

JEANC Annual Meeting
Jan. 9, 2016
10 a.m.
CNPA Headquarters
Address: 2701 K. Street, Sacramento, CA 95816

I. Call to Order: 10 a.m.

Attendees: Don Bott, Paul Kandell, Laura Zhu, Kristy Blackburn, Rachel West, Brian Wilson (new), Christina Hills (new), Matt Johanson

II. Approval of Minutes from January 10, 2015.

A. Kristy moves to approve, Laura seconds, all in favor

III. Communications

A. SPLC--received request for donation from SPLC in Oct. JEANC gives every year, Rachel used presidential authority to donate \$125, Don made the donation.

B. CNPA--3 memberships paid for in annual Press Foundation Giving Tree use for any new advisers who are not members to recruit, especially 1st or 2nd year advisers who could benefit. Gifted 1 year memberships to some advisers who attended NorCal Media Day in September as outreach

Possibilities for GivingTree:

1. Michelle Balmeo and Sharon Noguchi are working with some schools who didn't attend NorCal Media Day.
2. New yearbook editor at Edison.
3. Suggestion to have Sarah award the SPJ membership.
4. Paul created a Google spreadsheet so that we can record who's getting what Giving Tree option.
5. Rachel will be giving the Stylebooks and subscriptions away to the first three members who email her to vote.

C. Help Button

1. San Jose adviser asked for help with possible censorship issue, Paul and Michelle helped out.

IV. Officer Reports

A. President - Rachel

1. Bylaws: went out to membership for voting, currently have 7 votes
 - a) Rachel will send another email to remind members to vote, since we need 2/3rd majority vote (out of 53 members when vote was sent out).
 - b) Only major changes were email meetings and email voting.
 - c) Laura will hold off on membership blast until after vote is concluded.
 - d) Rachel hopes to have the bylaws project wrapped up by February.
 - e) Rachel appoints Brian Wilson and Christina Hills as new board members.
2. Steve O'Donohue is working on statewide journalism organization.

- a) 3 meetings so far.
- b) Steve will keep JEANC in the loop with what's happening.
- 3. Successful events this year
 - a) NorCal Media Day
 - b) Kickstart days well attended.
 - c) Contests have been growing each year.
 - d) Rachel appreciates the work that the board has done .

B. Membership Chair - Laura

- 1. Lapses in membership because of people who are no longer teaching journalism.
 - a) currently have 69 members
 - b) historically we've had between 65 and 80 members
- 2. 2 big months for membership are before Media Day and before contests
- 3. Request: need access to financial info, and would like to receive emails when people register as members.
 - a) Joe sends Don PDF of the check when people register, Don will share that with Laura.
 - b) Don can also forward PayPal emails to her.
 - c) Rachel will talk to Michelle about adding Laura to the registration email list.

C. Treasurer - Don

- 1. Report for the year:
 - a) Took in \$3382.62, spent \$5682.11, net loss of \$2299.49
 - b) Currently \$29,000 in account.
 - c) Contests basically break even.
 - d) Ok with taking loss for NorCal Media day because we want it to be a free event.
 - e) Kickstart Days made \$112.

D. Secretary - Kristy

- 1. Need for a new secretary.

V. Old Business:

A. Bylaws revision vote

- 1. See President report

B. Kickstart Days report

- 1. Don led InDesign session during San Jose State Kickstart Day, Michelle did Multimedia Journalism session as well.
 - a) Students seem to like what they get out of it.
 - b) Format of day: intro piece, morning session, lunch in cafeteria, afternoon session, pizza for dinner, presentation of projects
- 2. San Francisco day had two strands: Karl Grubaugh taught editorial leadership and Sarah Nichols taught design. Both were well attended. Cristina Azocar was great as the host.

3. The split of one date/location in June and an entirely separate event/location for July seems to be a great model.
4. Potential review of whether we are charging enough.
 - a) \$65 early registration, \$70 on day of event
 - b) Suggestion to have tiered pricing for students who have advisers who are members vs. students whose advisers are not members.
5. Eventbrite was helpful with registration, also allowed non-members to participate.

