

HEADQUARTERS REPORT - Linda S. Puntney, Executive Director

ROUTINE HEADQUARTERS OPERATIONS

Since the April 11, 1991, report, Headquarters has averaged about 75 telephone requests for assistance or information each week. In addition to the phone calls, membership applications and renewals are received and handled by this office, an average of 40 book orders are filled each week and about 10-15 inquiries regarding other aspects of the operation are handled through the mail.

JEA promotional material was sent to 24 sites for summer workshops and fall conferences. Materials were distributed to advisers at those workshops.

Profit and loss statements are now generated on a Macintosh computer for easier reading and interpretation. A new format was started in April to make it easier for Board members to track financial transactions.

Other services routinely provided by Headquarters included membership mailings; design and production of *C:JET* and *NewsWire*; bookstore marketing, invoicing and inventory; dispatching communications to Board members and others on a variety of matters; supplying mailing labels for convention mailings; compilation and mailing of packets to state and regional directors; coordinating other requested mailings.

The Headquarters staff has attempted to maintain regular contact with JEA officers and commission chairs as necessary. The JEA president has been kept informed of the flow of operations from headquarters, including any problems which may have been encountered.

The Headquarters staff currently consists of an executive director whose salary is paid by Kansas State University and whose JEA duties are defined as 22 percent of her total assignment; a half-time administrative assistant/bookstore manager whose salary is paid by JEA; a full-time secretary whose salary is paid by Kansas State and two student workers for a total of 20 hours a week paid by JEA.

Pam Block started in September as the organization's full-time secretary. She is becoming familiar with the organization and with the responsibilities of her job. The bookstore and the JEA secretary have moved to a larger office area in Fairchild Hall. The move provides more space and enables the two offices to be together. Because of a number of other duties in the A. Q. Miller School of Journalism, the executive director's office remains in Kedzie Hall.

MEMBERSHIP

As of Nov. 7, 1991, membership in the organization was at 1,699. That number is a 7 percent increase from last fall and a 25 percent increase from the spring. Fall membership figures are traditionally up from the spring because of the way memberships are processed. Once a membership expires, the name is kept on the active list for three months to guarantee the JEA services are not interrupted while they are processing paperwork for renewal. At the end of three months the name is removed from the active list. Currently, there are a number of JEA regulars who have not renewed but we anticipate renewal before the "purge" date.

For the first time, membership promotion was combined with the bookstore catalog mailing. By combining the two, materials were mailed to 23,000 high school, all community colleges, selected junior high schools, and college and university libraries. More than 30,000 pieces were mailed.

A state-by-state breakdown of JEA membership as of Nov. 7, 1991 is included with this report.

BOOKSTORE

The Bookstore continues to be profitable. Shipping charges were adjusted to help offset increased mailing costs and the new catalog lists 154 items. A detailed report is included elsewhere in the semi-annual report.

CONVENTIONS

In October, the executive director met with the representatives of the Columbus convention committee, Tom Rolnicki and Don Reeder of NSPA. She also traveled to San Francisco for site visits for the 1996 convention.

Headquarters has taken a significantly increased role in conventions. In addition to handling the program for the Chicago convention, headquarters was responsible for coordination of the Swap Shops, the six Computer Design Write-Off Contests, and preparation of write-off critique sheets.

The JEA director traveled with the executive director of the Kansas Scholastic Press Association to 12 rural high schools. Promotional materials were distributed and a discussion of JEA services and the teacher's needs was conducted.

JEA membership, bookstore and certification materials have been distributed by the executive director at seven high school and/or college conventions and conferences since April.

CERTIFICATION

Materials have been prepared and mailed from headquarters. Certification tests were given at the Virginia convention in October. Headquarters coordinated that effort. Texas and California were also possible tests sites for the fall but they were unable to provide the required number of completed applications to justify bringing a tester to their conferences.

ADVISERS INSTITUTE

The first JEA Advisers Institute was held July 5-19 at Kansas State University. Twenty-one students from 12 states participated in at least one segment of the event. The Institute realized a modest \$190.71 profit. A full profit and loss statement for the Institute is attached. Evaluations on the workshop were good and plans are being made to hold the Institute again. Dates for the 1992 event are Desktop Publishing, July 1-3; Law and Ethics: Advising Into the 21st Century, July 5-10; and Supervision of School Publications, July 12-17. Emphasis during the second week is currently planned to focus on the coaching of writing and personalizing education.

In preparation for that segment, the executive director is in the process of interviewing high school students to determine their concerns, interests, and needs. About 375 inner-city school students and rural high school students have been interviewed to date and the process is on-going.

Respectfully submitted:
Linda S. Puntney
JEA Executive Director