

Minutes

Journalism Education Association Board Meeting
Thursday, Nov. 11, 2010 , 8:30 a.m.
Room 2201 , Kansas City Convention Center

I. Call to order , Jack Kennedy (8:34 a.m.)

II. Roll call , Linda Drake

Jack Kennedy, MJE, President and Executive/Finance Committee chair
Bob Bair, MJE, Vice President and New Adviser Outreach Committee chair
Linda Drake, CJE, Secretary and Awards Committee chair
Ann Visser, MJE, Past President and Convention Consultant
Kelly Furnas, JEA Executive Director
Connie Fulkerson, JEA

Administrative Assistant

Bradley Wilson, CJE, C:JET editor and Technology Committee chair,
Photography Contest Coordinator

Mark Newton, MJE, Certification Commission chair

Anita Marie Wertz, MJE, Junior High/Middle School Commission chair

Norma Kneese, MJE, Multicultural Commission chair

John Bowen, MJE, Scholastic Press Rights Commission chair

Lori Olgesbee-Petter, Development/Curriculum Commission chair and
Publications Committee chair

Steve Matson, MJE, Region 1/Northwest Regional Director and
Partnership/Endorsements Committee chair

Ellen Austin, CJE, Region 2/Southwest Regional Director

Gary Lindsay, MJE, Region 3/North Central Regional Director

Wayna Polk, CJE, Region 4/South Central Regional Director and
Scholarship Committee chair

Brenda Gorsuch, MJE, Region 5/Southeast Regional Director and
Administrator Outreach Committee chair

Tom Gayda, MJE, Region 6/Mid-Atlantic and Great Lakes Regional Director
and Scholastic Journalism Week chair

Jane Blystone, MJE, Region 7/Northeast Regional Director and Membership
Retention Committee chair

Linda Barrington, MJE, NCTE Liaison/Assembly Director and Mentoring
Program Committee co-chair

Julie Dodd, MJE, Scholastic Press Association Directors Liaison,
Mentoring Program Committee co-chair

Aaron Manfull, MJE, Digital Media Committee chair

Carrie Faust, MJE, Write-off chair

Nancy Y. Smith, MJE, Write-off chair

Candace Perkins Bowen, MJE, JEA Listserv Liaison

Gloria , Lori , Eastman, Nominations Committee chair

Steve O , Donoghue, Outreach Academy

Stan Zoller, MJE, Outreach Academy
Logan Aimone, MJE, NSPA Liaison
Al Tims, NSPA Board of Directors chairman
Kathy Hill Habiger, MJE, Kansas City Convention co-chair
Amy Morgan, MJE, Kansas City Convention co-chair
Brian Wilson, CJE, future NCTE Liaison

Absent:

Sharon Tally, JEA Administrative Assistant (in JEA Bookstore)
Pam Boller, JEA Administrative Assistant (in JEA Bookstore)
Patricia Turley, Write-off co-chair (working)
Linda Shockley, Outreach Academy (working)

The board welcomed Kelly Furnas as new JEA director.

III. Approval of minutes ,Äî Linda Drake

IV. Approval of agenda ,Äî Jack Kennedy

V. Reports

Kansas City convention ,Äî Kelly Furnas, Logan Aimone, Amy Morgan, Kathy Habiger: Kansas City co-chairwomen Amy Morgan and Kathy Habiger welcomed the board to Kansas City. They announced that we have 4,500 registered attendees, and that more than 30 members served on the local committee. They also talked about the lavender ribbons which were being handed out to members to wear in honor of Mike Dunlap, adviser at Blue Valley West High School, who died on Aug. 2. Furnas said that the local committee had done a great job in organizing the convention.

Changes for the Portland minutes included: Nancy Smith is now MJE and Lori Oglesbee-Petter arrived late. Blystone made the motion to approve the minutes as amended and Gayda seconded. Motion passed unanimously.

Portland convention ,Äî Kelly Furnas: Aimone provided the board with an NSPA report on this convention. He said there are 4500 registrants, and that his office is working to track conventions more accurately. This year registration numbers increased later than usual.

The board discussed the number of rooms reserved early and then rooms not needed. Many advisers did not release rooms until November. Gorsuch asked if it would be better to move the early bird registration earlier than it is. Newton asked if we could say you can,Äôt book a hotel until you register. Aimone said it could be done but we would probably have to hire a hotel manager to book after registration, which would be an added cost.

