

Minutes of the Journalism Education Association Special Board Meeting
 Wednesday, June 30-Thursaday, July 1, 2004
 Kansas State University, Manhattan, Kan.

- President Ann Visser called the meeting to order at 8:39 a.m.
- Past President H.L. Hall called roll. In attendance were:
 Ann Visser, MJE, president and Finance Committee chair
 Jack Kennedy, MJE, vice president and Scholastic Journalism Week chair
 Susan Tantillo, MJE, secretary and Awards Committee co-chair
 H.L. Hall, MJE, past president
 Linda Puntney, MJE, JEA executive director
 Carla Harris, MJE, Certification Commission chair
 Lori Oglesbee, CJE, Development/Curriculum Commission chair
 Mary Patrick, CJE, Junior High/Middle School Commission chair
 Norma Kneese, MJE, Multicultural Commission chair and Outreach Committee chair
 John Bowen, MJE, Scholastic Press Rights Commission chair
 Steve Matson, MJE, Region 1/Northwest Regional Director
 Mark Newton, MJE, Region 2/Southwest Regional Director
 Bob Bair, MJE, Region 3/North Central Regional Director and Publications Committee chair
 Susan Roberts, MJE, Region 4/South Central Regional Director
 Brenda Gorsuch, MJE, Region 5/Southeast Regional Director
 Carmen Mann, CJE, Region 6/Mid-Atlantic and Great Lakes Regional Director and Awards Committee co-chair
 Jane Blystone, MJE, Region 7/Northeast Regional Director and Scholarship Committee chair
 Joe Nations, Ad Hoc Board Member
 Julie Dodd, MJE, Scholastic Press Association Directors Liaison and Nominations Committee chair
 Candace Perkins Bowen, MJE, JEA Listserv Liaison

Unfinished Business from San Diego

- AP Journalism
 Hall updated members on the status of AP Journalism based on his discussion with AP personnel on June 28.

On June 11, 2004, Hall sent Trevor Packer, executive director of the AP program, and Walt Jimenez, director of curriculum and assessment, AP program, results of the informal poll Hall conducted on the JEA listserv regarding the creation of an AP Journalism class. The questions and results were:

Do you think JEA should continue to pursue the creation of an AP Journalism class?

Yes—207

No—1

Don't Know—1

Would Not Apply at My School—4

Waste of Time—1

Total Responses—214

If yes, do you think the course should be a writing course or a mass communications course or either one?

(Answers do not total 214 as some respondents did not indicate a preference.)

Writing—78

Mass Communications—66

Either—35

Both—14

One Semester of Each—1

In Hall's e-mail to Packer and Jimenez, Hall asked to meet with them to discuss the survey and to discuss the future of an AP Journalism course. Both responded and suggested a conference call, which they set for June 28. That call resulted in the following information:

- Except for the four world language courses (Chinese, Japanese, Russian and Italian), the board has placed a three-year freeze on any other new ones. It hopes to have Italian in place during the 2005-06 school year and the other three in place during the 2006-07 school year.
- Only 14% of high school seniors currently have access to any AP class. The board thinks it should place its efforts at this time on increasing that access rather than developing new courses.
- It will be necessary to have funding in place before any new courses are developed. Estimated cost is \$1-\$1.4 million. They discussed the Knight Foundation as a possible source of funding.
- Both Packer and Jimenez indicated journalism is still an interest. They haven't dropped it from consideration. With Hall they discussed the pros and cons of a writing class vs. a mass communications class. Hall indicated colleges would probably prefer a mass communication class.
- Hall said someone from JEA would contact them in 2006 to see if there were any changes in the current status, and they assured him they would contact JEA prior to that if there were any changes.

• Headquarters Move

Puntney reported JEA personnel currently housed in Fairchild Hall (Connie Fulkerson, Sharon Tally and Pam Boller) will move to the basement of Kedzie Hall as soon as the space is renovated. JEA has purchased Filemaker Pro 7 and three eMacs out of the \$6000 computer upgrade budget.

