

JEANC Annual Meeting
Jan. 26, 2019
10 a.m.
CNPA Headquarters
Address: 2701 K. Street, Sacramento, CA 95816

I. Call to Order

President: Brian Wilson

President elect: Rod Satterthwaite

Treasurer: Don Bott

Organizational Secretary/Treasurer: Keri Kemble

Secretary: Melissa Murphy

Approval of Minutes from January 27, 2018

Attendees: Kristy Blackburn, Sarah Nichols, Justin Raisner, Keri Kemble, Don Bott, Samved Sangameswara, Paul Kandell, Julia Satterthwaite, Rod Satterthwaite, Brian Wilson, Peter Rodrigues, Tripp Robbins. Melissa Murphy, (Kelly Wilkerson arrived at noon)

II. Communications

A. SPLC: donation + Cure Hazelwood participation?

<http://www.splc.org/page/hazelwood-day-of-action> Budget is solid. We could increase the amount to \$500 for this year only because of the Tinker anniversary. Paul moves, Kristy seconded.

B. CNPA - Joe Wirt + At-Home training donation (let's publicize this service, maybe?)

Check for \$250 for at-home training. Cal Press is doing a census to quantify campus media. See the link on jeanc.org
Annual Contest open March 15th

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

Kristy attended last year. Desire to reconnect with advisors who we signed up last year. Possible to connect with Greg Stobbe who lives in Fresno. Will connect with Greg.

D. Skyline event was adviser focused; this year it's supposed to be student focused. March 13th Wednesday. Possibly 10 a.m.-2 p.m.

III. Officer Reports

A. President - Brian (last half hour of president) but not really because there was a math discrepancy and actually, he's president for another year.

B. Membership Chair - Rod

1. Membership list 91 members. Brian has been doing a lot of work on the website for Spotlight advisers. We gained members through the free membership events

we promoted. Rod will do more follow-up to encourage them to rejoin and if they don't want to rejoin; find out why they don't want to rejoin.

2. Membership map is old and Rod will update it.
 3. "JEANC meet the adviser" idea? Link here [Adviser spotlight](#). Good response from members Tripp is webmaster. We have a Google form that advisers filled out. Need suggestion to who else we can spotlight.
 4. We would like a better way of telling teachers about positions that are open. We can share on Google Group versus the blast.
 5. If you respond back directly to the person the group doesn't know if that person received a response. We can add GroupMe for a response as well.
- C. Treasurer - Don/Keri \$39,000 budget report. We have an influx of money from the convention and from SoCal. We all commend Don on his work as treasurer and are appreciative of him taking on the job.
- D. Secretary - Melissa. We confirm that Brian is president for one more year.

IV. Old Business:

- A. Adviser retreat recap + plans - Sarah
1. Very pleased with outcome; attracted new-old people to the group. Good connection between those who also attended NorCal Media Day. Do we want to continue? Do we like the December window?
 2. Julia is suggesting that December is too busy. Everyone who Julia recruited said December was too busy. Justin noted that the DC convention is later this year and it could back up to the December retreat. Don suggested there is no good time. A positive is that at the semester reset you can use material that was shared.
 3. Paul is thinking of regional opportunities that we're not taking advantage of --maybe doing 2 events to reach more people.
 4. Discussion of advisor event; is it worth it to send a survey regarding location; pros and cons. Sarah suggested "no" on the survey because people who have absolutely no interest in attending would be answering/people who just want to give an opinion.

V. New Business

- A. New executive officers/removal of old signatories from Chase account - Brian/Rod/Don
- B. Michelle Balmeo, Randall Hamm, Sarah Nichols and Tracy Sena will be removed as account signatories. Completed at Chase Bank 1300 21st St, Sacramento, CA 95811.

- C. Board roles (any changes?) - Brian -- Clarification of number of board members. You can have 19; after 19 you need Board approval.
- D. Set up new PayPal account - Don -- glitches of PayPal; create a new account with generic Jeanc account. There are other generic emails JEANC.pres and JEANC.contests. It's going to need to link to the website. Sarah motions to keep the names on the bank account the same as the Pay Pal, campaign monitor, Eventbrite email and social media accounts. Tripp seconds. Group passed. Brian will create a Google sheet with all the information.

E. Annual Contest 2019 - Kristy

Website says it open March 1st. Everyone uploads April 1st; closes April 15th. Last year we had issues with PayPal button, so that needs to be fixed. She did not check links but everything worked smoothly. Laura Zhu is no longer certificate person; we need someone to print certificates; plaques are at Paly. Kelly Wilkerson volunteers to do that. Brian commits to finding the boxes and bringing them to the March 15th Willie and the 4 Boys Ides of March tour.

