

JEANC ANNUAL MEMBERSHIP MEETING MINUTES

SATURDAY, JAN. 18 8 a.m.

JEANC Board attendees: Brandy Boyd, Stacy Dawson, Whitney Huang, Paul Kandell, Keri Kemble, Julie Kou, Michael Moul, Sarah Nichols, Tripp Robbins, Peter Rodrigues, Samved Sangameswara, Julia Satterthwaite, Rod Satterthwaite, Erin Schneider, Tracy Sena, Susan Sutton, Fitzgerald Vo, Kate Weidkamp, Brian Wilson

I. Call to order at 8:02

II. Introductions

A. Approve the minutes from Aug. 15 meeting

Michael moves

Tripp seconds.

Motion passes 13-0

B. Approve the agenda for this meeting

Peter moves

Sarah seconds

Motion passes 14-0

III. Old business

A. Election results — Julia

1. Welcome to Kate and Stacy

2. More people voted than ever before

3. Successful election

B. Treasurer's report — Keri

1. Report delayed until later in the agenda

C. Membership report — Brian

1. See linked form but highlights include:

2. 113 members – largest he's seen since he's been on the board

a) 91 at this time last year

3. 4 new lifetime members

4. 52 new regular members – up 20 from last year

5. 20 members did not renew

6. Member Spotlight is restarting

7. 141 members in the Google Group with 43 posts (compared to 14 last year) and 17 unique posters

8. Sarah moves to commend Brian for his work on membership

a) Tripp seconds

b) Motion carries 14-0

D. Critique cost — Peter

1. Had to turn away people at NorCal Media Day because not enough critiquers

a) Need to think about this when planning this year's event

2. Can get critiques at other times but they cost

3. Consider dropping critiques to \$15 for members and \$25 for non-members

4. Is advertising the key to getting more critiques?

5. Tracy said CSPA is not offering critiques anymore, so we could step up and advertise more through social media and website

6. Discussion ensued about making critiques a gateway to JEANC membership, ways to publicize critiques and coordinating with membership chair to focus on new members

- and include a critique as part of membership bundle
- 7. Discussion took place about having someone take photos of critique sessions and/or using the ones we have to visually promote critiques
- 8. Stacy suggests making a critique form for members and Sarah says each chair could make their own modeled on the JEA critique training model
- 9. Whitney suggests that we offer the chance to just focus on specific areas for critiques
- 10. Tracy suggests the critiques be about a few small areas at first as to not overwhelm staffs and also not make the critiques difficult for the critiquer

IV. New business

- A. Board member acknowledgments — Julia
 - 1. Commendation for Kristy Blackburn:

“On behalf of JEANC, we extend our gratitude and appreciation to Kristy Blackburn for her dedication and service over the past 14 years. Her leadership as Contest Chair and Co-President have had a lasting impact on our organization. In her time on the Board, she ensured fair and organized contests, guided JEANC with vision and made us all better through her wisdom, encouragement and support. Thank you, Kristy, for your commitment to advancing scholastic journalism.”
 - 2. Appoint President Elect & News Chair
- B. NorCal Media Day location discussion
 - 1. Paly has enjoyed hosting the event
 - 2. Are there other places that could host this or similar events so Paly doesn't suck all the air out of the room?
 - 3. No decision today but others should think about ways they may want to host an event
 - 4. Sarah doesn't like having to tailor the event to a Stanford football game – an advantage of relocating
 - 5. Not every school is Paly so hosting at other schools would let us see more diversity
- C. Outside of geographical area members and contests decision
 - 1. Tripp says our mission is to serve Northern California schools and including others dilutes service to those in our geographical area
 - 2. Michael asks about numbers – how many people does this apply to?
 - a) Brian says a few Santa Barbara advisers but that's it
 - b) Erin says the one adviser she knows just would like to come to NorCal Media Day – maybe contest boundaries don't apply to those attending NorCal Media Day
 - c) Tracy moves: We limit contests to geographical boundaries as stated in our bylaws.
 - (1) Tripp seconds
 - (2) Motion carries: 13-3
- D. SPLC Donation/Student Press Freedom Day (Feb. 27) — Julia
 - 1. Keri moves that JEANC donate \$1,000 to the SPLC to serve as sponsors for the SPLC's 50th Student Press Freedom Day.
 - a) Second: Sarah
 - b) Motion passes: 16-0
 - 2. Keri presents treasurer's report – finances are solid
 - a) Keri thanks Brian for his work on membership to help our budget
 - b) Peter commends Keri for her organization and positivity
- E. Honor cord order — Tracy
 - 1. We need to order them but isn't sure how much they cost
 - 2. Ordering every 2-3 years
 - 3. Over \$250 so board has to approve

4. Julia moves we purchase honor cords up to \$2000
 - a) Paul seconds
 - b) Motion carries 16-0
- F. Palo Alto High School Media Arts Center 10th anniversary — Tracy
 1. Tracy suggests a formal proclamation from JEANC honoring Palo Alto High School's Media Arts Center for its generosity beyond the walls of the building
 2. Tracy moves JEANC recognize the Paly Media Arts Center, faculty and admin for its work to promote scholastic journalism beyond the boundary of its school.
 - a) Whitney seconds.
 - b) Motion carries 13-0 with 3 abstentions
 3. Paul says Paly is having a Feb. 26 event to honor the 10th anniversary of the MAC

V. Chair reports

- A. Broadcast — Rod
 1. Suggests some wording changes to video contests: Rod will email Fitz
 2. Sarah suggests JEANC encourage a broadcast adviser to apply for Broadcast Adviser of the Year every year
- B. Contests — Fitz
 1. Critique training for JEANC judges is now required through the JEA training
 2. Tracy suggests a grandfather clause to the training requirement for those who have critiqued for a long time
- C. Digital Media — Julia
- D. Social Media — Susan
- E. Yearbook — Sarah
 1. Board members should consider recommending someone for JEA's Rising Star
 2. Board members should encourage a yearbook adviser every year to apply for yearbook adviser of the year
 3. With board support, Sarah would like to send out a survey asking what members need
 4. Putting together a best practices document

VI. For the good of the order

- A. Whitney: JEANC could put together a calendar that people could subscribe to
- B. Sarah: Today is Peter's birthday

VII. Upcoming dates

- A. Saturday, Feb. 1 | Journalist of the Year deadline
- B. Thursday, Feb. 27 | Student Press Freedom Day
- C. **Thursday, March 13 at 7 p.m. | Board meeting**
- D. March 19-21 | CSPA Spring Convention in New York
- E. Tuesday, April 1 | Annual contest deadline
- F. April 24-26 | JEA/NSPA Spring Convention in Seattle
- G. July 14-17 | JEA Advisers Institute in Providence, Rhode Island
- H. **Thursday, Aug. 14 at 7 p.m. | Board meeting**
- I. Saturday, ??? (depending on Stanford football schedule) | NorCal Media Day
- J. **Thursday, Oct. 16 at 7 p.m. | NorCal Media Day debrief**
- K. Nov/Dec. JEANC Election

VIII. Adjournment

- A. Peter moves
- B. Whitney seconds
- C. Motion passes

D. Meeting adjourned at 9:17 a.m.