• Adviser Institute

Puntney reported six advisers attended Sequence I, June 14-18 in Nashville, Tenn., at the First Amendment Center. She said it was a great group with positive evaluations. She expects 18 to attend Sequence II, July 18-23 at Kansas State, and 13 to attend Sequence III, July 23-28 at Kansas State.

• NASSP Session Proposals

Puntney said she won't know until August if JEA's proposals are accepted.

New Business

- Puntney explained her added role as interim adviser to the Kansas State student newspaper, The Collegian. She expects the impact on JEA to be minimal and said first semester will be the important test. She will be teaching one less class this fall to help compensate for her new assignment.
- Visser reviewed a list of items generated at the Executive Committee meeting in March for subcommittees to consider during this meeting:
 - increasing dues to \$50
 - revising the Press Rights Commission Chair job description to include being JEA's liaison to SPLC
 - revising the NCTE liaison job description to include clear deadlines for reporting NCTE session ideas to the Executive Committee for approval
 - manning the JEA booth at NCTE national conventions
 - requiring JEA state directors promote JEA national membership and activities at adviser sessions at their state conventions
 - removing appointees
 - selecting and appointing an assistant convention coordinator to support Puntney's role at national conventions: What would happen if Puntney could not attend a convention? What happens in 2009 when Puntney retires?

- How are we doing with initiatives to involve new members?

--Multicultural Survey in San Diego

Nations reported the commission surveyed 73 convention attendees. The breakdown:
66 Caucasian, 2 African American, 2 Latino, 1 Native American, 1 Assyrian, 1 Irish American

--Future Presenters

Kennedy reported 15 people attended his session on how to give a session at a national convention.

- Overview of Expectations and Goals for this Special Board Meeting

--Puntney reminded members of three questions to guide subcommittee discussions:

How can we make the board work most efficiently and help as many members as possible?

What's best for the teachers out there?

What best for the association in the long run?

--Visser urged members to

Think ahead

Be open-minded

Be honest and open in the groups

After a philosophical discussion of the nature of the board prompted by a handout from Harris called "Alternative Models of Nonprofit Boards," members met in four subcommittees:

Board Operations/Structure Committee

Membership Growth Committee

Young Membership Committee

Multicultural Initiative Committee

Recess for committee work.

The entire group reconvened at 8:50 a.m. July 1 to hear a report from Sharon Tally, JEA Office Manager, on how the membership database works. Puntney agreed to research the cost of a 1-800 number. She reported back the cost as \$45 installation, \$20 per month and 10 cents per minute.

Recess for committee work.

The entire group reconvened in midafternoon to hear committee reports. They are incorporated in motions proposed later that evening.

Recess for dinner.

The entire group reconvened at 8:29 p.m.

- Dr. Todd Simon, director of the A.Q. Miller School of Journalism and Mass Communication at Kansas State, reported on the move from Fairchild Hall to Kedzie Hall. He expects the new basement classroom to be completed by August 1. The current business office for campus printing services will become space for JEA. This will result in 15 to 20% more space and JEA will have a separate secured entrance. He expects future renovation of the rest of the basement area. Anticipated move date is early in the fall semester.

Dr. Simon will step down as director as of August 1. His successor, Angela Powers, has a TV news background and is currently at Northern Illinois University. Dr. Simon said he expects no change in philosophy with the transition. He will continue to teach in the school.

Visser thanked Dr. Simon for all he has done for JEA.

Dr. Simon explained his involvement in the events leading up to Puntney being named interim adviser to The Collegian. He said content analysis of The Collegian and six other college newspapers had led him to take the action he did regarding the previous adviser. He wants to incorporate self review of student publications, tighten up corporation guidelines and have students use standard news values to determine what to cover.

- Dodd explained the Board would be able to vote on proposals since they would not change bylaws. She noted if members are not completely comfortable with details, they can vote to agree in principle and work out the details later.

- Kennedy said since the motions are coming from committees, no seconds are required.

•Motion 1: Matson for the Membership Growth Subcommittee:

“We move that JEA undertake the goal of improving member retention and of increasing total membership to 3,000 by 2009. The goal of increasing membership should not only be quantitative, but it should also include increasing diversity in the organization and reaching out to advisers not currently involved in any journalism organization.

