

JEANC Board Meeting
Aug. 1, 2022
7 p.m.
Zoom Meeting

Attendees: Paul Kandell, Keri Kemble, Julie Kuo, Jim McCarthy, Michael Moul, Melissa Murphy, Sarah Nichols, Tripp Robbins, Peter Rodrigues, Julia Satterthwaite, Rod Satterthwaite, Tracy Sena, Susan Sutton, Brandy Tuzon Boyd, Fitzgerald Vo, Brian Wilson

Absent: Kristy Blackburn, Tamra McCarthy

I. INTRODUCTIONS

- A. Tripp Robbins called this meeting to order at 7:03 p.m. and acknowledged the meeting is being held virtually.
- B. Approve minutes from March 31 meeting
 - a. We amended the date of the Aug. 1 meeting from the March 31 meeting minutes.
 - b. Rod Satterthwaite moved to approve the minutes from the March 31 meeting.
 - c. Melissa Murphy seconded.
 - d. The motion carried 15-0; one abstention.
- C. Approve agenda for this meeting
 - a. Paul Kandell moved to approve the agenda for this meeting.
 - b. Michael Moul seconded.
 - c. The motion carried 16-0.

II. NEW BUSINESS

- A. Treasurer report (Keri Kemble)
 - a. Our balance as of Aug. 1, 2022 is \$30,333.79.
 - b. General trends: Membership income is down, contest entries and honor cord sales were up this year. We sold 112 honor cords.
 - c. Tracy Sena suggested we add raising the honorarium of \$25/category to a future meeting agenda.
 - d. Tracy Sena also suggested getting an audit, which is recommended every five years, and suggested putting this on a future agenda as well.
- B. Plan for adviser Teach In (Julia Satterthwaite & Brian Wilson)
 - 1. We're looking at weekends in January: 6-8 (last weekend of winter break), 13-15 (MLK weekend), 20-22 or 28-29. Sarah Nichols suggested tying our annual meeting into this event to reduce extra weekend commitments, especially with the JEA/NSPA San Francisco Spring Convention local committee planning meeting falling around this time as well.
 - 2. Brian Wilson reached out to Hearst Castle about doing a teach-in there, as a possible way to get Southern California advisers to join as well, but hasn't heard back. He will follow up.

3. The Board discussed other locations, including going back to Pleasanton, trying Sacramento or meeting at Julie Kuo's school in Marin or Tripp Robbins' school in Atherton.
 4. In the event we tie the in-person board meeting and the teach-in to the same weekend, and the location is somewhere other than Sacramento, the Board will need to revise its bylaws, which currently require that in-person meeting to take place at our headquarters.
 5. Brian and Julia will touch base and get something out to the Board in the next few weeks.
- C. NorCal Media Day (Paul Kandell)
- a. Paul Kandell thanked Sarah Nichols for her theme and logo work and Tracy Sena for updating the information on the JEANC website.
 - b. The Board reviewed the planning spreadsheet
 - i. Eventbrite discussion
 1. Pros: gives us a ballpark number for planning sessions and ordering food; allows adviser to register once for all of their student attendees
 2. Cons: students want to scan in at the event, adviser lists can be inaccurate in terms of names/total number of students; creates a bottleneck at the opening
 - ii. The Board decided to prioritize gathering an accurate list of attendee names, emergency contacts and the name of the adviser or school designated chaperone responsible for each kid on site, which it will accomplish by having a QR code to a Google form that attendees use to check in individually (in addition to the adviser registration on Eventbrite). Brian Wilson suggested using the check-in data for attendee raffle prizes as well.
 - iii. Sarah Nichols reiterated the Glad You're Here theme will garner a celebratory party vibe for our signature, unifying event for NorCal, emphasizing that we want to include everyone on our campuses in our reporting and foster a sense of belonging among JEANC programs. We hope to empower student journalists with the tools they need to tackle the tough issues because we really need them, and we're glad they're here doing it.
 1. Decor: Sarah Nichols will purchase stickers and party decor with the approval of President Tripp Robbins and NorCal Media Day organizer Paul Kandell.
 2. Shirts: The Board discussed providing shirts for volunteers, speakers, judges, board members and raffling some off for prizes.
 - a. Rod Satterthwaite moved that the Board approve Sarah Nichols to purchase up to \$2,500 in t-shirts with the gradient logo for NorCal Media Day.