Olgesbee-Petter said that the San Francisco convention falls during Texas testing period so there will be very few Texas schools attending. She also commented that many people responded to Aimone's plea to register early.

Furnas said there is a mistake on the Portland Convention Report so he will send out a new version to the board. Aimone said about \$24,000 was paid in attrition fees for not making the hotel blocks in Portland. He also said that they are doing everything they can to control expenses possible. Aimone said that we were about 150 rooms away from making room block. Newton asked if we need to look at a change in how we look for sites. Visser said we need to look where there are local committees who are willing to do conventions. Wilson added that we also need to look at what conventions are before and after each site. Faust said that we need to remember who the convention is for, "the students," and they don't always like the site.

Quarterly financial statements, Kelly Furnas: Furnas reviewed the financial statement. Stifel-Nicolaus returns are good, with a 10 percent return. Kennedy said we have budgeted conservatively and have been spending about 91 percent. Furnas will work with the finance committee in the spring to plan for a balanced budget.

NSPA Update, Logan Aimone: Aimone said the NSPA headquarters has been remodeled, and a replacement for Suzanne Taber who will be leaving because of husband's job transfer, has been hired. Aimone said he has enjoyed working with Furnas, and the local committee who is planning for the Minneapolis convention.

Future convention updates, Ann Visser, Kelly Furnas, Logan Aimone: Furnas presented a proposal for a fall convention in Washington, D.C., for 2014. He said there are better concessions for this proposal than the contract for the 2009 convention. The group discussed whether there should be an overflow hotel in the contract. Gorsuch asked if there was any consideration given to Florida as the site. Lindsay moved to accept the proposal as presented by Furnas and Visser seconded. Motion passed unanimously. Barrington said the next two fall conventions are scheduled at the same time as the NCTE convention. Austin said we should be mindful of when Passover falls because of Jewish students. Aimone said Anaheim local committee members are here. He also announced that there is no attrition in Anaheim, and there is an overflow hotel in place. Furnas said membership has dipped below 2000 for the first time in a decade. He praised the board for keeping Puntney on to help him during his beginning months, and the staff has been so helpful to him as well during this transition period.

Headquarters report, Kelly Furnas

State and Regional directors, Bob Bair/Ellen Austin: Bob Bair sent around the director's report for all board members to check their contact information. If a new photo is needed, please send it to him. He will burn a CD of all information for the next vice president.

Ellen Austin spoke about a new initiative in Southwest region, which included Hawaii. It is not a huge high impact area for JEA, only about 10 members, but advisers there have great needs. Print costs are doubled there compared to the mainland, and broadcast does exceptional well there. It has a very committed state director, Karin Swanson, there. Austin said that it is the most underserved state in this region. Two advisers, Tracy Anne Sena and Paul Kandell, worked with Austin on plans for a workshop Dec. 17-20 in Honolulu to help advisers to transition from paper to online programs. Eleven advisers have already committed to this workshop. Austin asked JEA for help to get Sena and Kandell to Hawaii. Austin believes this is a model that we need to look at more for areas of need. She also wants to request two-year memberships for these advisers. These advisers would then bring their students to the 2013 spring convention in San Francisco. They would come into the convention a day early to work at Sena and Kandell's schools.

Austin made a motion to provide economy round-trip airfare for Sena and Kandell to travel to Hawaii for the workshop (up to \$3,000) and two-year membership for advisers. Wilson seconded the motion.

During the discussion John Bowen asked if there would be a problem with the schools sustaining this project. Sena, who sat in for the discussion of this topic, said that the schools would have six months, free for a website. Dodd suggested that during the workshop the advisers learn the benefits of JEA. Olgesbee-Petter asked that there be an evaluation piece for feedback for future plans. John Bowen asked for the data to include principals, students, parents, etc.

Bair made a friendly amendment to add Austin's travel to the motion as well.

The question was called by Wilson and seconded by Visser.

Olgesbee-Petter made a friendly amendment to make it a one year free membership and a \$25 voucher for the second year of membership. Gorsuch seconded. Motion passed 9-5

The motion then read to send three people, Sena, Kandell and Austin, to Hawaii and one year free membership and a \$25 voucher for second year for the advisers who participated in the workshop. Motion passed unanimously.

