

JEANC BOARD MEETING

THURSDAY, MARCH 7 from 7-8:30 p.m.

JEANC Board attendees: Kristy Blackburn, Whitney Huang, Paul Kandell, Keri Kemble, Julie Kuo, Michael Moul, Tripp Robbins, Peter Rodrigues, Samved Sangameswara, Julia Satterthwaite, Rod Satterthwaite, Erin Schneider, Tracy Sena, Susan Sutton, Fitz Vo, Brian Wilson

JEANC Board absences: Brandy Boyd, Sarah Nichols

I. Call to order

- A. Julia called the meeting to order at 7:01 p.m.

II. Introductions

- A. Approve minutes from Jan. 13 meeting
 - 1. Moved: Paul
 - 2. Second: Whitney
 - 3. Approved 13-0
- B. Approve agenda for this meeting
 - 1. Moved: Keri
 - 2. Second: Kristy
 - 3. Approved 14-0

III. Old business

- A. Treasurer's report – Keri
 - 1. Current balance = \$18,516.77
 - 2. Big bump from the Teach-in but some of that money was paid to JEANC in 2023
 - 3. Keri created a JEANC request for payment or reimbursement form
 - 4. Mechanism for getting checks out for JOY, SPLC, Judges
 - a) JOY — Mitch will fill out the Google Form to trigger payment and Julia will talk to him about making the announcements to members of the winners.
 - b) SPLC — Law and Ethics Liaison Tripp will complete the check request.
 - c) Judges/scholarships — Contest Coordinator Fitz will complete the check request.
- B. Membership report & mentoring — Brian
 - 1. Not much new to report specifically; gained one new member and thanks to Tracy for working on the backend of the website to make reports happen; This is not a time to expect new members; We are close to the 100 member mark so, Brian might try to push hard to get 100 members.
 - 2. Brian encourages the board to get involved in the JEA mentoring program; right now only five board members are JEA mentors and all of us would be good candidates, and it's a great opportunity to help grow membership in JEANC.
 - 3. Discussion ensued about various logistics surrounding being a mentor including time commitment and how mentor/mentees are chosen
 - 4. Tracy said the JEA program requires too much training time and prefers the Cal Matters mentor program because of that.
 - 5. Julia says the JEA program will continue to evolve and the JEA program and Cal Matters are different in that Cal Matters pays mentors; She also said the curriculum consult program that JEA just started also pays
 - 6. Erin suggests Cal Matters could help provide financial support for JEA California mentors.
- C. Teach-in recap

1. There were 38 people registered; five did not show (four never paid and one got COVID), so we had 33 advisers present, 28 from JEANC (at \$72.76/person after PayPal fee) and six from SCJEA.
2. After splitting breakfast expenses with SCJEA and paying for their six attendees, JEANC made \$1,950.47 total.
3. There were 17 responses to the feedback form, with 94% agreeing it met or exceeded their expectations. Other feedback included: good timing/location, provide more networking opportunities, mixed feelings about Cal Poly facility, the significant bummer of late lunch (which was outside of JEANC's control).
4. Julia asks for feedback regarding the organization of the event and dividing responsibilities between JEANC and SCJEA
5. Tracy: Should we put our name on something that someone else is in charge of?
6. Paul: Doesn't mind the idea of splitting responsibility but questions the need to keep it in SLO. Move it to other NorCal places: NAPA, Central Valley, etc.
7. Julia says no more than one in any given year because of the amount of work involved
8. Brian says the location was a result of trying to connect with Cal Poly and SoCal JEA and that worked well
9. Doing the event at Cal Poly every year would be hard. So maybe we go back to a NorCal model with NorCal spots and think of combining the group as an every 3-5 year event.

D. Job descriptions — Julia

1. Julia wanted to include the job descriptions in the meeting minutes since they were not shared formally at the January meeting.
2. The purpose of these is to provide clarity for our roles.
3. Let Julia know if there are any errors or changes you'd like to make.
4. Tracy changed her name to web site administrator from web master because of the negative connotation of the word "master"

IV. New business

A. Annual contest — Fitz

1. Contest started March 3 with an email from Fitz who coordinated links, etc. with Tracy
2. Tracy says not every JEANC member is part of the listserv so an email blast should go out to all members; Julia said she will take care of this and Tracy suggests Julia include a message about "If you're not a member, here's what you should do ..."
3. Discussion ensued about ways to use social media to promote the contest
4. Fitz will create a Google Doc to gather contact information for judges since much of it was lost when he moved to a new school.

