

JEANC Annual Meeting

Jan. 27, 2018

10 a.m.

CNPA Headquarters

Address: 2701 K. Street, Sacramento, CA 95816

I. Call to Order at 10:13 a.m.

Attendance: Don Bott, Brian Wilson, Julia Satterthwaite, Sarah Nichols, Christina Hills, Peter Rodrigues, Tracy Anne Sena, Kelly Wilkerson, Melissa Murphy, Kristy Blackburn, Laura Zhu, Rod Satterthwaite, Paul Kandell via FaceTime

II. Approval of Minutes from [January 21, 2017](#)

III. Communications

A. SPLC: donation + Cure Hazelwood participation?

1. \$250 donation again.
2. Jan. 31st targeted day of action to acknowledge the Hazelwood decision and to have students speak with local leaders; talk about stories they would write; how it's affected their organization. [SPLC](#) #curehazelwood
3. What should JEANC do to support the day (register it for our day) -- wear our hoodies, promote it on social media, and tag them. Send language advisors to tell them what we'd like to do. People need a way to order a sweatshirt.
4. We will use Eventbrite to track money and orders; Sarah will handle shipping for sweatshirts. Sarah will crunch numbers to see what to charge for the sweatshirt. We will also put it on Twitter.

B. CNPA- Joe Wirt

C. Fresno City College [High School Journalism Day](#) 3/9/18 (Joe)

Fresno City College -- media day, had 200+ kids, high attendance outside of Fresno, not a lot from Fresno; JEANC would like to send some reps there to recruit for JEANC,

It is approved the organization \$250 to donate towards the day.

Free membership for advisors who attend the day.

Sarah moves to implement that for every J day of the year. Free 1 year membership new to us.

Paul 2nd; approved

Paul suggests we write a small article and put in the site. We can also announce it in SF.

IV. Officer Reports

A. Presidents - Kristy/Paul

Paul's summation: Website is updated and solid, good workshops, good contests, we had a first advisory retreat. Areas of improvement: get mentorship going, university partnerships need help/work, mixed reviews on AP/Honors - more changes should be coming.

Kristy -- new events sponsored are great; good foundation to work on smaller projects like contests, and make sure we support Brian.

B. Membership Chair - Brian

1. [Membership list](#) (90 members)

Trying to get reminders from google form to renew membership.

2. Membership [map](#) -- hopefully pushing a free membership will help us connect to some larger outside groups.
3. "JEANC meet the adviser" idea? Example from Texas [here](#) This would be a way to recognize other members that aren't necessarily on the board.
4. Reconsider sending email blasts to non-members to keep them in the loop to avoid missing potential
5. Paul asked if we could use Tableaux to keep better statistics on the database. Brian suggested there should be a way to streamline all the event blasts, social media, email blasts etc.

C. Treasurer - Don

Sent an email with expenditures. Don is looking to end his tenure as treasurer. Paypal is completely a problem b/c money comes in but is not attached to anything. Also, people's names are not always the same on PayPal as their membership.

Membership benefits should include UC approval and track for classes.

D. Secretary - Christina

V. Old Business:

A. Adviser retreat recap + plans? (Julia)

1. Figuring out where to stay was the hardest part. A lot of people want to do it again.
2. Check out a [review](#) of what we learned
3. Possible SoCal/NorCal adviser meet-up in Paso Robles/SLO/Hearst Castle? (Brian)
Doing it again in SoCal attend another event and shift the location? 2nd thing in the summer? Jeff Mount offered his facilities. Mitch Ziegler is up for it.
4. Discussion of purpose for each of the venues. Pros/Cons of meeting with SoCal; looping Fresno people in to go to a SoCal event
5. Perhaps we each bring one advisor with us to the event.
6. Keep new location for SoCal as new business, keep Pleasanton Dec. event so people can plan for it.