Region 1: Matson discussed his travel to Canada this summer. He talked about offshore printing, which shows little concern about journalistic values. There is very little support for newspapers and high costs for yearbook printing in Canada. This concept is already starting to appear in

the U.S. He thinks that this may be an item for more discussion.

Austin said in her region there is a question if JEA has considered getting software to do online credit card payments for registration for the conventions. Wilson said that JEA does not do registration, NSPA does that, and he said the JEA bookstore uses PayPal.

Region 7: Jane Blystone said the Pennsylvania state convention was great success, largely in part to Olgesbee-Petter for her speech on First Amendment. They had a great response from the students attending.

New Technology Committee update ,Äi Aaron Manfull: Aaron Manfull said that the Digital Media committee had revamped its website during the summer and moved to WordPress. He said more people are visiting the site. He commended his entire committee for their work on an excellent site.

Journalists of the Year update ,Äi Wayna Polk: Wayna Polk said they have reviewed the latest competition for the Journalist of the Year. The 2010 winner will be attending the Anaheim convention.

Items of concern, attention, update ,Äi officers, directors, chairs
Other quick reports ,Äi officers, directors, chairs

NCTE: Linda Barrington said the NCTE convention is next weekend in Orlando. Brian Wilson will also be in attendance to help with the transition as he takes over this liaison position. Frank LoMonte (SPLC) will work with Barrington at a booth at the convention because of his interest in NTCE.

Scholastic Journalism Week: Tom Gayda said the event is set for Feb. 21-25. He said he is working on more online involvement.

Certification: Mark Newton praised his commission for its transformation of the tests and materials. He said the members are looking to work with curriculum, PLC and mentoring programs to improve curriculum and instruction.

Nominations: Lori Eastman said there are still some members trying to decide if they want to run for the upcoming election. She asked if there were specific questions that we should be asking all of the candidates to respond to for the information that will be posted on the JEA website. Newton said candidates need to remember what the certification requirement is to be on the board. Eastman read the slate of candidates that will be presented at the general session on Friday morning:

President: Bob Bair
Vice President: Steve Matson, Sarah Nichols
Secretary: Linda Drake

Certification: Joe Humphrey, Kim Green
Development/Curriculum: Tom Gayda, Becky Tate, Liz Walsh
Multicultural: Javonna Bass, Lacey Buidosik, Norma Kneese
Junior High/Middle School: Wanda Pletcher, Anita Marie Wertz
Scholastic Press Rights: John Bowen
Region 1/Northwest: Sandra Coyer, Mike Riley
Region 2/Southwest: Ellen Austin, Carrie Faust
Region 3/North Central: Gary Lindsay, Karen Barrett
Region 4/South Central: Wayna Polk, Michele Dunaway
Region 5/Southeast: Brenda Gorsuch, Amy Medlock-Greene, Jeff Moffitt
Region 6/Mid-Atlantic and Great Lakes: Meghan Percival, Rod
Satterthwaite
Region 7/Northeast Jane Blystone

The board voted unanimously to move this slate of nominees to the business meeting on Friday. Eastman will be sending e-mails to all candidates to ask for their bio and statement of goals, in which she would ask the candidates to address the job description for which they are running. The board discussed eligibility of candidates on their CJE/MJE status. Kennedy said that the enforcement of this criteria will be adhered to and that he will make this announcement Friday morning at the general meeting.

Write-offs: Carrie Faust said that there were 1961 entries as of Thursday morning. She said they had discovered one issue at the write-off desk, and some have double entries, which affects six schools and 14 entries. Wilson asked if those schools have two advisers. Candace Perkins Bowen asked why there was a big plea for more judges at the last minute. Faust said right now that they are expecting about 190 judges.

TAO Initiative: Steve Matson talked to the board about the TAO Initiative, which is sponsored by the Washington Press Council, asking journalists to pledge to be transparent, accountable and open in journalistic endeavors. The WPC wanted to encourage the student press to do this as well. Matson, on behalf of the Endorsement and Partnership Committee, made the request that JEA endorse the TAO initiative of the Washington Press Council. Endorsement passed unanimously.

Awards Committee: Linda Drake said this year the committee has 26 Rising Star nominations from 14 states, one of the largest groups ever. She was pleased to see such a big interest in the awards program.

