induction and selection of 2014-2015 Executive Board officers

Michelle names Don as treasurer. Kristy is secretary. Randy nominates Ellen as president-elect, which also includes membership chair.

VII. New Business

New board member: Laura Zhu (Rachel appointed her)

a. "Tinker Tour" for spring 2014: request from Mike Hiestand or dates, stops, suggestions

Ellen gave an update on the successful East Coast wing of the Tinker Tour and its positive reception at both the NSPA/JEA Boston convention and a social studies teacher convention, and asked about second part of tour: OR/WA to NorCal to SoCal/AZ.

Tinker tour would like to know dates they can come to Bay Area: offering week of March 24 and 25th in SF but many of us not able to make the dates Tinker tour has offered due to

CSPA trip with staffs and reluctance to miss more school in such a short time frame. Mary Beth Tinker called in to speak with the board about possible dates and hear feedback on the next leg of trip.

(closed session)

Board will figure out windows of when tour can happen so that Bay Area schools benefit from the bus, not just the speakers, and Ellen will coordinate with the tour. The board agreed financial commitment from JEANC happened in the fall.

b. Treasurer training checklist (Randy already went over this and will go into more detail with Don one-on-one)

c. Press Rights Minute

Sarah says audios should focus on Press Rights ideas, like how to use Creative Commons. She needs more clips with practical applications, why to or not to do something. So far, nine are posted but not released. Audios need to be 60 seconds and can just be recorded on iPhone or computer. Michelle asked for list of suggested topics and Sarah said she would share her spreadsheet with us. Sarah suggested Michelle do one on her staff's command center topic, which Michelle agreed to.

d. Revisit mission/purpose, communication structures, and board priorities/e. Job description writing and proposal to organize committees/task managers

\* Clarify process for "teach-ins" and also how billing/payment for that should work.

Rachel shared what she learned from bylaws and used a PowerPoint presentation to review her findings and frame the discussion of goals for the year.

*Focusing on the purpose of JEANC:*

(ppt) purpose: cooperation, public discussion groups, opportunity for instruction and training, raising of academic/educational standards and formation of representative body  
Sarah asked about the opportunity for us to revisit purpose and see if that's who we are, especially since JEANC doesn't offer a lot for outreach for programs in jeopardy or sustaining programs. Rachel says yes — there is a 6 month timeline for how long it takes bylaws to be changed by general membership, and board should revisit bylaws in their entirety. Randy asks if we should have subcommittee for bylaws, and there is general agreement to that. Ellen asks about revisions to bylaws, and Ed says 2008 was last time we revised them. Randy asks about refiling bylaw revisions with state, which we should.

*Board member duties:*

(ppt) Board members: 2 year member, duties are that members should act on behalf of membership and matters that arise, hold workshops/conventions/functions consistent with raising educational standard

Rachel thinks board members should expect more duties than a member (i.e. have to go to board meetings). Michelle agrees recruiting board members would be easier if there were specific duties/expectations.

*Meeting expectations:*

(ppt); meeting requirements: meet once before every general meeting, breakdown of meetings and quorums

General thought is that Board needs to add electronic communications to bylaws to make the online meetings legitimate, and we also need to send out notice of meetings more

consistently

*Discussion of job positions:* (We also used the chart below to frame the discussion)

Convention: Don brought up the fact that with convention, there would still be a slate of convention duties that board would take on, not just the head of the committee.

Scholarship committee: general consensus was that we don't need a committee, we will just designate that the highest JOY winner whose adviser is a JEANC adviser should get the scholarship from JEA. Rachel said JEANC members are still willing to be on committee to select JOY winners but Beatrice wants non-current-advisers on the committee. Tracy wants to make sure that judges are well-informed of the JEA rubric, Sarah says everything is all online. Ellen wants someone on the panel who is familiar with recent winners and what portfolios are moving towards--Rachel will be on the panel this year which allays that concern.

Michelle thinks it's important JEANC has a representative on the committee since the scholarship comes from us (think about how we can get this in place for future years). One suggestion was that we could ask for a second version of portfolio (PDF) sent to us for scholarship purposes.

Post-it activity: 3 things that each board member is willing to do/take on/thinks is important that JEANC take on

*What we learned:*

Randy noticed that we seem to be moving toward being more committed to how can we make things accessible to people anytime anyplace, especially since it's harder to get people to come long distances to participate in something. (At home training/hangout: future of where we are heading.) Sarah added that we are still committed to getting people places — even if it is 30 kids, they still really get something out of it, especially kids who are in J1 or early in the process, so let's keep doing activities. People who attend JEANC events are highly satisfied with the events and what they gain from it, so the suggestion is doing better with less by taking on fewer things but doing them better.

Rachel would like with one person as a point on every item — different people should fill every point role with no overlapping, and the point person decides how to manage/structure the committee. Don is not expected to take on event because of his new position as treasurer. General thought that we need to better market the idea that advisers can either take students to JEANC or JEANC can come to them. Also, distinction was made that website is ongoing duty while unconference is event planning (four times a year). General discussion on which language is better, virtual educational services or educational outreach, but no consensus/decision reached.