“To achieve that membership increase, Regional Directors and State Directors should explore the recruiting suggestions published by the Membership Growth committee.”

Motion passed unanimously.

COMMITTEE REPORT (Matson, Oglesbee, Nations, Mann, Tantillo)

The committee concluded the recommendation of the Criner report was desirable, measurable, and attainable. This five-year goal for membership growth represents an increase of approximately 700 members, or 140 members per year. Before a recent slowing in membership growth, the rate had been about 80 per year.

The committee looked at membership growth in two ways: Quantitative growth is simply achieving the number of advisers we want to have. Qualitative growth is gaining more members from the target groups of multicultural advisers, new advisers, and younger advisers. JEA should be committed to both kinds of growth, and with both kinds of growth we decided that it as important to retain present members as it is to reach out to new members.

Retention

The committee endorses the following strategies to retain present members:

- JEA should have an official representative at all state and local journalism events.
- A PR Kit should be developed and should be available at headquarters to be shipped to state and local journalism events. The PR Kit would contain many of the new member materials the association already has (member benefit brochure, bookstore catalogue, etc.), but it would also include new display and promotional items such as JEA posters, pens, pencils.
- The JEA representative should arrange to have a miniature bookstore shipped to local events. More than just the bookstore catalogue, this miniature bookstore would have at least one display copy of the bookstore’s more popular titles, or perhaps several copies of them.

- State Directors at the direction of Regional Directors should telephone those with lapsed memberships to talk to them about renewing their membership. Notes from these calls should be kept to analyze why some members do not renew.
- The association should develop a regular e-mail announcement to members about news, event deadlines, “hot topics” on JEA HELP, etc. This e-mail announcement could have headline style links to jea.org but would not allow response from those receiving it.
- The Web site should have certain “value-added” areas only accessible to members with a password.
- JEA should continue to explore online classes for continuing education credits for JEA members.
- The bookstore could consider giving a larger discount to members.

Finding New Members

- Recruit members of state organizations to become JEA members, too.
- Recruit advisers involved in other journalism organizations such as NSPA, CSPA, Quill and Scroll, SIPA, ASNE.
- Recruit yearbook advisers who work with yearbook vendors, representatives, camps, and workshops.
- Recruit new journalism teachers who are fresh out of college.
- Present a JEA booth at NCTE conventions.

While challenging, the above strategies for finding new members seemed to us as relatively clear-cut. Such advisers have already expressed an interest in improving their work as a journalism teacher or adviser. While there may well be some territorialism among organizations about exchanging member information, it is hoped that organizations could cooperate in this for their mutual benefit. We supposed that the job of obtaining membership information from other organizations would fall to headquarters staff and Regional Directors. We supposed that the job of contacting advisers would fall to State Directors under the direction, help, and supervision of Regional Directors.

On the other hand, the task of finding new advisers who have no previous connection with the above organizations may pose a more difficult challenge. And such advisers are vital to our qualitative membership growth goals. Such advisers may be in poorly funded urban or rural schools. They might be advising in a middle school. They might be new advisers who had no previous interest in journalism but who had a journalism class or program “dumped” into their laps in order to keep their position in the school. JEA’s qualitative membership growth goals should include reaching out to all such advisers.

While there is no reason not to mail paper promotional materials to every high school in the nation with the hope of connecting with such “unconnected” advisers, the committee agreed the most successful recruiting strategy would be personal contact by telephone or in person. This, of course, will not be easy, and it may be too much to ask of State Directors and Regional Directors. However, if it were to be done, State Directors, or their representatives, would need to obtain lists of schools in a district, city or state, then compare those lists with present membership lists. With the result of such analyses, JEA representatives would make personal contact with the advisers. We supposed the leadership for such an effort would come from Regional Directors, with help from headquarters, State Directors, and local representatives appointed by State Directors.

Reorganization

Our committee did not explore the creation of new positions or the reorganization of the JEA Board, but it was clear to us that the job descriptions of Regional Directors and State Directors would require more consideration and possible revision to include the specific tasks needed for membership growth.

