

JEANC BOARD MEETING

THURSDAY, AUG. 15 from 7-8:30 p.m.

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

I. Call to order

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

II. Introductions

- A. Approve minutes from March 7 meeting
 - 1. Motion: Tripp Robbins
 - 2. Approve: Whitney Huang
 - 3. Vote: 12-0
- B. Approve agenda for this meeting
 - 1. Motion: Sarah Nichols
 - 2. Approve: Brian Wilson
 - 3. Vote: 13-0 with 1 abstention
- C. Correspondence from SPLC Director Gary Green
 - 1. Julia shared a July 1 letter from Gary, thanking JEANC for its \$1,050 donation

III. Old business

- A. Treasurer's report – Keri
 - 1. Current balance: \$22,041.18
 - a) Sarah still needs to submit for reimbursement for the JEANC Honor Cord costs from the spring.
 - b) Julie still needs to submit for reimbursement for the award plaques from May.
 - 2. Impact of changes to judge honorarium
 - a) Judging costs went from \$750 last year to \$3,006 this year
 - b) Fitz says he was able to get more judges and the process went smoother for him
 - c) Tracy says judges deserve to be paid better and the increased pay honors them and that since judges are getting paid more, we can ask judges for short comments on the entries
 - d) Sarah says the increase is worth it because a higher stipend results in better judges
 - e) Michael says higher pay doesn't necessarily result in better judges unless we really up the pay
 - f) Julie said adding comments is a huge ask based on the number of entries each judge looks at so maybe comments go to award winners only; Julia agrees, especially since we use a spreadsheet to gather judge data
 - g) Sarah said using a platform like Better BNC is expensive but maybe we could partner with other SPAs to help spread out the cost
 - 3. To what extent did our mechanism for getting checks out to JOY, SPLC, Service Above Self and judges honorarium checks work?
 - a) Keri emphasized the importance of using this Request Form when asking her to cut a check to someone
 - b) Fitz asked who should fill out the special JEANC award check request; the general consensus was he should do that

B. Membership

1. Updates to members list — Brian
2. August Membership Update
 - a) See “Membership Odds & Ends, Goals and (Ongoing) Conversations” on the Membership Update doc for more specifics
 - b) Keri is looking into a subscription-based model for membership instead of a PayPal button which is difficult to create and change
 - c) Tripp says a subscription system could create problems for people whose district/school pays for their membership
 - d) Brian says if go to a subscription system, we want to make sure we don’t lose the option for people to have a lifetime membership
 - e) Julia and Sarah commended Brian for his emails to new members.
3. Membership boundaries/contest access discussion
 - a) Tripp says we should likely admit anyone based on the bylaws, but the bylaws don’t say we have to give them all the benefits of membership
 - b) Sarah says we should come to a board norms decision, so we aren’t saying the same thing at a board meetings that we do in Slack, email, etc.; her opinion is that we should have a big tent and let anyone in who wants to join
 - c) Julia asks if anyone has a motion related to this issue or do we want to put that off until the January meeting
 - d) Tracy says any changes would have to happen before next membership year since we’ve already allowed people outside the geographical area join
 - e) Sarah says we could make a more informed decision about the concern about “poaching” students for contests if we examine the data at the end of the 2024-2025 contest cycle
 - f) Julie says many mentorship and outreach should be a focus of ours
 - g) Michael says he finds the idea of inclusivity a good one, but we should be careful of stepping on JEASoCal toes
 - h) Erin says the requests to join JEANC often come from new advisers who want connection to good advisers, and we have that; perhaps charge more for those outside our geographical area, but we should be open to helping those who want our help
 - i) Tripp says inclusivity is good, but we have a finite amount of time, money and opportunities and we should focus our resources on NorCal people first
 - j) Sarah says if anything, JEASoCal is open to our partnership, and if we help them up their game, that’s a good thing
 - k) Paul says a massive invasion from SoCal isn’t likely, but if it is, we can revisit the conversation – the overcrowding of the MAC at NorCal Media Day would be one concern in having more members
 - l) Julia says right now anyone can join and have the benefits of membership, and we will continue with that philosophy, but if anyone disagrees, they can make a motion differently
 - m) Julia asks people to stay engaged on Slack so meetings can move forward in an efficient manner
 - n) Tripp asked that [this document](#) be entered into the minutes

C. Teach-in — Brian/Sarah/Julia

1. MLK weekend 2025 at Cal Poly is a go, similar in format to what we did in January of 2024
2. Sarah will create Save the Dates, etc.
3. JEANC and JEASoCal agreed to alternate who takes charge of planning the event rather than partnering on that

