

## Agenda

Journalism Education Association Board Meeting

April 25, 2019 • 8 a.m.

El Capitan, Fourth Floor • Hilton Anaheim

- I. Call to order — Sarah Nichols (8 a.m.)
- II. Roll call and determination of quorum — Connie Fulkerson
- III. Reading of notice of meeting — Connie Fulkerson
- IV. Approval of minutes — Sarah Nichols
- V. Affirmation of electronic votes — Sarah Nichols
  - A. Motion to endorse New York Assembly Bill 3079 (passed 7-0, March 6, 2019)
  - B. Motion to endorse Minnesota HF 1868 (passed 7-0, March 2, 2019)
  - C. Motion to endorse Nebraska LB 206 (passed 7-0, Feb. 6, 2019)
  - D. Motion to approve spring 2024 Kansas City convention contract (passed 7-0, Dec. 28, 2018)
  - E. Motion to approve spring 2021 Seattle convention contract (passed 7-0, Dec. 17, 2018)
- VI. Approval of agenda — Sarah Nichols
- VII. Commendations — Sarah Nichols
  - A. Adam Dawkins — Evelyn Lauer
  - B. Patrick Johnson — Julia Satterthwaite
  - C. Mark Webber — Aaron Manfull
  - D. Laurie Hansen — Sarah Nichols
  - E. Howard Spanogle — Sarah Nichols
  - F. Kyle Carter, Megan Fromm, Lori Keekley, Rebecca Pollard, Margie Raper, Chris Waugaman, Brian Wilson — Val Kibler
- VIII. Reports (8:30 a.m.)
  - A. Write-offs — Nancy Smith, Kate Dubiel
  - B. Conventions — Kelly Glasscock
  - C. Headquarters — Kelly Glasscock
    1. Documentation of subsequent events
  - D. Career and Technical Education — Nina Quintana
  - E. Awards — Karen Slusher
  - F. Curriculum — Megan Fromm
  - G. National Critique Training — Sarah Nichols
- IX. New business (10 a.m.)
  - A. Approval of 2019-20 budget — Kelly Glasscock
  - B. JEA/KSU contract — Sarah Nichols
  - C. Nominations — Sarah Nichols
  - D. Magazine — Sarah Nichols
  - E. Press rights education — Lori Keekley
  - F. JEA Power Hour — Sarah Nichols
- X. Adjournment (3 p.m.)

## **MINUTES FROM NOV. 1, 2018, BOARD OF DIRECTORS MEETING**

### **CALL TO ORDER**

A meeting of the Journalism Education Association board of directors took place Nov. 1, 2018, in the Randolph 1AB room at the Hyatt Regency in Chicago. It began at 8 a.m. and was presided over by Sarah Nichols with Val Kibler as secretary.

### **ATTENDEES**

**Voting members:** Sarah Nichols, president; Val Kibler, vice president; Megan Fromm, Educational Initiatives director; Lori Keekley, Scholastic Press Rights director; Laura Negri, director-at-large; Mike Malcom-Bjorklund, director-at-large; Julia Satterthwaite, director-at-large.

#### **Nonvoting members:**

**Standing Committees:** Karen Slusher, awards chair; Kim Green, certification chair; Nancy Y. Smith, contest chair; Aaron Manfull, digital media chair; Evelyn Lauer, publications/public relations chair; Jonathan Rogers, professional outreach chair.

**Special Committees:** Nina Quintana, career and technical education chair; Patrick Johnson, mentoring program chair.

**Editors:** Bradley Wilson, C:JET editor.

**Staff:** Kelly Glasscock, executive director.

**Liaison:** Laura Widmer, NSPA.

### **READING OF NOTICE OF MEETING**

The following was posted on JEA.org on Oct. 1, 2018: The Journalism Education Association board of directors will meet at 8 a.m. Nov. 1, 2018, in the Randolph 1AB room of the Hyatt Regency hotel in Chicago.

### **APPROVAL OF MINUTES**

A motion to accept the minutes, with corrections, of the spring 2018 board meeting in San Francisco was made by Julia Satterthwaite and seconded by Lori Keekley. (passed 7-0)  
Corrections:

### **AFFIRMATION OF ELECTRONIC VOTES**

Sarah Nichols affirmed these electronic votes:

- Motion to host the National High School Journalism Convention in Los Angeles at the Westin Bonaventure for spring 2022 and 2027 (passed 5-0, June 27, 2018)

### **APPROVAL OF AGENDA**

A motion to approve the agenda was made by Megan Fromm and seconded by Lori Keekley after a request to push back Partner Project report to a time when an NSPA representative is here. (passed 7-0)

### **COMMENDATIONS**

The following individuals or groups were commended by board members of committee chairs:

- Lizabeth Walsh, MJE, by Kim Green, MJE for her tireless work, creative contributions and commitment to the professional growth of JEA members through her role on the Certification Commission/Certification Committee since 2007.
- Howard Spanogle and Connie Fulkerson, CJE, by Bradley Wilson, MJE, for nearly 20 years of collaboration on C:JET and not only for their commitment to quality but their continued teamwork.
- Mitch Eden, MJE, by Bradley Wilson, MJE, for his continued commitment to a worthwhile cause in scholastic media and leadership on student coverage of suicide.
- Ellen Austin, MJE, Michelle Balmeo, MJE, Kyle Carter, CJE, Margie Raper, MJE, and Brian Wilson, MJE, by Val Kibler, MJE, for exemplary work as JEA/NSPA Partner Project teacher-trainers.
- Aaron Manfull, MJE, by Sarah Nichols, MJE, for leadership by example, from drawing in new teachers to provide digital media resources while continuing to be the site's top contributor.
- Becky Tallent by Sarah Nichols, MJE, for helping strengthen partnerships between journalism educators and industry professionals through the #Press4Education initiative.

