

JEANC Annual Meeting
Aug. 6, 2020
7-8:40 p.m.
Zoom meeting

I. INTRODUCTIONS

- A. Rod Satterthwaite called the meeting to order at 7:05 p.m.
- B. Approve minutes from March meeting:
 - 1. **Motion:** Tripp Robbins moves to approve the minutes for the March JEANC board meeting.
 - 2. Second: Justin Raisner seconds.
 - 3. Motion carries 13-0.
- C. Approve agenda
 - 1. **Motion:** Justin Raisner moves to approve the agenda for August 6.
 - 1. Second: Sarah Nichols seconds.
 - 2. Motion carries 14-0.
- D. Attendees: Don Bott, Paul Kandell, Keri Kemble, Jim McCarthy, Tamra McCarthy, Michael Moul, Sarah Nichols, Justin Raisner, Tripp Robbins, Peter Rodrigues, Julia Satterthwaite, Rod Satterthwaite, Fitzgerald Vo and Brian Wilson

II. OLD BUSINESS

- A. 20 for 2020 campaign
 - 1. Sarah Nichols has the stickers to honor and acknowledge lifetime members that she mail to them, and suggests suspending the marketing of all membership entirely for now.
 - 2. Justin Raisner wondered if we should consider keeping the lifetime membership as an option for the August and September uptick in membership, but maintaining it may be tone deaf.
 - 3. Tripp Robbins asked whether Sarah was saying not to market membership no matter what; she said it feels tone deaf and wouldn't be in favor of taking anyone's money. Tripp feels the same way, but for a different reason. Sarah suggests giving free resources.
 - 4. Justin talked about the new member one year free trial and considering offering our COVID-19 coverage highlight for those who are non-members as well.
 - 5. Paul Kandell asked about doing a news story on our website alluding to the fact that we'll be extending all membership for a year or whatever changes we're implementing as a result of tonight's meeting.
 - 6. Michael Moul suggested giving a little love note to our lifetime members to thank them, especially since we are thinking of offering free membership to all this year. Sarah thought a shoutout on social media might be appropriate and the group agreed, and Tripp suggested acknowledging them in the website post or eblast.
- B. Teach-in update (Tracy, Sarah)

1. Sarah Nichols was wondering when we might make a decision about what the Teach-in might look like. She thought Oct. 15 might be a good date for a decision. Brian thought we might have more time given there isn't a large fee associated with renting the space. Paul suggests sharing the teach-in date now to get it on people's calendars, and Sarah agreed that it would happen, but might be remote. Rod shared that Tracy said the teach-in could still happen in-person if it's allowed.
2. Michael Moul talked about how he was excited about inviting JEANC folks in to teach a lesson or do a critique, and thought that it might be better to call it off now so we could invest our time and energy into those offerings.
3. Sarah says she feels this fills a specific need just for teachers, and it's a very different offering than teaching lessons or offering critiques.

C. Board job descriptions (Rod)

1. Rod Satterthwaite shared the updated JEANC board job descriptions and said he's unsure about High School Outreach.
2. Fitz Vo shared he was hoping to connect with community colleges and help with articulation from high school programs to community colleges. He started with De Anza, but figured out quickly that he didn't have the time or the bandwidth to communicate with more places.
3. There's overlap in the High School Outreach and the Post-High School Journalism Liaison; Rod suggested renaming and combining them. Brian Wilson said it'd be nice to have someone to serve as a liaison to the wider network of scholastic media and beyond. Sarah thinks it's important that the person is able to participate regularly in JEANC programming, including JEANC board meetings.

CI. Student Spotlight (Rod)

1. Rod's looking for feedback about the COVID-19 coverage highlights. Brian Wilson said he liked it a lot and said it's great to offer an umbrella topic that gives people a focus.
2. Peter Rodrigues mentioned that we should be thinking broadly and with diversity in mind — beyond just the election and simply what white people are interested in. Justin concurred with Peter's point and liked the idea of emphasizing the more underrepresented content instead of the oversaturated content of COVID-19 or the election. Tamra McCarthy has been working on her school's Equity Team and bringing change through social justice; she loves the idea of celebrating how kids are raising awareness, covering important topics (such as teachers changing their curriculum) and using social media.
3. Tripp Robbins has been talking to Elisabeth Rubinfien from East Side Prep in East Palo Alto. They're trying to partner schools and Tripp thinks she'd be a great board member. Rod mentioned we're at 19 board members, which is the limit according to JEANC bylaws. Brian suggested Elisabeth might be a great point-person to run the promotion of scholastic coverage of anti-racist education.