*Duty breakdown:*

Sarah: wants to be in charge of JDays (outreach) and will work with Ellen and Paul

Ellen: chair of marketing/membership

Kristy: Annual contest (with Michelle and Rachel supporting)

Tracy: website and YouTube (with Michelle supporting and Matt helping)

Michelle: unconference but would also be willing to lead summer workshop and Ellen would be

willing to work on unconference as well (Paul will also be involved)

Social media: Everyone will get passwords for social media so that we can tweet

Facilities Contact for 2014 needs to be decided by Sept./Oct. of this year

f. Summer Workshop discussion/Offer from SF State

Tracy says SF State is happy to partner with us to offer a summer workshop, which is great because dorms are open during summer and it is right on the muni line for field trips. Chico State is another option, but board generally thought that SF State is the ideal option because of its location, its appeal to students and its dedication to outreach to underserved students.

Discussion around the idea that if we decide to have workshop, how much can we scholarship for students? Michelle said this was a major problem last year because Renovation wasn't at the price point for students who can't afford workshops (which she thought was \$300). At SF State, we could also do day-camp option and not just overnight, which would make it more affordable for some students.

Sarah said the summer workshop needs to fill a need and that we should not be a Newsroom by the Bay. We should be other extreme or find a different need. Discussion around whether or not 4 months is enough time to plan a workshop and have it be successful.

Tracy said we could lock in with SF State now for 2015, and Ellen suggested offsetting conventions and summer workshops to have a better balance. Michelle felt that the summer program could target kids who look for programs at the end of the school year and that we could focus on recruiting in a grass-roots method, with board outreach to new advisers/fledgling programs and get editors. She also suggested hooking into organizations that want to sponsor a program for fledgling programs/underserved journalism students. Ed suggested that instead of doing summer workshop, we could do J-days.

Rachel asks to go around and hear where people stand: Board generally is supportive, especially if Michelle takes it on and it targets the group of kids discussed.

Michelle will inquire and report back by Jan. 31 to know if venue and proposal are worked out

*New protocols:*

Communication: 1 x a month, everyone on board emails Rachel directly to report in on what they've done/haven't done/are working on. Due by last day of the month. Secretary or President will send out status update by 5th. Tracy suggests Google Form so it's easier to compile and share with board. Rachel will send that out to us.

Committee meetings: chairs will figure out how that works

Second physical meeting: late summer/early fall date, Ellen suggests after Labor Day:

September 13 is the meeting for the fall

January 10 is the next meeting for 2015

Elections suggestion: Ed suggested using an election slate for the elections instead of what we

currently do, Rachel will take that into account when revising bylaws and will head the revising bylaw committee.

g. Retiring board member recognition

Michelle presented to Ed, saying that he has served over 35 years, since 1977, and pointing out he is the only board member who was asked to serve 2 consecutive terms as president. Michelle thanked Ed for his knowledge of the board and his willingness to share it with the rest of the board members during the meetings. She also called Ed an inspiration and that his dedication to the board over the years has inspired her to give up some of her time to better the community as well. She presented him with a clock engraved with Ed's name and years of service, as well as a gift card so he can take his wife out to dinner.

Ed said that he has always enjoyed his time as a board member, and that even though he started out when board members were fighting with each other, he was still delighted to be a part of a group that got ed code passed. Every year, he has felt fortunate to be part of the friendship and camaraderie of this group, and he wanted to say that he'll also be available to help after this year.

Rachel presented to Randy, saying that he is one of the nicest guys she knows, and that the board has always been impressed by how well he handled financial stress during the tough times because no one could tell he was stressed. She said she will genuinely miss his friendly, happy disposition and his awesome treasurer skills, and designated him as board director emeritus, but said it wouldn't take place until dec. Rachel thanked him and told him he would be missed. She presented him with a clock engraved with his name and years of service, so he can put it on the mantle with all famous awards, and a gift card so he can take his wife out to dinner.

Randy said it has been such pleasure to spend his 15 or so years on the board, 7 of them as treasurer. He said he has enjoyed sitting in the same room with some of the most incredibly talented people in student journalism, and wished everyone well.

Rachel also presented to Michelle, giving her a certificate declaring her an essential piece of board. She thanked Michelle for her excitement during her time as president, her tech skills, her can do spirit, and her friendship.

Sarah moved to adjourn and Ellen seconded.

<b>Project</b>	<b>Jobs</b>	<b>Timeline</b>
Scholarship Committee (no longer JOY because Beatrice has taken on Northern California JOY piece)	3-5 people	March
Annual Contest	2-3 people Kristy	Feb-May

Summer Workshop	Director + 3-5 people Michelle (looking into it)	One year out (June-July)
J-Days/Non-convention Write-offs	2-5 people Sarah, Ellen, Paul	May-Nov
Website Development (also building up website with curriculum resources or taking over social media pieces)	2-3 people Tracy, Matt, Michelle	Ongoing
Unconference Sessions virtual speaker via Google hangout	1-2 people Michelle, Ellen, Paul	Quarterly
5-minute YouTube Tutorials	Varies Tracy	Ongoing
Member Recruitment/Outreach & Promotion (changed to Marketing and Membership)	Chair + 1-2 people Ellen	Ongoing
Convention	Chair + Board Facilities contact should be decided by Sept./Oct of 2014	Varies