## **REPORTS AND ITEMS OF INTEREST**

### **Write-offs — Nancy Smith**

April van Buren has taken over the Broadcast Write-offs. Joel Garver is also on site. Allie Staub will coordinate Quiz Bowl and Jr. High/Middle School Media Contest.

Numbers are high this time, with high percentage of uploaded entries and 44 teams in Quiz Bowl with 200 people on-site doing judging. The earlier deadline for this convention did not impact us at all. Several contests maxed out, and overall there were 2,032 entries. The goal was to make it as easy as possible and provide an educational experience and a high-level contest. The committee partnered with Scholastic Journalism Week logo contest this year, and the winner will be announced Sunday. Bradley Wilson will add to the slideshow presentation with Mark Murray. Evelyn Lauer will promote on social media. Lori Keekley asked that the Write-off committee work on a Constitution Week logo contest as well.

Kate Dubiel from headquarters conducted a live Write-off contest system demo for the board. Currently she is working on function, not aesthetics. The system is still very much in development and is inherently unstable.

### **New features:**

- Updated look
- User interface should be more human-friendly
- Every active element will tell users what it's going to do; will suggest next steps and walk the user through it.
- True support for a team. Submit one entry on behalf of all team members. Should help eliminate confusion.

- Dashboard page gives all info about an adviser's registration: at-a-glance view generated automatically.
- Notifications - tells adviser where they are and where they need to go. Will see what's going on with a current convention, but can access previous conventions.
- Entering contests - prevents students from entering too many contests.
- Tool to help advisers switch students between contests or withdraw a student from a contest.
- Students can submit their own entries or adviser can submit. Students will only see the contest they are entering.

#### Judging/critiquing

- Can assign critiquers and contest coordinator will be able to see the list.
- Critiquers will only see their own assignments.
- Critiquer sees the entries digitally and then has a place to write feedback.
- Full support for broadcast entries - will be able to view the videos in the critique form.
- Once all the critique assignments have been submitted, it will go into judging, and contest coordinator will see all. If they have gotten two thumbs up ratings from critiquers, it will then be decided by a judge whether or not to give it an award.

Nancy Smith said this entire setup will make it easier for entries. Bradley Wilson and Mark Murray were on a separate demo with Nancy, Kate and Kelly a few weeks ago. They generated pages of questions and considerations for Kate.

Nancy relies on Bradley's expertise about the Write-off system. Nancy discussed with him the complexity of this system. Bradley likes having Kelly in the office having seen both sides of the system.

#### **Headquarters — Kelly Glasscock**

- Connie Fulkerson was absent for much of August and September.
- He is proud of the student he hired (Autumn) to put together the convention program in Connie's absence.

#### **Web Development — Kelly Glasscock**

- Emphasizing the Write-off system.
- Update to jea.org - maintenance that needs to happen constantly. Right now, we don't have enough resources to keep that where it needs to be. Our needs far outweigh our resources.
- Hired a freelance developer.
- Don't want to launch Write-off system too early. Need to be smart moving forward so that members have a good experience when they use it.
- Website - phased out a lot of different elements.
- Dynamic front page - isn't as dynamic as we were hoping.
- Hired Alex, a student web developer, to take on some of these tasks. He's able to take on some of this.

- Phase two - update of SPRC website. Next step would be shifting hosting over to jea.org. Lori has taken over the updating of that. Again, need outpaces our resources.
- Phase three - update of JEAdigitalmedia.org.
- JEA did become a G-suite organization. Google docs and the ownership of those will be JEA's. Training will take place for the board at the budget meeting this winter. Patrick has begun using the suite with mentoring.

No documentation of subsequent events at this meeting.

### **Conventions — Kelly Glasscock**

- Chicago - 6,318 registered attendees - approaching the second largest convention (our projection was 5,599)
- Expenses
  - New F & B event - Pizza and Proud - sold out quickly. Kelly believes we can expand on this event. Charged \$15 for that event. Great service to the students and advisers. More educational value. Resulted in increase of Write-off judges, and 450 tickets sold out quickly. Lifetouch is sponsoring the event. They will be giving out an iPad and hosting a scavenger hunt.
  - Electrical and internet was similar to San Francisco. General internet for everyone. Consistent password - doesn't change.
  - Audiovisual union charges were astronomical - \$79,000 in San Francisco, \$153,000 in Chicago. Expense was beyond projections.
- Convention sites
  - 2021 Philadelphia - Recommends this would be a strong choice. Connected to a convention center. Offered up a space in convention center. Thinks we could not use that and free up a rebate for room rate.
  - 2021 Spring - Portland - We learned yesterday they sold the space out from under us without contacting us. They did offer up solutions, but those weren't viable. Kelly and Laura Widmer are now looking at Seattle, Denver, Phoenix. We will need to gear up for an electronic vote for both boards.

