

JEANC Board Meeting
Oct. 6, 2022
7 p.m.
Zoom Meeting

Attendees: Kristy Blackburn, Paul Kandell, Keri Kemble, Melissa Murphy, Tripp Robbins, Julia Satterthwaite, Tracy Sena, Susan Sutton, Fitz Vo

Absent: Julie Kuo, Jim McCarthy, Tamra McCarthy, Michael Moul, Sarah Nichols, Peter Rodrigues, Rod Satterthwaite, Brandy Tuzon Boyd, Brian Wilson

I. INTRODUCTIONS

- A. Tripp Robbins called the meeting to order at 7:05 p.m., acknowledged the meeting was being held virtually and that we would table items that required a quorum to vote on until our annual meeting in January.
- B. Tabled the approval of the minutes from Aug. 1, 2022 meeting
- C. Tabled the approval of the agenda for this meeting

II. OLD BUSINESS

- A. Acknowledgement of electronic vote
 - a. On Sept. 8 at 7:53 a.m., Paul Kandell moved the JEANC Board invite Pearl Post adviser Adriana Chavira (and any of her students or former students she would like to have join her) to deliver a speech at NorCal Media Day on Sept. 24, and that the Board authorize the expenditure of up to \$1,500 in travel expenses to support her appearance at the event.
 - b. Peter Rodrigues seconded the motion on Sept. 8 at 7:55 a.m.
 - c. The motion carried 16-0.

III. NEW BUSINESS

- A. Treasurer report (Keri Kemble)
 - a. Keri Kemble shared the treasurer report from the Aug. 1 meeting and said the balance now is \$24,398.62 after people cashed their judging and Journalist of the Year checks.
 - b. Checks went out to Featured Speaker Mark Murray and Panelist Adriana Chavira.
 - c. NMD Expenses
 - d. There's one more check to write for \$445.72 for the Fremont Union High School District Journalism Camp (included in balance above).
 - e. Recently Whitney Huang, John McBlair and Michael Moul purchased JEANC Lifetime Memberships.
- B. Debrief of NorCal Media Day
 - a. President feedback: Tripp Robbins shared his thanks to the Board for having all hands on deck and a special thank you to Paul Kandell for coordinating.

- b. Coordinator comments: Paul Kandell shared the event was tremendously positive and enjoyed reinventing and refreshing the event again this year. He would like to make a manual for how to do this event so it can continue.
- c. Tracy Sena commended the Board for being in the moment while planning and how it took a big news event that was happening with the Pearl Post and capitalized on it.
- d. Attendance:
 - i. Melissa Murphy shared that we had 442 attendees at NorCal Media Day.
 - ii. Kristy Blackburn shared that Eventbrite may not be the best platform for registration because it was impossible to streamline the collection of publication names, student names, emails, phone numbers and adult who's in charge on site. If we had this data, it could serve multiple purposes: to be used in case of an emergency and as a way to collect feedback following our event.
- e. Critiques: On behalf of Peter Rodrigues, Tripp Robbins shared that three staffs signed up for critiques ahead of time, and there were a total of around eight. He said the 45 minutes worked better than the 20 minutes during lunch and the location under the trees worked well.
 - i. Tripp Robbins made a slideshow for his Lynbrook High School critique that he said he would share for use when staffs request a critique in advance.
 - ii. Fitz Vo said he felt out of his element with the website critique, but that it went well.
- f. Feedback about Featured Speaker Mark Murray
 - i. Julia Satterthwaite shared that kids liked Mark's sessions and liked seeing strong examples of photography, but the space was a bit awkward because the classroom was half couches and half computer lab.
 - ii. Fitz Vo said one of his kids presented a session for his staff that was inspired by Mark's sessions.
 - iii. Keri Kemble said her students learned a lot about lighting.
- g. Session feedback
 - i. The Board discussed implementing a way to collect feedback from attendees and whether it would be prudent to do so. It might be valuable to have data about which sessions were impactful, but could scare folks away from presenting if they know they're being evaluated, even informally.
 - ii. The Board discussed hesitancy to present, and Tracy Sena said she encourages folks to present their one best lesson.
 - iii. Julia Satterthwaite shared about trying to get advisers in her district to present but they were intimidated and one had childcare issues. Could we reach out to the Childhood Development Class and offer service hours for taking care of kids?