B. Judges honorarium — Tracy

1. Our current systems is judges evaluate 2-3 categories and are paid \$25, extra categories are paid out at additional \$25 increments
2. Florida, as an example, pays \$3 for each regular entry and \$5 for each time-intensive entry (video, audio, yearbook theme package, website, etc.)
3. Paul likes the idea of us being a leader in this situation but wonders if we should be spending a higher amount on judging.
4. Tracy says we are lower than most organizations and are competing with other organizations for qualified judges
5. Julie suggest perhaps waiting until next year to make the change
6. Samved says we could do fundraising targeted toward paying judges
7. Julia says we have money so why not be competitive in paying judges
8. Micahel asks how much of the contests are a fundraiser for JEANC and how much is meant to recognize students

9. Keri says contests are our main income stream outside of conventions
10. Susan says one cost consideration is that in raising prices, advisers might not send as many entries, making it easier on the judges
11. Tracy says we have limits on number of entries and number of students per entry, so there is already a check and balance in place
12. Michael would like to know how much a motion to increase judging pay would cost JEANC.
13. Julia says it's not in the thousands of dollars but a lot of the info is trapped in Fitz's old school's email.
14. Kristy says it would be about a few hundred dollars based on past experience
15. Julie says paying judges per entry is more equitable and volunteers to help with Fitz with contests
16. Fitz wonders if all entries are paid the same; Julia says other organizations pay per entry and pay more if the entries are more time-intensive
17. Tripp says at some point there's a threshold where if you pay people too much, they might just be doing it for the money
18. Peter says the money we would spend by paying per entry is worth paying judges more.
19. Motion:
 - a) Michael moves: I move that JEANC change the contest judging pay schedule to \$3 per entry in every category
 - b) Tracy suggest a friendly amendment to the motion to make the pay an additional \$10 per category for categories that require more time
 - c) Fitz wonders how we weight each category and that process may take more time and suggests we take more time to evaluate those areas
 - d) Brian says based on Keri's information we would have paid \$2100 total if we used the \$3 per entry payment, and we paid around \$700 last year, resulting in a \$1400 increase in what we pay for judges if the proposed system is adopted
 - e) Julie asks about revenue from last year's contest, and Tripp says it would be around \$3000 in revenue; he also wonders how much of an impact this motion would this have on our profit from the contests
 - f) Julia says she's not that worried about the extra costs because of our healthy current balance and the potential for future revenue.
 - g) Paul said he's comfortable letting Fitz or a small group decide which categories deserve an extra stipend
 - h) Tripp suggests voting on something general and refining the details later. Maybe the motion is to research what other states do and come back to a recommendation to the board
 - i) Tracy seconds Michael's motion
 - j) Fitz says it makes sense to add more to categories that are a heavier workload
 - k) Michael accepts Tracy's motion as friendly and both Tracy and Michael accept an addition to the motion that Fitz decides which categories get the \$10 boost
 - l) Motion passes 16-0

C. JEANC [Instagram](#) & [LinkedIn](#) — Susan/Paul

1. How often and what to post
 - a) JEANC Facebook has 373 followers
 - b) JEANC Instagram has 27 followers (@jeannorcal)
 - c) Susan says we should encourage our school's social media platforms to follow JEANC on Instagram with a goal of 500 followers
 - d) For our information, the first JEANC Instagram post was about a JEANC JOY winner
 - e) Susan suggest we give 100th follower a shoutout and a prize

- f) Paul and Susan are going to try to find a time to meet and coordinate a plan of how often to post and what to post
 - 2. Help building the JEANC LinkedIn page
 - a) Paul would like to build our JEANC LinkedIn presence, which Julia created
- D. Critiques— Peter
 - 1. Currently, JEANC critiques cost \$45, but Peter hasn't had any requests since he has been the critique coordinator (excluding COVID-19 times)
 - 2. Peter reports that there are usually 15-20 critiques during NorCal Media Day
 - 3. Peter wants to promote critiques more
 - 4. Discussion surrounds the question of "Do we need to charge \$45 per critique?"; Peter thinks it should probably be less
 - 5. Tracy closed the critique form on the website because she saw a lack of people signing up; are people being paid to critique?
 - 6. Peter says we were not paying people for the standard critique which is different from the in-person/visit a school critique.
 - 7. Much discussion ensues related to how much we should pay critiques, if we should charge members and non-members a different price, and the difference between critiques where the critiquer visits a school vs. doing it remotely.
 - 8. Peter: Moves that we charge JEANC members \$25 for a remote critique and non-members \$50 for a critique
 - a) Tripp seconds
 - b) Motion passes 16-0
- E. NorCal Media Day planning
 - 1. Paul suggests developing an evergreen logo
 - a) Tracy will work on this
 - 2. Paul suggests creating a feedback tool for attendees (speakers/students/advisers)
 - a) Paul is looking for a committee to work on this with him
 - b) Julia is interested in being on the committee as are Tripp and Erin
 - 3. Julia suggests considering Sergio Yanes, MJE as a featured speaker; perhaps he could do a strand of DEI sessions for students/advisers.
 - a) Reach out to Paul if you have other ideas for featured speakers