C:JET: Bradley Wilson said the winter issue has 72 pages, one of the largest yet. He wants feedback on the publication. Blystone said she knows of two advisers who want to be members because of seeing some old C:JET magazines. Some members asked if it would be possible to get digital copies

of the magazine. Wilson said that would be possible, and just as an observation he said he knows of some organizations that charge an extra \$10 to get both digital and print copies of magazine.

Future Teacher Scholarship: Candace Perkins Bowen announced there are three Future Teacher award winners who had great packets. They will receive \$1,000 each. She said one of the applicants will graduate next month so there may need to have clarification that this is a scholarship and not an award.

Puntney Roast: Visser said she had bracelets to hand out in honor of Linda Puntney, courtesy of Nancy Smith. She said the roast for Puntney would be Friday evening after the auction, Kennedy will be emcee. She suggested that members wear purple on Friday. Visser said that she had a tiara and sash for Puntney, and that anyone who wants to speak at the roast should let Kennedy know.

VI. Old business

Write-off online issues ,Äi Patty Turley, Bradley Wilson
Photography contest update (PDF)

Bradley Wilson gave an update on photography contests online, including that they have 32 entries in the new portrait contest. He said 714 entries will be critiqued for the KC convention. He predicts that that number will probably be doubled at the Anaheim convention. Wilson said Texas used JEA,Äs system for its contest but they had to be JEA members to use it. They will look at some of the data to see if this made any difference, so it may be possible for other states to use the system. Flickr is an issue for many schools where is it blocked. Drop Box or Cloud Storage might be other options to use instead of Flickr, but Drop Box might be blocked at schools as well. Some icons are difficult to understand on the website. There were also questions about mounting boards for some of the computer-generated entries.

Patty Turley said Kim Messadieh will take over as broadcast coordinator. She also said that middle school students can compete against high school students in Write-offs and can get just certificates of participation, if requested.

Mentoring update ,Äi Linda Barrington, Julie Dodd: Linda Barrington went through the new update booklet. Julie Dodd said that they have just finished their first three-year cycle. Yellowchair and NAA, as well as some states, are helping JEA fund this project. The mentor committee suggested that it change the way it does the summer training. The new mentors will meet at the spring convention for a full day of training and the experienced mentors will do their inservice on that Thursday as well. This will be more cost effective. Then they could do webinars for meetings on a regular basis. Originally, every state funded their mentors and they are

now trying to find ways to help them find more resources. We now have more than 120 mentees in 16 states. Kennedy made the following motion and Newton seconded: Give all mentors and mentees a complimentary membership while in this program. Motion passed unanimously. Kennedy made the following motion and Blystone seconded:

Make the Mentor Program and the National Journalism Professional Learning Community permanent committees beginning in the 2011-12 budget, with permanent budget line. Motion passed unanimously.

Multicultural Commission ,Äi Norma Kneese

Professional Learning Community ,Äi Mark Newton: Mark Newton announced that there are eight members participating in the Thursday daylong PLC workshop.

Website ,Äi Bradley Wilson:

Bradley Wilson said that it had been 10 years since the website had been redesigned. They are now looking at doing an update, and will move to a content management system. It is hoped all offshoot sites of the JEA website will then be housed under one site. Because of complications with Washington, the plan has been delayed almost a year. There should be a proposal in Anaheim for a budget and within 1 –2 years everything should be finished. Wilson believes this would be a good discussion item for the summer Manhattan meeting.

Furnas said that most of the \$10,000 budgeted for in-house website help has already been spent on write-offs and bookstore issues. Kennedy asked if Furnas would bring a proposal about the website to the Anaheim convention. Furnas said he would and that the board would probably have to be prepared to make some tough decisions on budget because of the possible costs.

Scholastic Press Rights update ,Äi John Bowen: John Bowen said the 45 Words group will have a booth at convention with pins, posters and T-shirts. The members will be interviewing students and teaching a session. They have their own blog site. The group will have a retreat at Poynter again to address new issues and/or concerns. Anyone having concerns, topics and/or questions should give those ideas to John Bowen.

John Bowen brought the following proposal to the board:

Fund the printing costs up to \$1,000 per convention for 45 Words t-shirts to be sold at conventions and online through the JEA bookstore. The cost of printing would be renewed as needed to keep 50 on hand.

Fund the shipping cost for the T-shirts to and from conventions, as needed.