### **Financials — Kelly Glasscock**

- Membership - broke 3,000 members - has been a long-term goal of JEA. 3,037 was the number Kelly presented with the membership report in the board packet.
- Total assets still come in at \$1.6 million.
- 990 for fiscal year 2017-2018. It is taking a little longer for the accountant to get through the reporting this year. Rough draft will be shared, but there will be a lot of work left to do. Will be coming over the next few weeks (since convention is earlier this year). We will be filing an extension. It is a public document. We will need an electronic vote for board approval.
- Budget proposals will be due by Jan. 1 to Kelly and Sarah by email.
- Kelly is happy to provide budget numbers at any time.

## **COMMITTEE AND EDITOR REPORTS**

### **Kim Green - Certification**

- Large number of folks testing here in Chicago.
- If someone misses the deadline, remember that deadline is for the recognition at the convention. Kim will accept well beyond the deadline. If someone asks, let them know to go ahead and apply. Kim and Pam can process one or two very quickly. Need five to schedule testing at another site other than convention. That deadline has to be met to provide transportation for proctor.

### **Patrick Johnson - Mentoring**

- The program has 150 total mentees - up 30 from spring, and 78 are second- or third-year mentees. In June through September, the committee did a social media campaign. Recruited 72 new mentees.
- Committee met last night without Patrick. They discussed about the reporting that mentors must do in order to receive the stipend. Patrick feels we should be reporting quality data. Committee doesn't know if they want to report information anymore.
- Grant submitted to Yellow Chair. Finally used all the money that had been rolled over. Yellow Chair was not happy with rollover funds previously. The committee requested about \$60,000 from them because of the increase in mentors. Patrick will find out in December.
- Having the JEA mentor Google email is helpful. Moving files to Google Suite.
- Training continues to be focus. Julia and Patrick are moving forward with digital training.
- Three new states are interested, but finances need to be considered as we add mentors.
- A lot of mentors are nearing retirement from their posts.
- Sarah emphasized the financial impact: as we approach success with more mentors and mentees, it costs more. In order to fully support Patrick, the entire board will need to think creatively about the model. It will become more important as we hear back from Yellow Chair and with our support.
- Laura Negri questioned why Yellow Chair funding had rolled over. Previous chairs submitted a larger amount. Some folks wouldn't submit reports and thus wouldn't get paid.
- We need to look at this through a new lens.
- Julia noted that Patrick is working to streamline the process. Reporting is essential in her opinion. Wants to move from working in isolation to more collaboration.
- Sarah added that data is so beneficial to all board members so we know what our members need and the direction we should move in providing support for mentees. We are a data-driven organization, and the specifics from detailed mentor reports can benefit curriculum, digital media and press rights efforts specifically. Our other groups within the organization want to tailor their resources and materials to the needs of the mentees.
- Nina Quintana added she would check with college and career readiness bureau and will see if Perkins Grant might provide salaries.
- Megan wants to make sure mentors understand if we don't do the reporting, we won't get the money from Yellow Chair.

- Bradley added that the data served another function: could easily be used in a research project.
- Megan suggested again that an MJE project could be the mentor training. Kim Green is planning to meet with Patrick to make that happen.
- Quill and Scroll Executive Director Jeff Browne applied to be a mentor and went through certification. He went ahead and took the test at Advisers Institute. Kim Greem wanted him to be able to speak to the certification experience.

### **Karen Slusher - Awards**

- Jeff Browne reached out to help with Student Impact Award to get connection strengthened with Quill and Scroll.
- Question surrounding Rising Star Award and whether or not they need to be JEA members. Committee believes that the nominees do not need to be members, but the nominators do need to be members.
- Potential budget request to sponsor nonmember Rising Stars receive a year of membership.
- Karen has invited them to the awards committee meeting on Saturday.
- Sarah added it's frustrating to have members not win on multiple occasions and hear that nonmembers are winning. Would like to hear more from the committee about their rationale behind that and clarify the intent of the award (Is it to recognize members or is this seen as a way to draw in new members, and if so, how?).
- Recognition has always been 50 percent plus one. Karen will be revisiting this with the committee. Same with Medal of Merit and some other awards.
- Broadcast Adviser of the Year still struggles with low number of applicants. Karen wants to work more with Evelyn on the social media component.
- 10 Rising Stars at this convention, four Medals of Merit, Broadcast Adviser of the Year , Friends of Scholastic Journalism, Administrator of the Year and Carl Towley Award Winner
- Is there a way to set up the nomination process rather than a self-nomination process on the website. Kelly agreed that this would be possible. Someone could nominate and we could notify the adviser who has been nominated and encourage them to gather application materials.
- Karen suggested maybe moving Broadcast AOY to the spring (March 15) deadline cycle with the announcement at the end of the school year in order to increase the number of applications and provide more timing to coordinate the surprise announcement while giving the winner adequate planning time to attend the fall convention.

### **Jonathan Rogers - Outreach**

- Adobe Spark project - My American Story Project along with Spark. Wanting to know how they can work more with the journalism community. They want to do more with showing us how to use Spark. He will be presenting on it more on Friday. Adobe Rush is a new video editing app that has been released. Great resources on Adobe's website.