- iv. Melissa Murphy said she was initially hesitant to share because the JEANC Board is an intimidating group, but once she did, everything went fine. She also suggested sending thank you emails to principals for having advisers share their expertise on a Saturday.
- v. Tripp Robbins suggested offering a Professional Development certificate like we did at the Teach-in in the past.
- vi. Kristy Blackburn shared about her two sessions and the fact that sometimes it takes another person to say something for our staffs to really hear it and implement it.
- vii. Julia Satterthwaite said it might be helpful to provide coaching on sessions, such as encouraging advisers to identify a key takeaway, provide strong examples, include an opportunity for practice (emphasize the importance of not talking at kids for 45 minutes) and share the session after.
- viii. Paul Kandell said he would reach out to the advisers who attended to gather feedback.

h. Feedback about Adriana Chavira and her alums

- i. This was overwhelmingly positive and having 48907 sweatshirts to give them was icing on the cake.
- ii. The Board discussed wanting to have more 48907 merch — stickers and hoodies (perhaps in a variety of colors) — available for purchase starting at the San Francisco Convention.

C. New board member suggestions

- i. Tripp Robbins shared that he reached out to all Board members in June to confirm their commitment to the JEANC Board and all 18 members said they'd like to remain involved.
- ii. The bylaws say the JEANC Board can have up to 19 members, so Tripp is looking for feedback about how to fill that additional position. Here are some ideas:
 - 1. Diana Nguyen, the adviser at Sequoia High School (Julia)
 - 2. Josh Miller, adviser of The Epic at Lynbrook HS (Tripp)
 - 3. Samved Sangameshwara (Tripp)
 - 4. John McBlair, adviser at Menlo-Atherton HS (Tripp)
 - 5. Whitney Huang, at Harker
- iii. Julia Satterthwaite shared that we should invite all members who may be interested and also aim to diversify our Board.
- iv. Fitz Vo said it's helpful for Board members to have a specific task to seek their teeth into.
- v. Tracy Sena said JEANC should start thinking about the next generation, and suggested JEANC return to biannual electronic votes for the Board.
- vi. Tripp Robbins said he'd look into the bylaws about voting to determine next steps.

- D. Check in about adviser Teach-in: Julia Satterthwaite shared that she and Brian Wilson decided to postpone the Adviser Teach-in until next year so we can focus our time and energy on the San Francisco Spring Convention.
- E. Check in about Spring National Convention: Julia Satterthwaite shared that she and Rod Satterthwaite are looking forward to the site visit on Sunday, Oct. 16 from 9 a.m. to 12 p.m. at the Hilton and encouraged folks to RSVP through the Google Form.
- F. CalMatters: Tripp Robbins shared that the CalMatters rep, Michael Lozano, joined JEANC and attended NorCal Media Day. Melissa Murphy said he attended her session and they had a great conversation.

IV. CHAIR REPORTS: Nothing to report

V. UPCOMING

- A. Annual meeting: Saturday, Jan. 21 or 28, 2023.
 - a. Tripp Robbins will check with Joe Wirt to see if headquarters is still an option and how he would feel if we changed the bylaws to move the meeting location.
 - b. Tracy Sena said she didn't think we could legally do it because the address of our organization is tied to CNPA's headquarters.
 - c. Paul Kandell shared this portion of the bylaws:
 - i. Section 5.01. The principal place of office shall be the current location of the California Newspaper Publishers Association. The Directors may change the principal office from one location to another. The first meeting of a calendar year will be held at the principal office unless circumstances deem it untenable.
 - ii. Section 5.02. Meetings of the Board of Directors may be held in person or virtually. The President will determine the length and manner of virtual meetings. Asynchronous virtual meetings may be called only by the president, who will establish rules concerning the time and manner of the discussion and voting.
- B. NHSJC in San Francisco: April 20-22, 2023

VI. GOOD OF THE ORDER/ADJOURN

- a. Tripp Robbins said it would be good to get a JEANC social on the calendar. Some locations that came up in discussion included Fieldworks, Freewheel, 21st Amendment and Momo's.
- b. Tripp Robbins adjourned the meeting at 8:15 p.m.