Motion 2: Dodd for the Young Membership Subcommittee

“We move the following:

- **The JEA President or member of the Executive Committee will promote JEA membership at all Association for Education in Journalism and Mass Communication events. AEJMC is a college organization.**
- **Up to half of a first-year member's dues will be credited toward JEA Bookstore purchases.**
- **JEA seek sponsors for (a) memberships for potential members, (b) new yearbook advisers through yearbook companies and (c) members with five or fewer years experience to attend national conventions.**
- **JEA establish an e-mail newsletter by the Atlanta convention. This would not allow response from those receiving it.**
- **JEA improve Internet search engine identification of the organization and its services and programs.**
- **JEA increase the frequency of recruitment tools and materials to first-year advisers.**
- **JEA provide first-year members the opportunity for a JEA mentor in the Peer-to-Peer mentoring program.**
- **JEA expand the current membership form to include more member information and a questionnaire on service opportunities with the organization.**
- **JEA require the Nominating Committee to contact all candidates who lose elections and encourage specific continued involvement in the organization.**
- **JEA require Board members to actively seek to involve at least one new member in their Board work every year.”**

Motion passed unanimously.

COMMITTEE REPORT (Dodd, Newton, Patrick, Visser)

In preparation for our discussion, each of us investigated at least two other organizations to see how those organizations recruited new members and how they encouraged new members to move into leadership positions. Organizations included the National Education Association, Junior League, National Council for the Social Studies, and associations for health communications professionals. We also examined the materials JEA sends to new members and did an informal survey of a small group of JEA members. Another useful source of information for “the big picture” of organizational membership was “Bowling Alone: The Collapse and Revival of American Community” by Robert D. Putnam.

Recruiting Younger Members

1. Improve outreach to college students who plan to enter careers in journalism education. Currently the JEA president’s job duties include attending AEJMC conventions. The president will use this forum to encourage college journalism faculty to make students aware of JEA.
2. Establish a special 1st year membership fee where \$25 of the membership fee can be used for purchases in the JEA Bookstore.
3. JEA seeks sponsors for (a) individual memberships; (b) new yearbook advisers through yearbook companies; (c) members with five or fewer years of experience to attend the convention.
4. Increase frequency of recruitment promotion to potential new members.
5. Provide Peer-to-Peer Mentors for 1st year advisers.
6. Establish e-newsletter sent to all members – Content will be provided by board members. State directors and JEA members will be invited to submit information.
7. Create JEA Web site materials in a manner to be identified by Internet search engines.

Recruiting Younger Membership into Leadership Positions

8. Expand membership form to obtain more information about members and provide that information to appropriate board members.

9. Require Nominating Committee to contact all candidates following elections, encouraging those who were not elected to become involved in other organizational activities.
10. Require board members to actively seek to involve at least one member in their board work each year.

Membership is the key to any organization. Recruiting members and maintaining their membership is vital to an organization's future. Active members in any organization provide energy and fresh perspectives. Active members grow the organization into one that adapts to and evolves with its membership. In particular, new, young leaders ensure the organization its existence. With this in mind, JEA leadership must actively recruit, embrace and sustain young members into the organization.

We propose the following for board consideration for identifying and recruiting JEA members into leadership positions within the organization:

- Provide a space on any registration form for identifying areas of interest (“Time and Talent”) and/or send a separate letter to each new member asking for the information. [See sample below.]

(Areas of interest identified at this time: convention judge, convention presenter, peer-to-peer mentoring, state director, liaison, commissioner, commission member.)

- JEA headquarters sends the above information to board members and/or state directors for them to use as needed (i.e., if a state director resigns, the regional director now has a current list of those members interested).
- The Nominating Committee will send a letter to everyone who runs for board positions and loses, thanking them for their candidacy and personally asking them to stay involved in some kind of leadership position (commission member, liaison, convention work, judge, critiquer, peer-to-peer mentor, etc.).

Additions to membership information

Rationale: In order to recruit younger members to leadership positions, we need to provide the opportunities for involvement in the organization. The additional membership information would provide an expanded database from which all commissions could draw for new members. It would also provide information for possible new speakers at convention, more judges for contests, and connect interested persons with state leadership opportunities. Information gathered would be forwarded to appropriate commission and committee chairs, state officers, write-off chairs as well as used at JEA headquarters.