Assign profits from the sales of T-shirts, if any and after all costs are paid, to partially fund the Press Rights Commission Student Partners, 45 Words, to help defray their expenses to attend conventions. Such partial expenses will be paid depending on need and individual completion of tasks to be determined by the SPRC.

The T-shirts will be stored at K-State with other bookstore materials and shipped with them to conventions.

That JEA and the SPRC create a ,ÄúCreative Commons Attribution-NoDerivs 3.0 United States License,Äù for this logo, meaning other groups can use the logo as is, without modification.

It was decided that the proposal was not necessary, and everything could be done without a motion. Kennedy said he is excited for the free use of the 45 Words logo.

VII. New business

Outreach Academy expansion ,Äi Steve O,ÄöDonoghue, Linda Shockley, Stan Zoller

Norma Kneese said 23 people were enrolled for the academy, and she commended Sharon Martin for the excellent job she did with this project for the convention.

She brought a proposal to the board to expand the Outreach program by adding a summer component, with an estimated cost of \$17,600 over the next two summers (2011, 2012). Blystone seconded the motion.

Matson asked how this differs from the Advisers Institute, which is held in Manhattan each summer. Matson said it would be cheaper to send presenters to the cities than for advisers to come to Manhattan. Kneese said the group would look for outside sources to help fund this after the two-year period. Newton said that the data that comes out of this project could help drive curriculum and instruction. Olgesbee-Petter asked how this fits into our ,Äúplan,Äù of integrating with our other initiatives. Candace Perkins Bowen asked if we need a new strategic plan. Kennedy said this is what we need to plan for our meeting in Manhattan after the new election. Zoller said they would like to have some help from the region directors to find those advisers who should be involved in this program. Lindsay said that this is similar to some of the direction we had discussed at our last meeting. Gorsuch has some concerns about the piecemeal approach on our initiatives, not that they aren,Äôt good. We just need to make sure we are all working toward the same goals. Kennedy believes that all of our initiatives that are not part of a commission should be considered part of research and development.

Kennedy made a friendly amendment to change the amount to \$19,600. The motion now reads:

Add a summer workshop component to the Outreach program, with an estimated cost of \$19,600 over the next two summers (2011, 2012). Motion passed unanimously.

Online graphic identity system for JEA ,Äi Bradley Wilson

Membership Initiatives: Kennedy made the following motion, which was seconded by Polk:

Each regional director receives 100 free membership certificates to distribute within their regions. All memberships must be distributed by March 1, 2011. For the 2011-12 academic year, all ,Äúfree,Äù members will receive a voucher for half of membership (\$25) cost. Motion passed 11-3.

Austin said she had considered a proposal to give each current member a free membership to hand out by the end of the year and then give 25 memberships to each state director to hand out before the next convention as a grassroots approach. Kennedy said we need to look at what membership means to the organization. It isn't bringing in a large amount of revenue, but it is about saving scholastic journalism. One-on-one contact is the best method to convincing someone to join the organization. Dodd suggested, "Building JEA because scholastic journalism matters," as an overall slogan for the membership initiative.

Kennedy made the following motion and Olgesbee-Petter seconded: Each yearbook publisher contributing to the JEA National Yearbook Adviser of the Year Award be given 100 free membership certificates to distribute as desired. For the 2011-12 academic year, all "free" members will receive a voucher for half of membership (\$25) cost. Motion passed unanimously.

Austin made the following motion and Wertz seconded: Give each current JEA member one one-year "friend" membership to give to someone by Dec. 31, 2010. Motion passed unanimously.

Newton made the following motion and Gayda seconded: JEA membership becomes free beginning July 1, 2011. Several members expressed concern about what value that puts on the actual membership. Furnas expressed his concern about the repercussions of what this would do to revenue, to staff salaries, etc. There was a discussion about setting up a committee to look into this situation. Motion failed unanimously.

VIII. Adjournment: 3:46 p.m.

The next meeting will be at 8:30 a.m., April 14, 2010, at the Anaheim (Calif.) Marriott.

Minutes

Journalism Education Association General Membership Meeting
Friday, Nov. 12, 2010, 8 a.m.

President Jack Kennedy called the meeting to order at 8:13 a.m.