B. communication forum ideas (JEANC listserv? or Facebook group or?) (Brian)

VI. New Business

A. New executive officers: nominees to the board

1. Voting for new board members (see [Bylaws](#))
2. Rod Satterthwaite is president-elect; Melissa Murphy is secretary

- B. Discussion about further defining board roles (Brian)
 - 1. See [link](#) for positions suggested in board intention survey.
 - 2. Jobs for the number of positions; how can we crystalize what each person brings to the board. Peter Rodrigues officially joins the board. There are other people who are interested in joining the board but could not attend today. We have room for 19 members.
 - 3. You should define a role; not a role define you
 - 4. Social Media role - Sarah Nichols, Melissa Murphy
 - 5. Contests -- Kristy
 - 6. Diversity to include other schools-- Don
 - 7. Ethics role -- Peter
 - 8. Brian will send out a form to get feedback. Respond by Feb. 10th
 - 9. Julia reminded us that we need to think about term-limits; it would be a two-year limit and new president would assign new people, you don't get to pick your replacement.
- C. Annual Contest 2018 (Kristy)
 - 1. Reminded people in last email blast. People always upload last minute. Nick Ferrantino Press Freedom Award went well. Having students write a little something about why it fits the category was helpful.
 - 2. A check was delivered to the winner; but a plaque was not. We will change the language to say certificate.
 - 3. Discussion of staffers uploading pieces in the wrong categories -- in the past they have been pre-screened. It has been a large amount of manpower checking entries and categories. We are going to change it to instruct the judges that the entries have not been pre-screened. Entries will be cut if they are not in the correct category.
 - 4. Can we have a way to have a check system -- a Google Form to review your responses to make sure you put it in the correct category.
- D. Kickstart Days (should we continue? Any interest?)
 - 1. Kelly Wilkerson -- Davis High School media day;
 - 2. Sacramento CSU Stu is interested in growing his program; he would do all the logistics; Kelly to invite speakers, plan workshops; nothing in JEANC in Sacramento having a co-sponsorship at Davis would be helpful. Oct/Nov. Is a target time period. "Stories that Matter" has been the title.
 - 3. Chico (fall workshop model) has history and another good place to do that.
 - 4. Laura does a middle school kickstarter day in Elk Grove
 - 5. JEANC hosted a summer workshop at Reno "Renovation" then the Kickstarter model started -- one day; no housing, keep it simple. SF State and San Jose state need manpower to make it happen.
 - 6. Newsroom by the Bay -- we don't want to overlap with them because of manpower and time.
 - 7. JEANC should focus on Jdays
 - 8. Tobey Middle School could put Elk Grove could contribute more to that program

- E. University partnerships (Brian)
 - 1. JEANC does not have one specific university to help support it.
 - 2. Discussion of campuses, what we've done in the past and how to connect. It seems fluid depending on the program (Like SJState) and who is in charge. Is there a cheaper option besides Newsroom by the Bay
 - 3. Cristina at SF State is about diversity; but the budget crunch killed it.
 - 4. SJ State does the Mosaic program every year.
 - 5. Berkeley was brought up
- F. Peninsula Press Club (Paul/Kristy) Local journalists Antonia Elhers is president, they have contests, they had a boot camp at College of San Mateo; they reached out to join our contests they have access to a lot of professional journalists; she could add professional speakers to our Media Day; PPC could sponsor a strand for speakers;
 - 1. Offering Prof - J for workshops
 - 2. Panels
 - 3. Judging
 - 4. Providing easier form for contests BNC
 - 5. Developing mentorship/advisory
 - 6. Is there a benefit of joining contests
 - 7. They have a professional awards ceremony and the boot camp
- G. CJE/MJE Testing (Sarah) The test is offered so advisers don't have to do it at a large conference. We could do a March/April testing or August test date
Sarah will email with dates and some options to interested people.
- H. Fall Convention (Paul)
 - 1. Sept. 29th no guarantees on the PAC -- strand on the election? No conflict with PSAT/SAT or Stanford football games. Yay!
- I. Mentorship (Rod)
 - 1. Passed on to Julia b/c there's been some changes on the JEA board. Uppercase Mentorship; lowercase mentorship. Rod shared what he did in Michigan and he would pair people up and would give them suggestions to talk about & he would follow up with them. Rod functioned as the mitigator. Should we ask JEA to pay for the mentorship? Or do something on our own?
 - 2. What can we offer people who are mentoring? Tracy doesn't feel comfortable giving her own materials from the JEA website. They are brand new people.

 - 3. "Mentorship is going forward at the advisor's institute this summer. They want more trained mentors and mentees. They want it to grow by 25% by 2020. Julia has called all new members to ask them what they want and what they need. If they want a mentor she gives the name to the mentor coordinator.
 - 4. When people do become a member of JEA they get materials to help them.
- J. UC credit (Paul)

Palo Alto district has honors credit approval; looking for UC approval

K. SoCal group funding situation (Kristy)

1. Danielle Ryan --SoCal JEA is still figuring out the financial piece and will get back to us if they need our help..

L. Date setting for this year's events

- March meeting: Wednesday March 21 at 7:00 p.m.
- JEANC annual contest--April 15: Kristy will remind people about the challenge of submitting with proximity to SF JEA convention
- Kickstart Days: tabled for now, no new dates set. Group felt a need to allow these workshops to spring up organically
- August meeting: August 9 at 7:00 p.m.
- NorCal Media Day (Paul) (possible Sept. 29, also Sept. 22)
- Davis Media Day (Kelly: working on this and will let us know)
- Are you hosting a media event JEANC could sponsor?
- CJE/MJE Testing (Sarah: Date upcoming, probably in May)

VII. Good of the Order

VIII. Set next meeting date: Saturday January 26, 2019

IX. Adjourn to social