People wanted a confirmation response of their entry. There is one, it just goes to their spam account, so we need to make sure people know to check there. The judges were disappointed in the "Press Freedom" entries they received because there were a lot of gun rights protests but not a unique angle. Categories do not need to be revised. However, Digital Media Live Coverage needs more clarification NSPA has a social media category as well.

- F. Best of the West changes, move to spring and make part of annual contest? Beginning of the year; Possibly piggybacking on the announcement of winners at a banquet. Location -- Sacramento? Adobe CTE? CNPA award ceremony CPJ Norcal is in the Fall; Sacramento Press Club has one.

1. Perhaps change Best of the West to Best in Show for the fall. Perhaps add a 1st time entry; or a brand new program.
2. Brian moves we create a Best of the West recognition that happens in the Fall to be moved to the Spring in 2020. There will be an exploratory committee to fine tune the details.
3. Sarah seconded it; Motion carries.
4. Kristy, Sarah, Brian, Justin are on the exploratory committee --Need to discuss amount of entries and fees. Yearbook could add a digital component.

- G. Update: membership drive - Steve O'Donoghue --CSU Northridge is working with CalPress to update which schools have programs

- H. SF Press Club new name of Peninsula Press Club. They are a strand at NorCal Media day.

- I. JEANC Critiques - Peter -- There is a page on the website. How do we utilize it better? Who is qualified to run the critique; web critiques take a lot more time. How do we reinvigorate the critique process? Sarah shared that in St. Louis they have critique nights where you go and sit down. In favor of regional critique nights -- whether it is pages, an article, a whole issue.

Pre-Critique lesson, concern of FB social media group advice, Sarah Kirksey in St. Louis is about to launch a program for student to student critique.

This sound very similar to the at-home advising. Sarah suggested a button on the web page to create feedback. Call it Back Channel Peter will take all this into account and update at the Google Hangout.

- J. JEANC logo - Sarah proposes we move to create a logo contest one, to update our look. 2. To involve students. Can put stipulation about revisions and number of finalists. Proposed \$100 for winner.
- K. CJE/MJE Testing - Sarah no interest at this point in time.
- L. Offer a member/non-member rate for Teach-In next year/should speakers pay full registration fee - Sarah/Kristy/Rod Discuss a no fee for JEANC membership at a later time. Yes, first time attendees can attend the Teach-In. There will be a limit to the number of people who can attend because of the room size.
Speakers will need to pay as well. It's not a workshop; it's not a conference. It's a teach-in. We are all there to teach each other.
- M. SNO workshop - Brian/Rod Brian talked to them in Chicago. They were in SoCal for a workshop. SNO brings the model Jason and Mitch come out to do leadership workshop on a Friday or Saturday. They will work with a small group of students and an advisor. Brian will work with them on a date
- N. NorCal Media Day - Paul Sept. 28th it's the only non-Stanford football game. The SNO day could be the day before and a session during NorCal media day. We went from 3 to 4 sessions last year. That worked well. We need people to submit their presentations earlier. There is a desire to stream some of the sessions. Discussion of streaming pros and cons.
- O. CTE update - Paul
- P. Media Leadership and Management Honors update - Paul Should update JEANC website to help others get honors credit for their work.
- Q. JEANC honors cords (\$7 + shipping vs. \$25 Q&S membership and \$15 cord) - Julia Discussion of chords and requirements. Julia will put it all together after the contest and let us know.
- R. When Cal convention happens we would like have JEANC merch on our students from NorCal. We've done buttons and stickers in the past.
- S. Date setting for this year's events
 - March meeting (was Thursday March 22, 2018)
 - Proposal: Saturday, March 16 at Satterthwaites starting at 4 p.m. with virtual meeting for those who can't attend in person, adviser social after for all JEANC members
 - JEANC annual contest - April 15 (opens March 1)
 - August meeting (generally around August 9)
 - Proposal: Thursday, Aug. 8 at 7 p.m., virtual meeting
 - NorCal Media Day (Paul): set date Sept. 28th
 - Dates of away Stanford football games: Sept. 7, 14, 28; Nov. 9, 16
 - Davis Media Day: is this happening again? (Kelly)
 - Are you hosting a media event JEANC could sponsor

- CJE/MJE Testing (Sarah)
- Retreat: Saturday/Sunday Dec. 7-8 are this year's equivalent dates
- JEANC happy hour/social event in spring

VII. Good of the Order

Rod moves to adjourn at 2:24pm

VIII. Adjourn to social at Alaro

(2:45 p.m.: Don, Keri, Melissa, Rod, Brian head to Chase Bank and meet with Luis for treasurer transition of power)