- Flipboard magazine is going well. Slowing down and losing passion on judging stuff. Asks that state directors, NSPA and SNO send him things that have already won awards. Has over 5,000 followers and getting 40,000-50,000 views.
- NCTE convention in two weeks. Sarah and Lori are also part of JEA's delegation as speakers/presenters, and Julia and Val will be attending as well as representatives from their school sites. We will be signing up new members at the booth in the trade show and hosting a journalism teacher pizza party at the NCTE convention.
- Censorship seems to be a huge problem in journalism and English classrooms. Wants to emphasize 50th anniversary of Tinker. Lori Keekley added that there is a postcard event here - 2000 postcards are available that kids can fill out to send to Mary Beth Tinker for the Feb. 24, 2019 anniversary.
- Lori Keekley will be working on the censorship statement with NCTE.
- Patrick Johnson would like to tap Adobe in the mentor/mentee community. Adobe wants to be more present in our classrooms. Patrick interested in pursuing partnership.

### **Evelyn Lauer - Publications and PR**

- She is giving a session on the One Book, "The Hate U Give," on Saturday morning. The session will focus on how to use the book in the journalism classroom.
- Social media coverage - will be covering on Instagram story and all other social media.
- She asks that all board members and committee chairs email her to give her heads up on social media.
- One of her main goals is increasing engagement and followers. It's a good place to reach a wide number of people.
- Best way to reach her during the convention is via text.
- Sarah recognized her huge efforts to overhaul the relevance of social media for our organization. Evelyn is doing a fabulous job promoting all things JEA.
- Teacher takeover Tuesdays have been very popular. People are reaching out to ask to do these. Meg emphasized how great this feature is under Evelyn's leadership.

### **Bradley Wilson - C:JET**

- Online supplement - meant to be different from magazine. Adds other "stuff" that couldn't fit in magazine
- Always on lookout for content. Sometimes he's planning two-three years out.
- Adviser frustration is often that things don't get published right away. He explained his packaging.
- Series in this magazine on suicide was three years in the making. Deep in its breadth of coverage.
- Advertising went down rather dramatically in fall issue, up in the winter issue. We need to think about our advertising strategy. Just began sponsored emails. We need a rate card for ALL advertising.
- Howard Spanogle has institutional knowledge that is impressive. He is genuinely interested in producing the best product possible. Thank him when you see him here.

- Six years ago we created an advisory group. Bradley has struggled with how to make this work. He had great debate with the group in making decisions for the last magazine. He thought this was a cool use of that group.
- Challenged all of us to think of C:JET in our ongoing activities. Don't let it be an afterthought.
- Sarah emphasized the time Bradley has put into promoting via social media. Asked that we help like and retweet promotions. Likes the way the advisory group uses multiple tools to meet and be effective. Timing when it mostly benefits the group to meet for a retreat. Fully supportive of seeing this initiative getting the backing of this board.

### **Aaron Manful - Digital Media**

- Please share ideas with him for the website.
- Interested in working with Jonathan on some Adobe Spark coverage.
- Newsroom project is popular.
- Ad strategy makes a lot of sense.
- Sarah asks that we all share our newsroom with Aaron before the spring meeting in Anaheim by March 12.
- Evelyn will connect with social media. Aaron usually posts on Wednesday.

### **Nina Quintana - CTE**

- Certifications being offered. 20 people have signed up. Thankful that number was low as we work out logistics: 9 precision exams, 11 Photoshop/InDesign. Will be challenging in the room.
- BPA rep came to assist Nina with exams.
- Nina and Kelly ran tests to get testing platform working.
- Need to work more on advertising for Anaheim. Will update after Saturday's testing and will get survey results from testing candidates.
- Additions to jea.org. <https://tinyurl.com/y9td3bn3> documents will be sent to Kate by Monday. In each respective folder are items Nina has collected for the website. Challenge is that every state operates differently, but there are some common denominators. College and career readiness bureau in New Mexico has helped her pull those resources together. Biggest challenge is getting exemplars from different states. A lot of journalism educators have set up CTE programs. Examples of grant writing will be on the site as will be how to develop quick references.
- Megan added it is awesome to have the different state examples. Suggested we put out a call to state directors.
- Sarah suggested that we help direct people who pose questions to Nina and her committee. Nina is very nurturing and approachable, and does a great job helping others in other states. Sarah has asked Laura Negri to help with this as well as Jess Hunziker in Colorado.
- Laura said we need to be aware of money attached to CTE programs. The more documentation we can provide districts, the more helpful we are.

- Sarah talked about the CTSO. We have to provide the same components because it's very state specific. We have to prove we have leadership, competition, certification and meet the criteria to be eligible.
- We really need to build the certification component. We need students and advisers doing that at conventions.
- CCRB said we need to make the connect with the Association of Career and Technical Education (ACTE). Educators rising connected with ACTE and within a year were recognizing as CTSO. Nina will be doing a budget request for folks to attend ACTE convention.
- Would like to add workshop classes in Anaheim to help with folks who are now holding certifications.