V. Chair reports

- A. Broadcast/Certification — Rod
 - a. Would like to research updating broadcast categories
 - b. Would like to promote certification as an option at NorCal Media Day
- B. Digital Media — Julia
 - a. She has been sharing digital media tips to the JEANC Google Group
 - b. Suggested shifting breaking news categories from 12 to 24 hours reporting
 - c. She noted the many national awards from JEANC member schools
- C. News — Kristy
 - a. If people are interested, she would like to revive the NorCal Swap Shop session
 - b. In the past this has been a student-organized event and might be a good way to get more advisers involved because of its low-key nature; she will put out a more detailed proposal soon
- D. Yearbook — Sarah
 - a. Report is submitted at the link; board members can reach out to her with questions
- E. Website — Tracy
 - a. She is cleaning up a lot of stuff on the website backend; if things aren't working, let her know directly

- b. Discourages people from changing things on their own; let her know if you want changes made; her schedule is flexible until May

VI. For the good of the order

- A. Julia and Rod thanked the Board for its support via a DoorDash gift card during a challenging time.
- B. Michael gives a shoutout to Paul for developing the materials to share on JEANC's website about the MVHS lawsuit
 - a. Michael also thanks Paul for having the district's back in the press rights battle students are facing
 - b. Paul says Mountain View kids need to be encouraged to enter contests
- C. Julia reached out to Marc Berman regarding Assembly Bill No. 873 regarding media literacy education: Berman authored the bill. Below is his response response; Julia wonders if someone from JEANC should reach out and see how to get connected
 - a. Julia and Brian will do some more research and outreach about how JEANC could be involved in the implementation of the bill.
 - b. **Dear Ms. Satterthwaite,**

Thank you for reaching out to the Office of Assemblymember Marc Berman regarding media literacy education. My name is Isabelle LaSalle and I worked on AB 873 for the Assemblymember.

The Instructional Quality Commission (IQC) at the California Department of Education (CDE) is tasked with adding the media literacy content to the curriculum frameworks. The Legislature is not involved in the development of curriculum, but my understanding is that the IQC values public input during the curriculum framework revision process.

We do not have a direct contact for the curriculum developers, but here is the IQC's website: [Instructional Quality Commission - Advisory Bodies, Commissions, Committees & Panels \(CA Dept of Education\)](#)

Email: IQC@cde.ca.gov

Phone: 916-319-0881

We certainly have a lot of work to do to ensure strong implementation and we are grateful for your help.

Best,

Isabelle LaSalle

Senior Legislative and Communication Assistant

Assemblymember Marc Berman | AD-23

P: (916) 319-2023

<https://www.assembly.ca.gov/Berman>

- D. Julie thanks Julia for sharing the visualization resource information to the JEANC Google Group and said her students are using the information and their coverage looks great
- E. Susan shared that one of her students said her mom said Shasky is reading The Crusader newspaper now (they were a featured speaker) on air and gave shoutouts to student journalism

VII. Upcoming dates

- A. March 13-15 | CSPA Spring Convention in New York
- B. Monday, April 1 | Annual contest deadline

- C. April 4-6 | JEA/NSPA Spring Convention in Kansas City
- D. Thursday, Aug. 15 at 7 p.m. | Board meeting
- E. Saturday, Sept. 28 | NorCal Media Day
- F. Thursday, Oct. 3 at 7 p.m. | NorCal Media Day debrief
- G. Nov. 7-10 | JEA/NSPA Spring Convention in Philadelphia
- H. Nov/Dec. JEANC Election

VIII. Adjournment

Motion: Whitney

Second: Brian

Motion passes: 13-0

Meeting adjourned at 8:37 p.m.