C. Media Day

1. Successful overall, lost money primarily on food.
2. Over 350 students attended.
3. Double check room numbers for sessions and contests.
 - a) Some confusion around contest sessions and room numbers, especially for the features category.
4. Contests
 - a) Contest registration needs to be more limited--happened over too long of a time period.
 - b) Third session as contest preparation session, maybe find more options for the third session so that students don't feel like they have to participate in contests.
5. Feedback that we received was positive
 - a) Question about small fee for student--most advisers were ok with paying \$5 per student.
 - b) Possible policy of refunding money when schools show up.
 - c) Could also charge money for lunch only.
6. Possible changes:
 - a) Start the day earlier.
 - b) Moving NorCal day, having it somewhere more east--Kelly Wilkerson did do Davis Media Day.
 - c) Idea of having two different Media Days held in fall and spring, with JEANC helping out at both but maybe focusing more on fall day so that we can balance with the contest.

D. Mentors

1. Linda Barrington is still looking for mentors for Northern California.
2. Idea of adding some online resources to help new advisers.

E. Revamp of website - resources area

1. Post resources that could be useful for advisers on a password protected area.
2. Send out an eblast to members monthly or quarterly to remind them what's on the website.

VI. New Business

A. New executive officers

1. Rachel appoints Kristy Blackburn and Paul Kandell as Presidents-Elect to become Co-Presidents on completion of her term.
 2. Rachel confirms earlier appointment of Laura Zhu as Membership Chair.
 3. Board elects two new executive officers.
 - a) Brian Wilson--President Elect
 - b) Christina Hills--Secretary
 - c) Don moved, Laura seconded motion to approve slate of officers. Motion approved 6-0.
- B. Annual Contest 2016
1. Entries due April 15.
 2. Laura, Kristy, Christina and Michelle are leading the effort.
 3. Matt suggested adding a news photo category, he will provide contest language by Feb. 1.
 4. The board agreed to set a rule for video and podcast entries, judges to consider the first three minutes only, regardless of total length.
- C. Help Button and other communication processes
1. Rachel suggested that users of help button should use personal email address, not a school email address that's subject to FOIA inquiries.
 2. Rachel also suggested that we need a procedure for responding to help button requests.
 3. Rachel suggested separate buttons for help requests and "emergencies".
 4. Paul offered to write a draft of our procedure to respond to help requests and changes to the online help button language.
- D. Kickstart Days and university partnerships
1. Matt will contact Michelle to begin coordinating planning, dates.
 2. Laura and Christina are interested in leading middle school event in Elk Grove.
 - a) Rachel moved that JEANC provide \$200 towards the Elk Grove event as a pilot program for sponsoring local training days, provided JEANC members receive a discount, JEANC logo is used. Don seconded motion.
 - b) Motion passed 7-0, one abstention.
- E. Date setting for this year's events
1. Spring Google Hangout: March 31, 2016, 7 p.m.
 2. Fall Google Hangout: Sept. 1, 2016, 7 p.m.
 3. NorCal Media Day: Paul will check availability of Sept. 24, 2016.
 4. Post-NorCal Media Day hangout meeting on Oct. 6, 2016, 7 p.m.
- F. Career Technical Education
1. Paul mentioned possibility of obtaining support for journalism programs through CTE.
 2. The board planned to continue discussion at next Google hangout.

G. LA Convention

1. To promote JEANC at JEA/NSPA spring convention in Los Angeles, distribute literature about Kickstart Days, NorCal Media Day
2. Brian suggested social event for advisors, possibly on Friday evening
3. Rachel volunteered to help with name tags/appetizers event

H. Health update for Nick Ferentinos

1. Paul will follow up with Tracy about writing an item about Nick for the JEANC web site, when appropriate.

VII. Good of the Order

VIII. Set next annual meeting date: Jan. 21, 2017

IX. Adjourn to social at 1:55 p.m.