

JEANC Board Meeting
August 7, 2023
7 p.m.
Zoom Meeting

Attendees: Kristy Blackburn, Brandy Boyd, Whitney Huang, Paul Kandell, Keri Kemble, Julie Kuo, Jim McCarthy, Michael Moul, Sarah Nichols, Peter Rodrigues, Tripp Robbins, Samved Sangameswara, Julia Satterthwaite, Rod Satterthwaite, Tracy Sena, Susan Sutton, Fitz Vo, Brian Wilson

Absent:

I. INTRODUCTIONS

- A. Approve the minutes from May 11, 2023 meeting
 - a. Motion: Paul Kandell
 - b. Second: Michael Moul
 - c. Vote: Approved, 16-0
- B. Approve agenda for this meeting
 - a. Motion: Tripp Robbins
 - b. Second: Julia Satterthwaite
 - c. Vote: Approved, 16-0

II. NEW BUSINESS

- A. Update on Changes to Bylaws voting
 - a. Tripp reported that 41 ballots were submitted of 86 eligible voters which means 48% have voted
 - b. We need 57 affirmative votes to pass ($\frac{2}{3}$ of voting regular membership)
 - c. So far 100% have voted in favor of the changes
 - d. The deadline for voting is Oct. 14 at 11 p.m. so people can vote at NorCal Media Day if we don't have $\frac{2}{3}$ yet
 - e. Tracy suggests we go back to our list and follow up with those who haven't voted instead of forcing people to vote at NMD
 - f. Brian will share the original lists of contacts and Tracy will share the list of who has voted with the board for follow up
- B. Teach-In planning
 - a. Brian reported that he has been in discussions with Cal Poly in SLO who are interested in hosting
 - b. A meeting needs to be set up with them to nail down the details including the dates
 - c. MLK weekend seems to be a good time to have the event – Friday travel, Saturday event, Sunday travel
 - d. A weekend in December could also work but Sarah reported that the December weekend does not work for the SoCal people

- e. JEA State director Mitch Ziegler and numerous SoCal advisers have expressed interest in attending as well
- f. Brian said some time in the next two weeks he and his team will connect with Cal Poly folks and firm up a date and place and that if anyone else on the board wants to be involved in the planning, let him know

C. Mentorship connection with CalMatters

- a. Tripp said CalMatters inquired about JEANC's interest in helping with mentorships of advisers, either formally or informally. Stipends are available and a mentor would work with three mentees but that number is
- b. Discussion ensued about how this differs/connects with JEA mentorship
- c. Julia said many JEANC board members are already mentors through JEA and so asking them to take on more duties is not reasonable
- d. Brian and Sarah both said the idea seems duplicative of JEA's efforts and that the JEA mentor training is already robust and effective.
- e. Sarah suggested that Cal Matters could pay JEA mentors in California which is a model some other states have adopted
- f. Tripp will give Michael at Cal Matters the name of the JEA mentor director so they can connect

CI. Planning for NMD

a. Finances related to NMD

i. Keri

- 1. Current balance: \$13,676.08 which does include \$2500 in seed money from NSPA but does not include JEANC's income from the registration or merchandise sales at the San Francisco convention
- 2. Tracy says that number has her worried if we're trying to plan a teach-in

ii. Paul recommend JEANC pays up to \$2000 for pizza and snacks for NMD

iii. Sarah moves we provide up to \$2500 for food related to NMD

- 1. Moved: Sarah
- 2. Second: Paul
- 3. Approved: 18-0

iv. SPLC director honorarium

- 1. Paul proposed we provide an honorarium for SPLC director Gary Greene to be a speaker and presenter at NMD. He would also speak at Paly so some funding would come from the Pay Media Arts Boosters
- 2. Sarah proposed that the honorarium come in the form of a penny war with all proceeds donated to the SPLC. She would be willing to coordinate.
- 3. Paul is leery that people don't have cash anymore and suggest that there should be a matching component of the penny war honorarium from JEANC.

4. Sarah said JEANC may not be able to afford that given our uncertainty over finances.
5. Fitz asked about negative penny wars using dollar bills etc.
6. Sarah said that creates more of a have/have not situation and she would not be in favor of that
7. Michael says penny war approach seems fun, but if it's only a one-day event, it may not generate energy that a multi-day penny war would
8. Fitz said a penny war could create a situation where large programs further intimidate small programs
9. Tracy says we could use Venmo and just encourage donations rather than a competition
10. Julie says with her smaller program, kids might feel lesser compared to bigger programs; Venmo is a good idea
11. Paul supports: Venmo and change; Sarah organizes it, and we use the money we collect to cover Gary's hotel and travel expenses
12. Sarah asks if MAC Booster event would be a fundraiser for the SPLC
13. Paul says he hasn't confirmed the idea yet but is thinking the MAC Boosters would host an event in a parent's backyard. He also said a board member offered to host an event in San Jose. Either way, his preference is to provide Gary an honorarium and also have a penny war
14. Sarah says if JEANC provides money to Gary, we shouldn't call it an honorarium since SPLC is a non-profit organization. We should just cover his hotel, airfare, airport transportation and food costs while he's here
15. Sarah asks for clarification from the board about whether or not a penny war idea is OK with them
16. Tripp and Brandy have concerns about equity issues related to student/family income
17. Sarah suggest we set a goal as a state to donate \$489.07 in honor of Ed Code 48907
18. Tracy likes the idea and says we can try to get money from those who aren't attending too
19. Peter supports this idea and likes the concept of raising money as a group and updating the tally throughout NorCal Media Day. Many board members said they liked the idea of a telethon/thermometer approach of keeping track of the money and generating excitement
20. Micheal asks where the decimal goes in the 48907 fundraising number and that competition could be based