D. Election

1. Up for election: Kristy Blackburn, Keri Kemble, Michael Moul, Samved Sangameswara, Tracy Sena, Fitz Vo, Brian Wilson
 - a) Kristy is not running for reelection to focus on other areas of her life and isn't ruling out a run in the future
2. Encourage new candidates to consider joining the JEANC Board either by reaching out to them or giving their name to Julia and she will reach out to them

E. Annual contest

1. Process for selecting strong judges
 - a) Fitz reached out to previous judges who were reliable and had good credentials and asked them to judge the special categories
 - b) If Fitz didn't know the judge, he gave them categories based on their primary preference and vetted them somewhat on LinkedIn, etc.
 - c) Tracy says we should be careful about sending out judging request through social media groups because not every adviser in these groups is a good one
 - d) Sarah says we may want to consider partnering with other SPAs for judging – we judge for them, they judge for us
 - e) Susan likes the idea of partnering with other organizations and suggest using members of the San Francisco Press Club as possible judges
2. Consider adding election coverage and an arts & entertainment video categories
3. Chairs should review the offerings in their categories and suggest any changes by our January meeting

IV. New business

A. NorCal Media Day planning — Paul

1. Review roles & fill in some blanks
2. Needs:
 - a) Sign up to present and/or critique
 - b) Solicit other speakers/critiquers
 - c) Consider developing a strand
 - d) Solicit info tables (starting with yearbook reps) and have them fill out this form.
 - e) MAC capacity of ~350 people; if larger, options include only allowing a certain number of folks in the MAC, live streaming the opening outside, hosting the opening on the quad or in the PAC
3. Approve financial expenditure for food
 - a) Discussion ensued about the pizza order; Costco saved a lot of money, but the order was wrong; suggestions include confirming Costco order ahead of time and having parents or non-Paly advisers pick up the pizza
 - b) Tripp moves that JEANC spend up to \$2,500 in food and beverages for NorCal Media Day 2024
 - c) Michael seconds
 - d) The motion passes, 17-0

V. Chair reports

A. Broadcast/Certification — Rod: Nothing to report

B. Digital Media — Julia

C. News — Kristy

- a. Will talk to her kids about taking on the Bay Area Swap Shop activity
- b. If anyone wants to help, let her know

D. Yearbook — Sarah

- a. Sarah has been sending tips/information to the adviser listserv about once per month

- E. Website — Tracy
 - a. PayPal and working with forms has been difficult; she and Keri have been working on it
 - b. She has heard from SoCal teachers who want to join JEANC because our website is better

VI. For the good of the order

- A. Julia congratulated Michael on his wedding
- B. Erin thanked Tripp for his student press videos which were part of his MJE certification and have been great tools for students and advisers
- C. Sarah asked if paying through PayPal is a barrier for advisers who want to order merch – it would be simpler without having to send out invoices to get people to pay – discussion ensued
- D. Sarah suggested only those who register for NorCal Media Day get the link to order merch, and then it all gets shipped to Paly. Tracy and Sarah will talk offline about the logistics of this
- E. Julie asked about the idea of setting up an online store to set up payment; Tripp said Spreadshirt is a possibility
- F. Tracy is attending her 50th high school reunion this weekend
- G. Paul commended Erin for her work with journalism advisers, CalMatters, and mentoring
- H. Brian is dropping his oldest child off for his college freshman year tomorrow
- I. Julie is sending her child to preschool for the first time
- J. Brian turned 50
- K. Susan's school is celebrating its 75th anniversary and is on the hunt for issue 3 of the first year of her school's paper – the only missing one
- L. Tripp started his 40th year of teaching this year

VII. Upcoming dates

- A. Saturday, Sept. 28 | NorCal Media Day at Palo Alto High School
- B. Thursday, Oct. 3 at 7 p.m. | NorCal Media Day debrief
- C. Nov. 7-10 | JEA/NSPA Spring Convention in Philadelphia
- D. Nov/Dec. JEANC Election
- E. Saturday, Jan. 18 at 8 a.m. at CalPoly and on Zoom | Annual General Membership Board meeting

VIII. Adjournment

- A. **Motion to adjourn:** Tracy Sena
- B. **Second:** Whitney Huang
- C. **Vote:** 17-0
- D. Meeting adjourned at 8:35 p.m.

Screen captures of the Zoom chat:

Tripp Robbins (he/him) to Eve... 7:32 PM

TR

I think we need to discuss it to get everyone up to speed.

Tracy Anne Sena to Everyone 7:33 PM

TA

As I wrote on the Agenda page, we have an obligation to serve ALL members, although we do not need to "go to them" (like for workshops) beyond our regional area.