Past President Ann Visser did roll call by asking all board members to stand. Those present included:

Jack Kennedy, MJE, President and Executive/Finance Committee chair
Bob Bair, MJE, Vice President and New Adviser Outreach Committee chair
Linda Drake, CJE, Secretary and Awards Committee chair
Ann Visser, MJE, Past President and Convention Consultant
Kelly Furnas, JEA Executive Director
Connie Fulkerson, JEA Administrative Assistant

Bradley Wilson, CJE, C:JET editor and Technology Committee chair,
Photography Contest Coordinator

Mark Newton, MJE, Certification Commission chair

Anita Marie Wertz, MJE, Junior High/Middle School Commission chair

Norma Kneese, MJE, Multicultural Commission chair

John Bowen, MJE, Scholastic Press Rights Commission chair

Lori Olgesbee-Petter, Development/Curriculum Commission chair and
Publications Committee chair

Steve Matson, MJE, Region 1/Northwest Regional Director and
Partnership/Endorsements Committee chair

Ellen Austin, CJE, Region 2/Southwest Regional Director

Gary Lindsay, MJE, Region 3/North Central Regional Director

Wayna Polk, CJE, Region 4/South Central Regional Director and
Scholarship Committee chair

Brenda Gorsuch, MJE, Region 5/Southeast Regional Director and
Administrator Outreach= Committee chair

Tom Gayda, MJE, Region 6/Mid-Atlantic and Great Lakes Regional Director
and Scholastic Journalism Week chair and Write-off Chair

Jane Blystone, MJE, Region 7/Northeast Regional Director and Membership
Retention Committee chair

Linda Barrington, MJE, NCTE Liaison/Assembly Director and Mentoring
Program Committee co-chair

Julie Dodd, MJE, Scholastic Press Association Directors Liaison,
Mentoring Program Committee co-chair

Aaron Manfull, MJE, Digital Media Committee chair

Carrie Faust, MJE, Write-off co-chair

Nancy Y. Smith, MJE, Write-off co-chair

Candace Perkins Bowen, MJE, JEA Listserv Liaison

Gloria „Lori,“ Eastman, Nominations Committee chair

Steve O,“Donoghue, Outreach Academy

Stan Zoller, MJE, Outreach Academy

Logan Aimone, MJE, NSPA Liasion

Absent:

Patricia Turley, Write-off chair

Sharon Talley, JEA Administrative Assistant

Pam Boller, JEA Administrative Assistant

Summary of Board Action,“Linda Drake

JEA will provide roundtrip airfare from San Francisco to Honolulu for
Tracy Sena, Paul Kandell and Ellen Austin for a Hawaii workshop in December
2010, and will provide a one-year free JEA membership and a \$25 voucher for
a second-year membership.

a new initiative in Southwest region, in which Hawaii is probably the

most underserved state in this region

Print costs are doubled there compared with the mainland, broadcast does exceptionally well, so this workshop will help advisers transition from paper to online programs

The Endorsement and Partnership Committee asked JEA to endorse the TAO initiative of the Washington Press Council, in which TAO stands for transparency, accountability and openness in journalistic endeavors. The council would encourage student journalists to take the same pledge.

JEA will add a summer component to the Outreach Program, with an estimated cost of \$19,600 over the next two summers (2011, 2012)

JEA will provide all JEA mentors and their mentees with complimentary JEA memberships while they are involved in the program.

JEA will make the Mentor Program and the NJPLC permanent committees in the 2011-12 budget.

JEA board moved to bring the proposed slate of nominees to the general membership meeting for the members' approval.

JEA will provide each Regional Director with 100 free JEA membership certificates to distribute within their regions. All memberships must be distributed by March 1, 2011. For the 2011-12 academic year, all "free" members will receive a voucher for one-half of membership (\$25).

JEA will provide each yearbook publisher who contributes to the JEA National Yearbook Adviser of the Year Award 100 free membership certificates to distribute as desired. For the 2011-12 academic year, all "free" members will receive a voucher for one-half of membership (\$25).

JEA will provide each current member one "friend" membership to give to someone by Dec. 31, 2010. For the 2011-12 academic year, all "free" members will receive a voucher for one-half of membership (\$25).

Kennedy discussed the three membership initiatives in detail with the members.

Kansas City Convention, ¶Kathy Habiger, Amy Morgan
Habiger and Morgan welcomed the group to the Kansas City convention and talked about the silent auction, which will be held on Friday evening.

