

JEA Special Projects Funding Application

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1. Title of project

Southern Nevada Society of Journalists

2. Name of person submitting request

Matthew LaPorte

3. JEA affiliation

General member

4. E-mail address of person submitting request

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5. Phone number of person submitting request

702-406-3871

6. Please provide a brief description of the project.

The Southern Nevada Society of Journalists is a scholastic journalism organization that formed in April 2012. The goal of this group is to provide support and education, while also offering opportunities for student recognition.

The organization thus far has found mild success with a student-run workshop, adviser staff development workshops, and a yearbook contest. But, because of a variety of factors, this group has not yet been able to facilitate the authentic opportunities to share the resources to effectively cultivate a culture that encourages each adviser in Southern Nevada to come together and work collaboratively to strengthen the presence of journalism in our state.

The funds we are requesting for this project will assist in creating educational and promotional materials, funding yearbook and newspaper awards ceremonies, adviser training sessions and workshops, as well as the funding to conduct two student-run "J-Day" conferences.

With your help, we believe that this funding will establish our organization as a reliable, authentic and helpful resource for all advisers in Southern Nevada. This organization cannot survive in its current state of financing by its board members. But, while it has been an uphill battle thus far, we continue to fight to build the first successful scholastic journalism organization in Nevada.

7. Identify the specific goal(s)/outcomes of the project and explain how you will measure the success of the goal/outcome in the short term and in the long term.

1. To increase the number of active participants in our organization to 25% of current district advisers
 - a. Current number of advisers = 200 staff members
 - b. Measured by completed applications and record of communication
 - c. Measured by attendance of official staff development day meetings
 - i. Short term goal = 25% more participants
 - ii. Long term goal = Retention of members when moving to paid membership.
2. To identify the needs/wants of members and meet them
 - a. In-person survey to establish needs/wants in August and then to monitor and report ways organization is meeting those needs/wants
 - i. Short term goal = Communicate with advisers to identify ways to assist with needs
 - ii. Long term goal = Utilize these findings to create tutorials/articles and locate resources to be posted to website.

3. To create/locate educational materials that will assist in areas of weakness
 - a. Create archive of lessons on followsnsj.com, based on requests of members
 - i. Short term goal = An area of resources has already been established
 - ii. Long term goal = Fine-tuning resources to target areas that have been identified and make resources available to members only to use
4. To create promotional and official organization materials to encourage adviser and student participation
 - a. Image documentation of any promotional items created
 - i. Short term goal = To have at least one item that will create visibility at school site as well as certificate of membership for member schools
 - ii. Long term goal = To create a kit of welcome materials for new members and promotional kits for conferences and workshops
5. To host a yearbook contest/awards ceremony and newspaper contest/awards ceremony to provide the needed moments of student/staff recognition
 - i. Short term goal = Exposing the students and advisers to a competitive realm will provide an additional facet of scholastic journalism, and drive journalism staffs to improve their product to engage in local and national competitions.
 - ii. Long term goal = Opportunities will expand beyond a mail-in competition to a write-in contest tied with a workshop event.
6. To host a "J-Day" conference, hosted by a selection of student members, to continue educating and meeting the needs of members
 - i. Short term goal = Journalism staffs will leave event with new skills and ideas that will increase the success of their program
 - ii. Long term goal = Organizations will spread the word regarding the benefit of events to increase participation, as well as continuing to educate students in scholastic journalism.
7. To establish a network of core advisers to help support message
 - i. Short term goal = Share the message of the organization by sharing student work and curriculum, and writing professional development articles for the followsnsj.com website.
 - ii. Long term goal = To recruit new board members to help with the workload and bring in new ideas

8. Identify and explain how these goals support/enhance the JEA mission and core values.

- The professional development that will be offered to both the faculty and the students will assist in providing and sharing the resources and education for excellence.
- The introduction of the mail-in contests and on-demand writing opportunities will reward student excellence.
- The identification of core members will help in creating a diverse network of individuals that will help establish a community of educators working towards a similar goal.

9. Include a timeline of your proposal, including begin dates and end dates, whether this is a one-time or ongoing project, and whether your dates are flexible or based on another event.

August 22nd, 2013 (Staff Development Day)

Project End Date: May 30th, 2014

The above dates have been identified and scheduled for locations. Additional opportunities, such as individual tutoring or professional development may occur during this time period, but will be offered on a case-by-case basis.

10. Who are the principal individuals who will be involved in this proposal? Have they committed to the project yet?

Matthew LaPorte and Casandra Workman are the founders and co-Presidents of the organization. Both members are committed to ensuring that this project and its funding are a success.

Karen Cooper, Bill Tobler and Joshua Wikler are members of the board who will assist in supporting the success of this endeavor.

11. Please outline the income, including the proposed funding from JEA, for this project.

	Amount	Source (if not JEA)
Proposed JEA support	\$11,719.99	

Grants	\$100	Public Education Foundation
Individual contributions		
Fundraising events	\$250	Local Businesses
Earned income (funds derived from the project itself)		
In-kind donations (including space)	\$600	CCSD Schools
Other support		

12. Please outline the expenses expected for this project. Please be as specific as possible.

	Amount	Rationale
Travel		
Equipment		
Supplies	\$6,368.00	Supplies for contest awards and board member credentials
Printing/copying	\$1,311.99	Printing conference materials, recognition certificates, organization materials
Postage/delivery		
Stipends/wages		
Other	\$1,040.00	Waive the first year dues fees for members who are early adopters.
Other	\$3,000.00	To promote SNSJ through promotional materials for attendees to receive at the conference.

13. Please include any additional information regarding the budget for this proposal that would be helpful to the committee.

We appreciate any and all gifts from JEA to assist in our continued efforts towards making a scholastic journalism organization a reality in Nevada.

14. What metrics, if any, can be used to evaluate the success of your project? If applicable, how and when would you collect that data?

Members of the SNSJ organization will be surveyed after each major event to identify quality and content of event/resource that they have been provided. This will assist in guiding the organization over the next year and ensuring that all resources will specifically target both advisers and students in their continued journalistic development.

15. Explain your ideas for reporting the results of your project back to the JEA membership.

1. The SNSJ group will meet with JEA Leadership at the 2013, 2014, (or both) NSPA Conference to report on current project progress. A full report can be made to identify successes and continued deficiencies in the organization.
2. The SNSJ group can commit to monthly video-conferencing with an identified member of the JEA Leadership to ensure transparency and accountability of the project and funding.

2. Thank You!

email