Help us get to know you better

Educational background:

Number of years you have been teaching:

Number of years you have been teaching journalism subjects:

Areas of certification:

School information

Student population of your school:

Number of classes offered in journalism:

Types of classes offered in journalism:

Number of journalism teachers in your school

Income level of your school (circle one)

Low Medium High

Kind of school setting

Suburban Rural Small city Metro area

Ethnicity of your school (would have choices to circle)

Ways to contact me:

I prefer mail phone e-mail

Special interests in journalism

Reporting Writing Photography Design Advertising Broadcasting Web

Hobbies and interests

 JEA is an organization for teachers and about teachers helping teachers. Below are ways in which you may become more involved with your organization. Check any and/or all areas in which you would be willing to serve. Information will be forwarded to the appropriate commission/committee chair who will contact you.

Commissions and Committees. I would be willing to serve on the following commission(s). While convention attendance is desirable, it is not a requirement.

_____ Certification Commission

_____ Curriculum Development Commission

_____ Multicultural Commission

_____ Scholastic Press Rights Commission

_____ Junior High/Middle School Commission

_____ Awards Committee

_____ Publications Committee

State opportunities

_____ JEA state director

_____ Present a program at a state convention

_____ Mentor a new member through our Peer-to-Peer program

_____ Help promote state membership in JEA

Judge

_____ Judge for national write-off contests. I am most comfortable judging:

_____ Judge for junior high mail-in contests. I am most comfortable judging:

_____ Other judging opportunities (you would be contacted)

National convention

_____ Present and/or co-present a program. List areas in which you would be most comfortable making a presentation

_____ Serve as an ambassador for a first-time attendee

_____ Help with on-site critiques. I would be most comfortable critiquing the following:

Do you have any other ideas for how you can serve and/or how we may help you? Please list other ideas and suggestions below:

You may learn more about these commissions/committees and activities at the JEA Web site – jea.org.

Motion 3: C. Bowen for the Multicultural Commission Subcommittee

“We move the JEA Board approve the following:

- **Free up the \$4,600 budgeted for the two non-filled Ad Hoc member positions to provide scholarship monies to cover registration fees for area advisers to Seattle.**
- **Institute a diversity academy to run the Thursday before conventions for the Outreach participants, scholarship individuals and others the Board designates as appropriate.**
- **Request convention presenters and publications contributors identify their ethnicity to help JEA establish a baseline of such participation.**
- **Designate one Issue Seminar at each convention to deal with a diversity issue.**
- **Insure the JEA Nominations Committee includes a person of color, seeks nominees who represent gender and cultural diversity with assistance from the Multicultural Commission and prepares a slate to present to the membership that includes such diversity.**
- **Seek funding to develop a program to encourage education majors in predominantly multicultural programs to consider scholastic media as a career path.**
- **Explore reviving the *Full Palette Diversity Guide* or similar curricula.”**

Moved by Oglesbee and seconded by Kennedy to table the first bullet point until Atlanta. Remainder of points passed unanimously.

COMMITTEE REPORT (C. Bowen, Kneese, Bair, Blystone, Kennedy)

JEA Mission Statement

As a leader in media education in the 21st century, JEA will continue to support the nation’s media educators and will expand its role in a diverse multicultural society.

Goal #4 (under the Mission Statement)

Foster an organizational outlook that encompasses diversity yet builds unity.

Revision specific goals with action steps:

A. Maintain and support the JEA Outreach program and the Ad Hoc Board members and provide other educational support.

- Explore reviving the *Full Palette* or similar curricula.
- Recommend freeing up the \$4,600 budgeted for the 2 non-filled Ad Hoc member positions to provide scholarship monies to cover registration fees for area advisers at each convention.
- Institute a diversity academy to run the Thursday before convention for the Outreach participants and the scholarship individuals.

B. Increase participation by people of color in various programs such as student convention scholarships, publications, presenters at conferences, etc.