Executive Director, ¶s Report, ¶Kelly Furnas

The members welcomed new executive director Kelly Furnas, who told the group that approximately there were 4,500 registrants for this convention. Furnas said that the financial report shows an income of \$392,672 and expenses of \$237,286 as of Nov. 9, and \$1,356,134 in assets.

Mentor Program, ¶Linda Barrington and Julie Dodd

Barrington and Dodd provided the members with an update on the Mentor program, which is entering its fourth year of existence. Training will be held on Thursday of the spring convention in Anaheim. The Mentoring Matters booklet is now available and online. The program is looking for more states

to join the program. Those interested should contact Barrington or Dodd.

Scholastic Press Rights, ¶ John Bowen

Bowen gave an update on the group 45 Words, a student partner group, which has t-shirts on sale at the convention. Bowen said that the group will also make the logo available for anyone who wants to use it.

C:JET Magazine, ¶ Bradley Wilson

Visser spoke on behalf of Wilson, who was called out for a computer problem. She said he is looking for people who want to write an article for the publication.

Region 1/Northwest Regional Director, ¶ Steve Matson

Matson invited members to attend the JEA/NSPA Spring Convention in Seattle in 2012.

Digital Media, ¶ Aaron Manfull

Manfull said the digital media website had been updated. His committee is looking for people to put materials on the website or any suggestions of what the members want to see on the website.

Multicultural, ¶ Norma Kneese

Kneese gave the group a short summary of the new Hawaii initiative, which will begin in December 2010. She thanked the board for its financial support of this workshop.

Outreach Academy, ¶ Steve O, ¶ Donoghue

O, ¶ Donoghue explained the changes that will take place in the Outreach Academy, which will center on a summer component. The new format was designed to help with retention and activity in new members.

Certification, ¶ Mark Newton

Newton encouraged members to pursue their CJE or MJE certification. He told the group about the new study guide materials now available on the website.

JEA/NSPA 2011 Spring Convention in Anaheim, ¶ Jolene Combs, ¶ Konnie Krislock
Combs and Krislock spoke to the group about the upcoming convention that is
, ¶ Live from Anaheim, ¶ April 14-17, 2011.

JOY, ¶ Wayna Polk

Polk talked about the national winner from last year and six other student journalists who received a total of \$17,000 in awards. She said that the competition will be moving to online submission. She also reported that she has a PowerPoint presentation available to help prospective candidates for the competition.

JEA/NSPA 2011 Fall Convention in Minneapolis, Lori Hansen and Lori Keekley

Hansen and Keekley reported to the members that the upcoming fall convention will be in Minneapolis, with a theme of "It Starts Here."

Nominations, Lori Eastman

Eastman read the slate approved by the board for the upcoming election:

President: Bob Bair

Vice President: Steve Matson, Sarah Nichols

Secretary: Linda Drake

Certification: Joe Humphrey, Kim Green

Development/Curriculum: Tom Gayda, Becky Tate, Liz Walsh

Multicultural: Javonna Bass, Lacey Buidosik, Norma Kneese

Junior High/Middle School: Wanda Pletcher, Anita Marie Wertz

Scholastic Press Rights: John Bowen

Region 1/Northwest: Sandra Coyer, Mike Riley

Region 2/Southwest: Ellen Austin, Carrie Faust

Region 3/North Central: Gary Lindsay, Karen Barrett

Region 4/South Central: Wayna Polk, Michele Dunaway

Region 5/Southeast: Brenda Gorsuch, Amy Medlock-Greene, Jeff Moffitt

Region 6/Mid-Atlantic and Great Lakes: Meghan Percival, Rod Satterthwaite

Region 7/Northeast: Jane Blystone

Eastman asked for any nominations from the floor. Nominations were: Mark Newton for president and Lori Olgesbee-Petter for secretary. Linda Barrington made a motion to accept the slate with the new additions and it was seconded by Jane Blystone to accept the slate. Motion passed unanimously.

Eastman will send a memo to everyone on the slate for information to be posted on the website prior to the upcoming election.

Closing

Bair reminded state directors they would be meeting immediately following the conclusion of the general meeting.

Visser moved to congratulate the local committee on the great job they did with the convention. Matson seconded. Motion passed unanimously.

The meeting adjourned at 8:45 a.m.