on percent of staff who donate rather than total amount submitted by each staff

21. Julie likes the idea of Venmo donations and wants to make sure students don't feel pressure to donate
22. Sarah says JEANC could offer to match the amount raised by students up to \$489.07
23. Whitney says we could try to equalize playing field by bringing the fundraising back to something journalism related and likes the thermometer idea too
24. Paul suggests JEANC covers Gary's airfare, hotel and matching funds (in whatever form the fundraiser ends up) up to \$489.07
25. Sarah suggests we give her a week to make an action plan that she would share
26. Paul suggests allocating up to \$2500 to Gary for airfare, hotel and \$489.07 matching donation.
27. Michael says he will vote yes because it's a good use of money, but he's not sure about the JEANC's budget and is worried he doesn't know enough about the monetary situation to vote yes confidently
28. Tracy said she's worried about voting to spend the money because she doesn't know exactly what JEANC's budget is
29. Julie said she is also concerned about the budget situation
30. Sarah said the idea of having Gary as a speaker may not have been decided on by the whole board and would like to make sure future speaker discussions come before the board
31. Paul said he came up with the idea and will talk to the Paly MAC Boosters about funding some of Gary's expenses
32. Sarah said it's OK if we don't know who our keynote is yet because most kids don't attend NMD based on who the keynote is
33. Paul will get back to the board once he has a more clear picture of how these finances will play out
34. Rod said he will contact JEA/NSPA and clarify how much money is coming our way from the national convention and when we will get it

b. Theme/Logo thank yous, comments

- i. Paul thanked Julia's students and Tracy for logo design ideas
- ii. Paul asked if this is a no-merch year because JEANC doesn't know how much financial risk it can handle
- iii. Brian says we might be able to use merch as money-maker
- iv. Fitz says maybe we should consider evergreen JEANC merch

- v. Sarah likes the idea of evergreen merch
- c. Social media campaign
 - i. Paul would like to see board members help with
 - 1. Promoting speakers on social media
 - 2. Starting a social media promotional campaign for the event
 - ii. Tracy, Fitz and Susan offer to help but Tracy said she will not promote using X/Twitter
 - iii. Tracy said she has logos sized and ready for social media posting and will help people with this
 - iv. Paul asks that Susan and Fitz and Tracy meet to coordinate the campaign
 - v. Paul says we would like to start this campaign right away since we have money approved for pizza and free registration
 - vi. Tracy wants to know if we're still using Eventbrite for registration
 - vii. Paul says yes
 - viii. Tracy wants to know who's going to set up the Eventbrite and asks about the schedule – are we still having contests and are we having Theo Baker as a Q/A speaker at lunch since he's at Stanford
 - ix. Paul says we are not having contests and that his students have reached out to Theo Baker but haven't heard back from him.
Registration
 - x. Kristy said she will send Eventbrite info to Tracy who will help set up the registration and provide links to the website
 - xi. Paul says be gentle with advisers if they have to drop or add at the last minute
 - xii. Julia says we said we weren't going to use Eventbrite for NMD registration and decided to use a spreadsheet instead
 - xiii. Tracy and Paul said we were going to look into alternatives but we didn't and we need to get registration going now
 - xiv. Tripp says we can ask advisers for the information we need including student names, emails and phone numbers, when they register using Eventbrite
 - xv. Tracy said she can probably get registration online tomorrow some time
- d. Childcare
 - i. Paul doesn't have an answer yet but will talk to the Early Childhood Development teacher at Paly to try to make it happen
- e. Critiques
 - i. Tripp and Peter worked on critiques at last year's event
 - ii. Peter said they tried to get people to submit publications ahead of time and would like to keep that option open, but he also said we shouldn't put a limit on the number of critiques and allow for drop ins

- iii. Tracy suggests putting this information on the registration form and Peter says that's a great idea
 - f. Email blasts
 - i. Comes from Tripp to membership
 - g. Press releases
 - i. No press releases in mind at the moment
 - h. Vendors
 - i. Paul would like board members to reach out to possible vendors and have them fill out the registration form and ask for a table
 - ii. Paul said we had a good vendor presence last year and would like to make sure that continues
 - i. Volunteers
 - i. Paul asks board members to fill out volunteer form and get others to present too – the earlier the better in terms of planning
 - ii. Paul reminded board members that student presenters are great and he would like to see more student presenters who aren't Paly students
 - iii. Paul asks Jim and Rod to plan a broadcast strand again

III. CHAIR REPORTS, if any

- A. None

IV. UPCOMING

- A. NorCal Media Day: Oct. 14, 2023

V. GOOD OF THE ORDER/ADJOURN

- a. Tracy is working with a junior high that works to help get students into St. Ignatius. They are starting a journalism program and she's excited that a private middle school is helping support a strong journalism program.

VI. Adjourn

- a. Motion: Julia
- b. Second: Tripp
- c. Vote: 15-0