- Ask presenters and publications contributors to identify their ethnicity.
- Assign a multicultural commission member to contact local chair early to get things rolling for scholarship monies, etc. and to mentor the local committee member in charge of these scholarships.
- Designate one Issue Seminar at each convention to deal with a diversity issue.
- Develop logical percentage increases once baseline data have been established.

C. Increase participation in JEA leadership positions of people of color.

- Insure the JEA Nominations Committee includes a person of color.
- Seek nominees who represent gender and cultural diversity with assistance from the Multicultural Commission.
- Prepare a slate to present to the membership that includes such diversity.

D. Continue to build connections with like-minded journalism organizations with multicultural committees.

- Seek funding to inspire education majors in predominantly multicultural programs to consider scholastic media as a career path.

Motion 4 by J. Bowen for the Board Operations/Structure Subcommittee (J. Bowen, Harris, Gorsuch, Roberts, Hall)

“We move the adoption of the following General Recommendations:

- **Recommend to the Certification Commission that MJE eligibility be changed from teaching seven years to teaching five years.**
- **JEA increase its yearly dues to \$50 effective Jan. 1, 2005, to help fund a new 1-800 number.**
- **The Board have quarterly reports from all Board members. (The reports could be conference calls. Commission Chairs would report to the Secretary, Regional Directors to the Vice President.)**
- **Suggested job descriptions for the Executive Committee:**
 - Create the budget.
 - Contact Board members about issues of non-performance.
 - Contact Nominating Committee about Board members' non-performance.
 - Conduct performance review of Executive Director once every two years.
 - Conduct quarterly report by Commission Chairs and Regional Directors.
 - Review quarterly financial report from Executive Director.
 - See all job descriptions are updated annually.
 - Invite appropriate Regional Director to participate in the convention planning process when convention is in that region.
 - Appoint a part-time assistant Executive Director as needed.
- **All committees review/create/update job descriptions yearly.**

• **Add to the job description of the Past President:**

--Outreach to professional groups.

--Travel at JEA expense to seven state or regional conventions, within a two-year cycle, to promote JEA services and resources. In the event the immediate Past President is unable to undertake this amount of travel, another designee from the Board will take his/her place.”

Passed unanimously.

Motion 5 by J. Bowen for the Board Operations/Structure Subcommittee

“We move the adoption of the following Commission Chair job description:

- Be a Master Journalism Educator or obtain MJE status within the commission member’s term.
- Support and actively carry out all policies and missions of JEA. (From summer e-mail vote:
- Serve as a JEA spokesperson and expert for that commission’s mission and philosophy, as well as that of JEA.
- Introduce matters of significance at each Board meeting, and as occur between conventions, to keep JEA in the forefront of each commission’s specific goals.
- Attend Board meetings at conventions, perform other duties expected of any board member and attend special Board meetings as required.
- Teach at least one session and moderate or judge Write-offs or JOY selection at each convention.
- Provide the President and the Executive Director with a list of all commission members.
- Promote and oversee JEA’s XXXXXXXX Commission program.
- Seek new outlets for promoting the program and JEA, and write articles and/or make public appearances to help those who request/need assistance.
- Conduct a session at each national convention about the commission and/or any outgrowth or issue of the commission’s work.
- Update the commission’s Web presence, at least monthly or as needed.
- Conduct a commission meeting at each of the national conventions.
- Seek and appoint new members of the commission with an effort to obtain gender, ethnic and geographic representation. All commission members must be members of JEA and approved by the President.
- Participate in and complete such projects and activities as needed as directed by the President and Executive Committee to assure the smooth functioning of JEA.
- Make specific goals/obligations he/she sees fit to carry out the commission’s mission
- Submit quarterly report as directed by the Executive Committee.”