1

Sarah Nichols, MJE to [Everyo...](#) 8:34 PM

SN

Thanks for taking notes
for the minutes, Rod!



2

Tripp Robbins (he/him) to Yo... 8:34 PM

TR

Nice job managing all this
tonight. Excellent work!

Erin Schneider to [Everyone](#) 8:35 PM

ES

Are we getting together in
Philly, by chance?

Sarah Nichols, MJE to [Everyo...](#) 8:35 PM

SN

FORGOT to mention, we're
adding a golf outing to the
teach-in weekend



2

Kristy Blackburn to [Everyone](#) 8:19 PM

KB

Sarah, the photo slide show was great



1

[Collapse All](#) ^

Sarah Nichols, MJE 8:20 PM

SN

TY! My student (Rhaymark) was pleased when I told him people were commenting on it.



1

Whitney Huang to [Everyone](#) 8:19 PM

WH

Just wanted to shoutout Sarah's amazing designs for the new swag!



3

Tripp Robbins (he/him) to Eve... 7:52 PM

TR

@Rodney Satterthwaite

can you please enter this

into the minutes? [https://](https://docs.google.com/document/d/1_e0T4kdB-4k7Lf1eJbgPwWpcV9rjcSQw1YSWwWicWz4/edit?usp=sharing)

[docs.google.com/](https://docs.google.com/document/d/1_e0T4kdB-4k7Lf1eJbgPwWpcV9rjcSQw1YSWwWicWz4/edit?usp=sharing)

[document/d/](https://docs.google.com/document/d/1_e0T4kdB-4k7Lf1eJbgPwWpcV9rjcSQw1YSWwWicWz4/edit?usp=sharing)

[1_e0T4kdB-4k7Lf1eJbgPw](https://docs.google.com/document/d/1_e0T4kdB-4k7Lf1eJbgPwWpcV9rjcSQw1YSWwWicWz4/edit?usp=sharing)

[WpcV9rjcSQw1YSWwWic](https://docs.google.com/document/d/1_e0T4kdB-4k7Lf1eJbgPwWpcV9rjcSQw1YSWwWicWz4/edit?usp=sharing)

[Wz4/edit?usp=sharing](https://docs.google.com/document/d/1_e0T4kdB-4k7Lf1eJbgPwWpcV9rjcSQw1YSWwWicWz4/edit?usp=sharing)



1

Tripp Robbins (he/him) to Eve... 7:50 PM

TR

And we can offer to help their org too

Sarah Nichols, MJE to Everyo... 7:51 PM

SN

100

Michael Moul to Everyone 7:51 PM

MM

Thank you Paul! That makes me feel better about this.

Brian to Everyone 7:51 PM

B

I'll also add that all of this is a product of a really challenging SPA situation that doesn't happen in other states that only have ONE press association.

[Collapse All](#) ^

Susan Sutton 7:52 PM

SS

Right. Most states only have one

Tracy Anne Sena to [Everyone](#) 7:48 PM

TA

As I recall, at one point there were three organizations in California JEANC, SoCalJEA and San Diego.



Whitney Huang to [Everyone](#) 7:49 PM

WH

If we end up expanding our reach more, we should definitely look into having registrations earlier for events we're planning so that we don't overload NorCal Media Day (for example).

Brian to [Everyone](#) 7:49 PM

B

People in Santa Barbara and similar geographic areas are CHOOSING to be part of JEANC. There's a reason for that. It may be a different conversation if these were San Diego area advisers



Sarah Nichols, MJE to [Everyo...](#) 7:43 PM

SN

Bylaws aren't meant to be that prescriptive

[Collapse All](#) ^

Tripp Robbins (he/him) 7:44 PM

TR

So we have the freedom to make the other rules as we think is best.

Sarah Nichols, MJE 7:45 PM

SN

I'm not sure what you mean by rules but bylaws are intended to be broad and policies and procedures are specific and change more often.

Tripp Robbins (he/him) 7:45 PM

TR

I just mean "rules" like what services/opportunities membership entails.

paulkandell to [Everyone](#) 7:43 PM

p

No update from Paly on that question.

Susan Sutton to [Everyone](#) 7:40 PM

SS

My students sometimes get irritated that I share tips w/other schools/ advisers. I always reply: "Good journalism everywhere helps everyone."



2



3

[Collapse All](#) ^

Tracy Anne Sena 7:44 PM

TA

A rising tide rises all ships.

paulkandell to [Everyone](#) 7:39 PM

p

I said, we are the keepers of the flame. We need all the allies in this that we can.