CII. Adviser Zoom socials (Rod)

1. Rod found the adviser socials useful and liked having new folks engage. Sarah suggested monthly adviser socials and varying between agenda versus no agenda. Julia suggested making it clear that JEANC board members aren't

expected to attend every Zoom, and Sarah said maybe we could indicate in the board chat who is available to make sure we have coverage. Paul mentioned the social hour is the easiest lift of everything we're talking about tonight.

G. Board member elections (Rod)

1. JEANC bylaw language says we need to elect JEANC board members.
2. Rod will be looking into virtual voting systems.

III. NEW BUSINESS

A. Treasurer report (Keri): Our account balance is \$35,370.28.

B. Membership update (Justin)

1. We have 90 recurring memberships (people who tend to renew every year) and 24 lifetime memberships. A handful of memberships between April-June have lapsed. Justin suggested a COVID-19 exemption. August and September are the biggest months for membership renewals, but he's wondering if now's the time for outreach.
2. We need to formally codify the membership timeline: Regardless of when you buy the membership, it expires on Aug. 31. Memberships run from Sept. 1 through Aug. 31. If you buy a membership in April of 2020, we would roll that forward for the entire next school year.
3. **Motion:** Due to COVID-19, JEANC will extend every school's membership through Aug. 31, 2021.
 - a. Peter Rodrigues seconded.
 - b. Motion carries 13-0.
 - c. Rod will send something out to the membership about this change.

C. Contest co-chair (Rod)

1. Fitz Vo has been appointed Contest Coordinator co-chair.
2. Peter is willing to help out as needed this year and be co-chair beginning the 2021-22 year.

D. JEA state director needed:

1. Rod wanted the JEANC board to be aware of the opening. Sarah suggested thinking about and tapping folks who don't identify as white to continue to expand the diversity of JEA. Brian suggested those who have served in the role — Sarah Nichols, Julia Satterthwaite and Brian Wilson — could be available to answer questions.

E. NorCal Media Day/Week/Year

1. Rod said we may be moving away from a synchronous event because we may not have the bandwidth to pull it off given the current circumstances, but those at the JEANC social hour really wanted to have it happen. Rod thinks we could better serve our members and be kinder to ourselves if we went in a different direction.
2. Paul is not a supporter of a synchronous event and can't facilitate the big, synchronous event. It's hard to break the institutional memory of our organization by taking a year off.

3. Sarah agrees and thinks we're in a position to do some different things that could be of value. We've spent the entire summer on Zoom, and doubt people will be interested in spending their day off on it.
4. Tripp said he likes the benefit of the event, but won't push for it.
5. Kristy Blackburn, Melissa Murphy and Tracy Sena all emailed Rod and said they weren't in support of a synchronous day.
6. Sarah said it'd be good to have alternative offerings to make it clear that we're not abandoning our members or not offering anything.
7. **Motion:** Sarah Nichols moved that JEANC plan and execute multiple new initiatives to be spread throughout the 2020-21 school year instead of a synchronous virtual model trying to replicate the NorCal Media Day experience.
 - a. Justin Raisner seconds.
 - b. Motion carries 13-0.
8. Small committees of people in charge of
 - a. Sarah would be willing to run a monthly photo contest. She will plan, promote and administer it monthly. She will make a video while judging the entries to share and will promote winners on social media.
 - b. Peter Rodrigues will take the lead on critiques and/or requesting one-on-one assistance from a JEANC board member or retiree.
 - c. Paul Kandell will spearhead journalism hackathons where students build a resource about a topic or theme, have a discussion about how they're covering issues and share the resource they create with members. Michael and Peter are interested in helping. Topics include:
 - i. BLM
 - ii. COVID-19
 - iii. Election
 - iv. Climate
 - v. Distanced learning
 - d. Rod will facilitate adviser Zooms — both social options and agenda-driven options. Sarah shared about the success of a chocolate themed social.
 - e. Brian Wilson said he'd be willing to develop an expanded, informal at-home model where members could sign up for critiques and/or ask for help on specific topics. Sarah suggested we put this together as a push system (Brian's going to host a session on developing your yearbook theme on _____) vs. a pull system (fill out this form and we'll match you with a JEANC board member to talk with you about _____). Brian and Rod will work together to develop a system. Tripp and Michael volunteered to help as well.

IV. CHAIR REPORTS:

1. Sarah Nichols shared that JEA is now offering remote certification testing. If any are interested in getting CJE or MJE, JEA can proctor it completely virtually. Touch base with Sarah Nichols or Rod Satterthwaite for more information.

VI. GOOD OF THE ORDER

1. Tripp shared how much he appreciates JEANC and being connected to advisers who are intellectual, experienced and positive about working with kids.

VII. ADJOURN

- A. **Motion:** Paul moves to adjourn at 8:40 p.m..
- B. Second: Tripp Robbins seconds.
- C. Motion carries 12-0.