### **Curriculum — Megan Fromm**

- Curated list of differentiated lessons is now up. It includes ELL, gifted and talented, middle school and special education differentiation.
- New addition on building your curriculum - a how-to guide is now available
- Website traffic has shifted. Overall visitors are the same. Drop in August reflective of no new lessons. In hindsight, we need to do more social media push. Principals guide lesson in Law and Ethics is the top download. Top 25 pages didn't change much. Writing is always in the top five. Average site visit time has increased.
- Writing curriculum has been an area for improvement. Sarah questioned when people shared things on Listserv or other places should or could we incorporate some of them into the curriculum, and what is Meg's team's philosophy on how to approach this?
- Patrick added that mentees don't print the lesson, but love that there are lesson plans because they don't know how to necessarily create lesson plans for journalism.
- Sarah suggested that we fill a hole for advisers who teach a concept, but want to know how to get their students to do it better.
- We need to be clear about the pedagogy. How do we better teach and model the pedagogy we want to see? And how do we better provide the "stuff"?
- There are at least 150 broken links that are being updated.
- Each leader is adding modifications to at least 15 lessons.
- Sarah suggested partnering with Evelyn to push out curriculum highlights to our membership. This would be a great reminder to new members what we have.
- Laura Negri reported that other subject areas are using our materials in her school.

### **National Critique Training — Sarah Nichols**

- Long time in development, begun by Jack Kennedy and Mark Newton.
- Recorded 12 videos with 11 different volunteers. The filming took place at Advisers Institute in order to maximize resources. Sarah coordinated participants, script development, student media examples in June. Filming in July went well. Then we went into post production in late August. First round went really well, but in final cut stage, things fell apart a little. There were a lot of audio issues and some example issues for each presentation. We are waiting for the final clips to drop.
- Sarah will build it into the Participate portal to develop the training module.

- Next stage will be to share with the SPAs and to get their final endorsement. We will ask for \$150 to buy-in by SPAs so that their judges are being vetted.
- Sarah provided some additional background about the disparity between the resources we have with our staffing in headquarters and the needs our organization has. Kelly added we will be going through a strategic planning cycle to identify needs going forward.

#### **JEA/NSPA Partner Project — Val Kibler**

- The project has been documented a lot more this year with the expansion to two Partner Project schools.
- Val will share data with NSPA Board as they were unable to attend today's board meeting.

#### **NEW BUSINESS**

##### **Portland spring 2021 — Kelly Glasscock**

- Kelly welcomes new ideas as Kelly and Laura pursue Seattle.

##### **Philadelphia fall 2021 — Kelly Glasscock**

- Kelly reviewed specs. F & B levels are below what we normally spend. Meeting space looked like it would fit us well.
- Sarah Nichols made the motion that JEA approve the executive director to sign a contract as negotiated for the fall 2021 Philadelphia convention. Julia Satterthwaite seconded the motion. The motion passed 7-0.

##### **Regional boundaries — Sarah Nichols**

Sarah Nichols moved JEA eliminate the geographic boundaries used to determine eligibility for director-at-large positions. Megan Fromm seconded the motion.

Julia Satterthwaite questioned how states with higher membership would not monopolize or how would smaller states not get left out? Because the board has worked to be inclusive, we should think about how we do this.

Sarah said that multiple people from one area could really be great additions to the board. It was tough to do replacements when we had to fill vacancies from smaller areas when members in other areas wanted to serve and were not eligible. Sarah feels it increases eligibility. She also feels it's a significant volunteer position and our members deserve seven engaged people who want to do this job. She wants the best people to run and be elected, as that's more of a win for our membership. We do need to continue to be better in the engagement and recruitment process. It sets us up for success that people vote for board members based on our track records more than from where we live. Members will be voting for three and can make their decisions based on their philosophies if they need to.

Julia feels some states have different situations. She said having people from different regions helps you think about the needs of different areas. She suggested leaving the elections the way they are and consider changing the way we fill a vacancy if needed.

Sarah maintained that the challenges facing today's teachers and students are not tied to geography. For example, California kids deal with censorship, even though they have the oldest law in the country. Conditions in schools, diversity, funding, Career and Technical Education, curriculum needs and other recurring topics affect members in every state. Sarah said we should be addressing those needs with the focused efforts of every board member.

Laura noted differences within each state as well, agreeing that a regional designation does not necessarily match or make members similar.

Sarah emphasized that every board member serves every single member.

Megan asked a logistical question. Do the top three vote members earn the votes? Sarah said this vote is for a bylaw change and would need to look at the specific language as a board. The bylaws don't have procedural information. Administering the election is an executive director duty. Megan hopes that members would vote for people based on their performance.

Sarah noted that Candace Bowen had worked very hard during the previous election cycle to get more info out to our membership about the candidates.

Megan asked if there would be a scenario dealing with transparency with releasing the number of votes. Would we also release where the voting participation came from?

Kim Green discussed growing pains when we reduced the size of the board, but in the end we need to think about the needs of the organization as our priority.

Roll call vote:

Sarah Nichols - aye

Val Kibler - aye

Lori Keekley - aye

Megan Fromm - aye

Laura Negri - aye

Mike Malcom-Bjorklund - aye

Julia Satterthwaite - aye

Motion carried 7-0.

The meeting was called back to order at 12:56 by Sarah Nichols after a having lunch with NSPA board members, participants in the Outreach Academy and mentors.