Sarah Nichols, MJE to [Everyo...](#) 7:39 PM

SN

I can speak to that, I think [@Tripp Robbins \(he/him\)](#)

Kristy Blackburn to [Everyone](#) 7:40 PM

KB

still here — will be back on video in a bit

Sarah Nichols, MJE to [Everyo...](#) 7:42 PM

SN

They say that about people they hate

Contests are for members

NMD is for members

Sarah Nichols, MJE to [Everyo...](#) 7:43 PM

SN

It's all included

paulkandell to [Everyone](#) 7:38 PM

p

I think we should not overthink this. They want to come to our conference. We should welcome them.



2

Sarah Nichols, MJE to [Everyo...](#) 7:38 PM

SN

I agree, Paul

SoCal has different programing and dates/times

Tripp Robbins (he/him) to [Eve...](#) 7:39 PM

TR

I guess I wonder why we have geographic boundaries.

Whitney Huang to [Everyone](#) 7:39 PM

WH

I think competition is going to happen anyway, in fact it's already happening, so we should

Fitzgerald Vo to [Ever...](#) 7:36 PM (Edited)

FV

I wonder if there are other states that have two or more regional chapters? How do they approach it

Susan Sutton to [Everyone](#) 7:36 PM

SS

The goal of increasing membership is definitely a positive. Agree that SLO is pretty far south to be considered NorCal. If we welcome them into membership, they should also have access to contests and workshops, but not sure if that would help or hurt us.

Tripp Robbins (he/him) to [Eve...](#) 7:38 PM

TR

One thing we could do is help build up the SoCal SPA.

Sarah Nichols, MJE to [Everyo...](#) 7:38 PM

SN

Should we copy/paste them into the minutes?

Tripp Robbins (he/him) to Eve... 7:35 PM

TR

I wrote this up which is a little more expansive than what I said. https://docs.google.com/document/d/1_e0T4kdB-4k7Lf1eJbgPwWpcV9rjcSQw1YSWwWicWz4/edit?usp=sharing

Kristy Blackburn to Everyone 7:35 PM

KB

I think as long as we aren't causing drama with the SoCal folks, anyone should be fine, although it probably gets dicey if they are out of state. I do agree that the focus of our programming should stay closer to NorCal just so we aren't trying to do things up and down the state.

Julie Kuo to Everyone 7:36 PM

JK

I think it's also important that if SoCal doesn't consider them part of their chapter, then we can ste



Erin Schneider to [Eve...](#) 7:35 PM (Edited)

ES

I'm the new person on the block so take this or leave it, but to me, I've only seen the benefits of inclusivity (and no drawbacks) when practiced in education. I was in the room when teachers asked if they were allowed to attend our NorCal Media Day and the question came from newer educators, excited to learn, to be a part of a group, to give opportunities to kids. I understand we have bylaws, but I wonder if we would have all been in the room when access to the group was requested, we may have had more lenient/ sensitive reactions to it. I'm in favor of allowing people in! If this puts us over numbers or becomes a burden, perhaps we charge more for "out of area" participants.

Brian to [Everyone](#) 7:34 PM

B

My comment: this is an opportunity for us to grow our membership, which I absolutely think is a no-brainer. If people believe that our organization meets their needs, we should help them.

Sarah Nichols, MJE to [Everyo...](#) 7:34 PM

SN

At one point they didn't even have bylaws.

Agree, [@Brian](#)

paulkandell to [Everyone](#) 7:35 PM

p

I love "the Framers" phrasing — haha. I agree with Tracy. "Shall serve" is ambiguous and open to interpretation. 9.0.2 says "Membership is not restricted." That seems very unambiguous.

Keri Kemble to [Everyone](#) 7:34 PM

KK

I think, so long as we have enough room for our main focus—journalism students and their advisers in NorCal—they'd be welcome to join us for events. I'm less sure about contests and open to ideas.

Sarah Nichols, MJE to [Everyo...](#) 7:34 PM

SN

We have a target audience and that's where we pour our emphasis and host our events. But we don't need exclude others. We're all in this for the same reasons, and if others want to join, our bylaws say they can.

[@Julie Kuo](#) I don't think they specify.

Michael Moul to [Everyone](#) 7:33 PM

MM

I don't have an opinion yet, per se. I think I'd need to know the historical reason we want the geographic boundary before I can decide. Is it an old, pre-zoom thing? Or did it have more to do with in-person things like media day? Or are we just trying to limit our already stressed bandwidth?

Whitney Huang to [Everyone](#) 7:33 PM

WH

Considerations: are we and SoCalJEA the only JEA regional boards in CA? If so, should we just be splitting the state with them?

Julie Kuo to [Everyone](#) 7:34 PM

JK

I have a question: Where does the SoCal chapter draw its boundaries? SLO is pretty far down south.