- b. Tripp Robbins amended the motion to make sure the event date and name of event wouldn't be included so as to make the shirt wearable all year and not contribute to fast fashion before seconding the motion.
 - c. The motion carried 16-0.
 - iv. Outreach: Julie Kuo, Rod Satterthwaite and Susan Sutton will work on outreach to local colleges and Rod will work on inviting vendors.
 - v. Paul Kandell mentioned that the volunteer form worked really well this year.
 - c. The Board reviewed and provided feedback on a draft of the NorCal Media Day session schedule
 - i. Paul Kandell proposed a resource round-up revisit and the publication of the resource kits that students worked on during the pandemic.
 - ii. QR codes: The Board discussed which of our JEANC products to advertise and decided that students would be most interested in the JEANC annual contests, the San Francisco convention and honor cords.
 - iii. The Board decided to use the term Critiques for those sessions, but to add some language that makes it clear it's a friendly, positive session with a veteran adviser to decrease friction or anxiety of new advisers/programs.
 - iv. Proposal: Pay for featured speaker (Tracy)
 - 1. Tracy Sena recommended photography teacher Mark Murray as our featured speaker; his speaker fee is \$500/day and JEANC may also need to pay airfare.
 - 2. Sarah Nichols moved that Tracy Sena reach out to Mark Murray for up to a \$500 daily rate plus airfare to be the featured speaker at NorCal Media Day.
 - 3. Michael Moul seconded.
 - 4. Julia Satterthwaite wanted the Board to consider diversity when selecting its NorCal Media Day featured speaker in the future.
 - 5. The motion carried 16-0.
 - ci. Social media promos: The Board discussed developing session teasers with a headshot, name, session title, brief description, school and program. Sarah Nichols mentioned that our Facebook engagement is so low, the return may not be worth it.
 - cii. Critiques: Whether to offer advance notice and/or day-of options (Peter & Tripp) There was no discussion of this agenda item.
 - ciii. Health and safety measures

- i. The Board discussed the importance of students attending the event with their adviser or another authorized school representative.
 - ii. The Board thought having name tags for registered participants was a prudent idea.
 - iii. Brian Wilson suggested making it very clear ahead of time that students who come unsupervised will be asked to leave, if the Board moves forward with that policy.
 - iv. The Board is concerned about student safety, including the possibility of an act of violence, and wants to be better prepared if such an emergency arises.
 - v. Additionally, we need to iron out our COVID policy language, using JEA and Santa Clara County guidelines.
 - vi. Tripp Robbins and Paul Kandell will develop a subcommittee with those who don't already have a NorCal Media Day task to figure out these policies and get them online. Julie Kuo and Tracy Sena volunteered to help.
- D. New board member suggestions: Julia Satterthwaite suggested Diana Nguyen, the adviser at Sequoia High School.
- E. Ways to reach advisers who don't know about JEANC
- a. Tripp Robbins shared that CalMatters hired someone to assemble a list of administrators and/or advisers to make outreach easier.
 - b. Tracy Sena suggested an eblast to the heads of school, deans and/or principals.

III. CHAIR REPORTS — Tabled for a future meeting or to take place via email.

IV. UPCOMING

- A. JEA/NSPA Convention local committee meeting: Aug. 7 at 4 p.m. in person (31 Tulip Lane, Palo Alto) and on Zoom
- B. Constitution Day: Sept. 17 (SPRC putting something together)
- C. NorCal Media Day: Sept. 24
- D. NorCal Media Debrief: Oct. 6 at 7 p.m.
- E. Tentative Teach In: January 2023
- F. Annual meeting: Saturday, Jan. 21 or 28, 2023

V. GOOD OF THE ORDER/ADJOURN

- a. Michael Moul moved to adjourn the meeting at 8:38 p.m.
- b. Julia Satterthwaite seconded.
- c. The motion carried 15-0.