**JEA/KSU contract — Sarah Nichols**

- In Nov. of 2016, we did a one-year contract extension to continue Kansas State as hosting JEA to show our commitment while searching for an executive director.
- We are best suited to strengthen that relationship and negotiate the best relationship we can with K-State.
- Jonathan Rogers questioned if there is an alternative plan to discuss with K-State or the prospect of an RFP.
- Sarah shared her rationale for strengthening the relationship with K-State.
- Laura asked if there was a length of contract that we are specifically looking at. Typically we look at a five-year contract. We want to keep the length of time separate from our election cycle.
- Sarah hopes to have a contract to approve at the April board meeting.
- Kelly said that Dr. Nikhil Moro, director of K-State's school of journalism, arrives today. He and Sarah mentioned it would be good to introduce ourselves and thank him.

**Other New Business:**

- Megan said we have not seen a return on the investment for the research grant, so does not plan to have that in the budget requests this next cycle.
- Laura asked about the possibility of recording sessions to add to a library of sessions for virtual workshops. Patrick thinks featured speakers might be unique recordings to offer. Kelly mentioned it had been tried before and it bombed. It would potentially have to be negotiated with those speakers. It's not a model we've seen work financially.

**ADJOURNMENT**

Lori Keekley moved and Mike Malcom-Bjorklund seconded that the meeting be adjourned. Sarah Nichols adjourned the meeting at 1:26 p.m.

## **Journalism Education Association General Membership Meeting Minutes**

Nov. 2, 2018 • 8 a.m.

Grand Suite 3, Ballroom Level (East Tower) • Hyatt Regency • Chicago

### **CALL TO ORDER**

The general membership meeting of the Journalism Education Association was held Friday, Nov. 2, 2018, in Grand Suite 3, Ballroom Level at the Hyatt Regency hotel in Chicago. It began at 8:01 a.m. and was presided over by Sarah Nichols with Val Kibler as secretary.

### **ATTENDEES**

Board members: Sarah Nichols, president; Val Kibler, vice president; Lori Keekley, scholastic press rights director, Megan Fromm, educational initiatives director; Laura Negri, director at large; Michael Malcom-Bjorklund, director at large; Julia Satterthwaite, director at large.

Committee chairs/editors/liasons: Kim Green, Patrick Johnson, Karen Slusher, Nina Quintana (also a state director), Evelyn Lauer, Jon Rogers, Aaron Manfull, Kelly Furnas

Staff: Kelly Glasscock, executive director

State directors: Leslie Dennis, Marsha Kalkowski, Heather Nagel, Dennis Leizear, Albert Dupont, Maggie Cogar, Matt LaPorte, Nancy Hastings, Danielle Ryan, Brenda Field, Christine Brandell Melendez, Larry Steinmetz, R.J. Morgan, Erinn Harris, Linda Ballew, Marva Hutchinson, Erin Sucher-O'Grady, C.E. Sikkenga, Albert Dupont, Michelle Harmon, Marina Hendricks, Bretton Zinger, Nancy Olson, Kristi Rathbun, Beth Ann Brown, Renee Burke, Justin Turner, Susan Massy, Anne Hayman, Laurie Hansen, Greg Gagliardi, Christine Brandell Melendez, Brian Eriksen.

Members: Linda Barrington, Mark Newton, Kyle Phillips, Margie Raper, Timothy Cain, Candace Bowen, Howard Spanogle, Sarah Tricano, Laura Fry, Chad Bullock, Beth Louius, Rachel McCarver, Nicole Laughrey, Zachary Larson, Kristy Cates, Tracy Anne Sena, Cyndi Hyatt, Kristy Nyp, Kathy Schrier, Mary Ann McCloud, Shari Adwars

### **APPROVAL OF MINUTES**

Motion: A motion to approve the minutes of the 2018 San Francisco general membership meeting was made by Megan Fromm and seconded by Nancy Hastings. (passed unanimously)

### **REPORTS**

Summary of board action — Sarah Nichols

- The actions of yesterday's JEA Board meeting were posted on [www.jea.org](http://www.jea.org) yesterday afternoon
- Approved signing the contract for the Philadelphia convention in 2021 by a 7-0 vote.
- Approved a bylaw change that will eliminate regional boundaries for the director at large positions on the JEA board. Passed 7-0. Executive Director Kelly Glasscock will handle the logistics of the change.

### Conventions — Kelly Glasscock

- Chicago will be the second largest convention with 6,360 students in attendance.
- Chicago expenses have been far more than we anticipated for the convention, especially audiovisual costs.
- Glasscock highlighted new events at this convention including the pizza party for students which sold out quickly and freed up advisers to judge Write-offs if they elected to. The pizza event rolled right into the evening's entertainment so advisers would feel comfortable that their students had something to do.
- Glasscock also noted the new computer lab provided by JEA at this convention for the first time. It will allow for more hands-on classes and certification testing with Adobe Certiport and Precision Exams.
- Future conventions
  - Philadelphia was approved for 2021 at the Marriott property. Glasscock noted numbers were strong last time we were there in 2007. Howard Spanogle talked about the cleanliness of that particular property during our last convention there.
  - The proposal from Portland that we were ready to sign is now off the table at no fault of either the JEA or NSPA offices. Glasscock and NSPA Executive Director Laura Widmer are exploring contacts for other cities.

