

HEADQUARTERS REPORT - Linda S. Puntney, Executive Director

ROUTINE HEADQUARTERS OPERATIONS

Since the Nov. 14, 1991, report, Headquarters has averaged between 75 and 80 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. Until the spring semester, an average of 40 book orders were filled each week and since spring semester that number has dropped to about 15 per week. This is a fairly typical pattern for bookstore sales. An additional 10-15 inquiries regarding other aspects of the operation are handled through the mail.

Requests have been filled to send JEA promotional material to some yearbook companies for distribution through their sales representatives. Some will use the material in summer workshop mailings.

Because of errors found during the November meeting, JEA profit and loss statements were totally redone from August 1991 on. We have tried to work closely with the JEA president to be certain reports are accurate.

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.

For the first time headquarters will be able to accept credit cards for memberships, advisers institute registration and bookstore orders. Starting with the Denver convention the credit card program will be operational. Those purchasing with credit cards will be directly charged the user fee.

The membership directory was published by headquarters in January.

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 one student worker for a total of 20 hours a week paid by JEA. Students have been hired on a free-lance basis to help with the production of *C:JET*.

The personnel problems experienced at headquarters from July through November have been resolved. Although the operation was without a person in the office manager's position from the middle of November until the second week of January, all reports and activities are up to date and are currently back on schedule. The headquarters staff appreciates the patience of the board as we worked through this difficult time.

MEMBERSHIP

As of March 31, 1992, membership in the organization was at 1,499. That number is a 20 percent decrease from last fall and a 4 percent decrease 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.

In January a letter was sent to all those who had not renewed their membership. The mailing brought in a number of memberships and served as a good double check on records for some members and for headquarters.

A state-by-state breakdown of JEA membership as of March 1992 is included with this report.

Membership figures reflect the recessionary times and the pre-registration figures for the Denver convention.

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

Following the Chicago convention, the executive director worked with Candy Perkins, vice-president and Chicago chairperson, the chairs of the Denver convention, and Tom Rolnicki and Don Reeder of NSPA to determine ways to eliminate some of the problems experienced at the Chicago convention. A letter outlining that plan was sent to all advisers who attended the Chicago convention. Pre-packed registration envelopes, printed nametags for pre-registered advisers, virtually every room scheduled every hour with sessions, and students to assist with elevators and to serve as information resources are a result of that planning.

In February the executive director met with President Ken Siver, Tom Rolnicki and Don Reeder of NSPA, and scholastic journalism education leaders in southern California to begin the planning of the 1993 Long Beach convention. Because this is a national/national convention the JEA board must assume an active role in convention responsibilities to guarantee its success.

In January, the executive director attended the AEJMC meeting in Nashville and met with the certification committee and the executive board.

Headquarters has taken a significantly increased role in conventions. In addition to producing the program for the Denver convention, headquarters coordinated speakers, handled write-off registration, designed and coordinated the five computer design contests and worked closely with local committee members to plan breakfast with a pro.

JEA membership, bookstore and certification materials have been distributed by the executive director at Quill and Scroll presentations, publishing company workshops and seminars, College Media Advisers and ACP conventions and at the Columbia Scholastic Press Association convention in New York in March. The executive director also made presentations at those conventions.

CERTIFICATION

Materials have been prepared and mailed from headquarters. In March the first Certification Directory was published. The executive director worked with the Certification Commission in Nashville to create new tests and streamline the program.

ADVISERS INSTITUTE

The brochure for the second Advisers Institute has been published and will be mailed to members following the Denver convention. 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