Vote: 15 for, 0 against, 1 abstension

Motion 6 by J. Bowen for the Board Operations/Structure Subcommittee

“We move the adaption of the following Regional Director job description:

- Be a MJE or obtain MJE status within the director’s term.
- Attend spring and fall JEA meetings; Board, Regional Director, State Director, General Membership meetings and other meetings as required.
- Perform duties designated by the President and/or Executive Director to further organizational goals
- Chair a committee as assigned by the Executive Committee (i.e. Scholarship, Technology, Scholastic Journalism Week, Awards, New Adviser Outreach, Membership Retention, Administrator Outreach).
- Work closely with all board members to carry out the policies and philosophy of JEA.
- Submit a quarterly report to the Vice President regarding activities.
- Help develop budget, policies, procedures, programs, contests, proposals, and recommendations to meet organizational and member needs.

- Teach at least one session and moderate or judge Write-offs or JOY selection at each convention.
- Select and appoint State Directors who are active JEA members with approval of the Vice President.
- Replace State Directors for lack of activities or reports in support of JEA and its standards.
- Communicate State Director duties with each director; encourage state organizations or SPA liaisons to serve as State Directors with the understanding they serve at the pleasure of the Board.
- When a State Director vacancy occurs and a state organization does not appoint a successor, recruit a qualified person to fill the job.
- Assist State Directors in carrying out their responsibilities in a timely way and serve as a liaison between these directors and the JEA Board.
- Notify State Directors of upcoming deadlines.
- Accept State Director reports by a deadline the Regional Director determined with the Vice President.
- Compile reports on each state's JEA activities and forward to the Vice President for inclusion in the annual report.
- Assist State Directors with state workshops, conventions, meetings, conferences and activities by
 - Providing access to JEA membership and information materials.
 - Endorsing JEA's First Amendment and educational philosophy and policy.
 - Promoting the efforts of JEA's various commissions.
 - Promoting the JEA High School Journalist of the Year contest in each state.
 - Working with the State Director to retain and increase membership in JEA in each state in his or her region.
 - Offering to participate in some capacity at state conventions.
 - Seeking out the concerns, needs and desires of journalism teachers and advisers in the region with a goal of increasing the outreach of JEA commissions, committees and programs.
- Contact new advisers each fall, from list supplied by State Directors, informing them about JEA's services and resources to aid them in their job.
- Communicate with schools of journalism and mass communication in the region to further journalism education growth and a strong understanding of the need for free and robust student media.
- Send updated e-mail addresses of region's members to JEA Headquarters.
- Attend State Director and Regional Director meeting at each convention."

Vote: 15 for, 0 against, 1 abstention

Motion 7 by J. Bowen for the Board Operations/Structure Subcommittee

"We move the adoption of the following State Director job description:

- Be encouraged to obtain a CJE during his/her tenure.
- Be a JEA member and carry out the duties of JEA State Director as outlined in the JEA bylaws and by JEA's Board of Directors
- Assist Regional Directors in state workshops, conventions, meetings, conferences and activities by
 - Providing members with access to JEA membership and information materials.
 - Endorsing JEA's First Amendment and educational philosophy and policy.
 - Promoting the efforts of JEA's various commissions.
 - Promoting the JEA High School Journalist of the Year contest in each state.
 - Seeking out the concerns, needs and desires of journalism teachers and advisers in the region with a goal of increasing the outreach of JEA commissions, committees and programs.
- Promote JEA certification.
- Make every effort to learn the names of new advisers in the state each fall and report these names to the Regional Director.
- Communicate with each JEA member in the state at least once per year, welcoming new members and encouraging retention of current members.

- Offer a “What JEA Can Do for You” session at state or area workshop so advisers not already involved in JEA can become knowledgeable about the organization.
- Send updated e-mail addresses of members to JEA Headquarters.
- In order to receive a national convention stipend the State Director must
 - Attend the General Membership and State Directors’ meetings at each convention.
 - Teach at least one session and moderate or judge Write-offs or Journalist of the Year selection at each convention.
 - Attend State/Regional Director meeting at each convention.”

Motion passed unanimously.

Dodd asked how the membership would learn about these changes. Ideas for communication included <jea.org>, the August meeting of AEMJC and the listservs.

Dodd asked how the Board might streamline the Atlanta meeting.

Motion to adjourn at 10:20 p.m. by Kneese, seconded by Roberts.

Respectfully submitted,
Susan Hathaway Tantillo, JEA Secretary