### Membership — Kelly Glasscock

- We have now reached a long-standing goal of having over 3,000 members. Kelly Glasscock checked and double checked the accuracy of this number.
- Looking at our statement of activity, Glasscock noted it often appears we're in the negative because we're paying bills before we get a check from NSPA for the convention.
- We currently have \$1.6 million in total assets. Keep in mind much of our revenues are from just two long weekends a year.
- The intent is not to show a profit each year but rather to spend to give back to our organization's members.

### Items of concern, attention, update — officers, directors, chairs

Nichols thanked folks for attending the general meeting.

- She noted our organization is doing big things all year long.
- Nichols complimented Evelyn Lauer for her efforts with JEA's social media since it's such a wonderful way to stay engaged.
- Nichols also highlighted updates from our different partnerships.
  - We are working with NSPA to continue to grow the conference experience and strengthen our partnership.
  - Our relationship with SPJ continues to grow. The Press for Education initiative has been very popular and Nichols encouraged attendees to spread the word and continue to apply for a classroom visit. Almost 900 classroom visits have been done by professionals at this point.

- We are gearing up to send our largest delegation to the NCTE fall conference in Houston in 10 days. Their theme this year is raising student voice, which aligns perfectly with our New Voices campaign and much of our programming.
- Our relationship with NAMLE also continues to grow. They hosted a media literacy workshop at this convention, and Media Literacy Week is next week.
- Our P21 relationship not as strong mainly because of a lot of organizational leadership changes on their end. We still a lot of value in being connected with P21.
- Nichols noted Val Kibler's efforts to begin a series of virtual workshops. This is allowing wonderful teachers from around the country to connect digitally with classrooms/students/advisers who aren't able to attend our national conventions and need guidance. Cost to our organization is nothing.

#### Committee Chairs:

- Jonathan Rogers, NCTE: Rogers, Sarah Nichols and Lori Keekley will be presenting three sessions at the NCTE conference in Houston in two weeks. JEA personnel will also be conducting a membership drive at the JEA booth. Rogers also has been engaged in some professional outreach with Adobe. His session at 10 a.m. will talk about using Spark in the journalism classroom.
- Karen Slusher, Awards: Slusher noted multiple advisers will be recognized at the advisers luncheon tomorrow. The next awards deadline is Dec. 15. She also gave a shout-out to the awards committee for the long hours they put into judging so many applications.
- Kelly Furnas, Global Engagement: Furnas discussed his continued interactions with JEA China, and current conversations he's having with Canadian representatives that began just a few months ago. He's looking closely at making connections with military bases and American schools abroad.
- Megan Fromm, Curriculum: Fromm's curriculum team has curated lessons for a variety of levels on the website. They have been extremely busy fixing and updating the lessons and correcting broken links.
- Lori Keekley, Scholastic Press Rights: Keekley talked about the success of the press rights summit yesterday. She also noted that the panic button is alive and well. The SPRC committee has developed an educational campaign for the 50th anniversary of the Tinker decision. They have printed 2,000 postcards and asks that students/advisers fill them out while they are here. The notes will be sent to Mary Beth Tinker on the anniversary of the decision. First Amendment Press Freedom Award application is now open, and advisers and students should find it a little easier to complete. Keekley also extended an invitation to join SPRC.
- Kim Green, Certification: Green reported we are testing 30 CJE applicants and five MJE applicants this afternoon. She thanked Liz Walsh for 10 years of service to the certification committee. Kathy Craghead had been an incredible asset to the committee, and Green noted a scholarship that has been established in her honor at Ball State. It will be primarily for students who have attended multiple workshops.

- Patrick Johnson, Mentoring: Johnson reported there are over 150 mentees around the country. He encouraged everyone to contact with him to get help from mentors.
- Evelyn Lauer, Social Media/PR and One Book: Lauer discussed a session she's doing here in Chicago on the JEA One Book "The Hate U Give" on how journalism teachers can use the text in classes. Lauer has been doing Teacher Takeover Tuesdays with JEA social media. Teachers have been asking to do takeovers. She encouraged teachers to volunteer if they are interested. She has worked with Adam Dawkins, Scholastic Journalism Week chair, to tie in logo contest with Write-offs. Lauer and Dawkins are extremely excited about this year's winner.
- Rebecca Pollard, Journalist of the Year: Pollard announced the deadline for state winners to be submitted to the national JOY contest is once again March 15. State directors need to update their submission info on the JEA website.
- Brenda Field, local chair for Chicago convention: Field encouraged everyone to come to the SPLC auction tonight. There will be 47 items available and free raffle tickets are available in adviser bags. Attendees can purchase additional tickets tonight.
- Aaron Manfull, JEA Digital Media: Manfull announced that the committee meets tomorrow morning. He would like a lot more submissions for the Newsroom Project he has developed for the site. The project showcases journalism classrooms around the country and provides an amazing idea bank for advisers.
- Howard Spanogle, C:JET assistant editor: Spanogle asked that everyone help him and Bradley Wilson by submitting coverage ideas. They have begun to feature some in-depth coverage ideas such as the covering suicide package that appears in the winter issue.

### **NEW BUSINESS**

- Julia Satterthwaite made a motion to commend the efforts of the Chicago local committee for a job well done. It was seconded by Megan Fromm. The motion passed unanimously.

### **ADJOURNMENT**

Mike Malcom-Bjorklund moved and Lori Keekley seconded to adjourn the meeting. Sarah Nichols adjourned the meeting at 8:51 a.m.

---

The next meeting of the general membership of the Journalism Education Association will be 8 a.m. April 26, 2019, at the Hilton in Anaheim.

**JOURNALISM EDUCATION ASSOCIATION**  
**Membership Totals as of March 11, 2019 (Voting Members Only)**

State	S14	F14	S15	F15	S16	F16	S17	F17	S18	F18	S19	CHG FROM S18	CHG FROM F18	%S-S	%F-S
Alabama	23	32	18	25	21	14	20	21	19	20	19	0	1	100%	95%
Alaska	0	1	1	0	0	1	1	1	1	2	2	-1	0	200%	100%
Arizona	52	58	54	55	56	55	54	54	55	55	43	12	12	78%	78%
Arkansas	49	42	49	52	44	54	57	54	62	66	47	15	19	76%	71%
California	252	277	277	273	269	281	280	254	257	314	302	-45	12	118%	96%
Colorado	74	90	89	104	105	101	91	95	94	95	94	0	1	100%	99%
Connecticut	6	9	10	9	8	7	8	8	10	11	9	1	2	90%	82%
Delaware	2	2	2	3	3	4	2	2	3	2	2	1	0	67%	100%
District of Columbia	4	7	8	12	7	9	8	7	8	7	7	1	0	88%	100%
Florida	81	87	90	105	137	131	120	123	128	150	148	-20	2	116%	99%
Georgia	29	44	42	42	54	50	42	46	52	59	51	1	8	98%	86%
Hawaii	10	10	12	8	9	7	7	9	8	12	13	-5	-1	163%	108%
Idaho	22	20	21	18	18	18	19	21	21	23	15	6	8	71%	65%
Illinois	122	125	126	136	140	151	159	154	155	176	159	-4	17	103%	90%
Indiana	62	68	66	73	79	85	85	75	79	80	76	3	4	96%	95%
Iowa	34	42	43	43	40	45	44	44	44	47	39	5	8	89%	83%
Kansas	93	98	93	96	102	116	109	111	104	112	113	-9	-1	109%	101%
Kentucky	14	16	11	14	14	17	16	17	15	21	23	-8	-2	153%	110%
Louisiana	13	14	14	12	11	17	15	13	14	14	9	5	5	64%	64%
Maine	2	0	2	1	2	2	2	2	1	3	3	-2	0	300%	100%
Maryland	21	24	30	24	26	26	23	14	16	21	25	-9	-4	156%	119%
Massachusetts	24	22	21	27	31	27	29	27	28	30	25	3	5	89%	83%
Michigan	56	71	78	74	72	61	57	71	78	89	77	1	12	99%	87%
Minnesota	23	18	19	21	28	28	21	23	24	23	20	4	3	83%	87%
Mississippi	4	11	11	16	15	17	15	16	17	14	15	2	-1	88%	107%
Missouri	103	111	116	126	136	148	148	141	142	145	130	12	15	92%	90%
Montana	16	17	16	14	11	10	10	13	15	15	15	0	0	100%	100%
Nebraska	43	43	46	51	58	61	58	58	59	62	53	6	9	90%	85%
Nevada	17	22	25	25	26	26	26	28	28	32	31	-3	1	111%	97%
New Hampshire	10	11	9	6	7	7	7	6	7	6	6	1	0	86%	100%
New Jersey	31	36	38	43	45	45	45	43	47	46	48	-1	-2	102%	104%
New Mexico	18	15	13	15	15	13	13	16	16	21	18	-2	3	113%	86%
New York	17	18	22	32	33	37	37	27	22	25	33	-11	-8	150%	132%
North Carolina	53	50	50	55	52	60	61	58	51	60	57	-6	3	112%	95%
North Dakota	8	11	12	12	12	12	10	12	11	7	7	4	0	64%	100%
Ohio	58	59	61	65	65	68	62	57	60	71	72	-12	-1	120%	101%
Oklahoma	13	16	17	19	19	16	18	18	15	22	22	-7	0	147%	100%
Oregon	44	43	35	51	45	40	44	51	47	50	37	10	13	79%	74%
Pennsylvania	52	53	51	63	61	59	56	53	52	64	62	-10	2	119%	97%
Rhode Island	3	4	3	2	1	2	2	2	3	3	2	1	1	67%	67%
South Carolina	16	18	20	24	22	17	16	17	17	19	22	-5	-3	129%	116%
South Dakota	6	10	12	6	3	7	7	4	4	7	7	-3	0	175%	100%
Tennessee	26	37	33	34	34	35	36	42	46	46	69	-23	-23	150%	150%
Texas	222	240	257	259	270	264	255	320	324	348	329	-5	19	102%	95%
Utah	10	10	9	18	17	12	12	10	10	10	10	0	0	100%	100%
Vermont	2	2	2	4	4	3	4	2	3	5	4	-1	1	133%	80%
Virginia	81	81	88	88	81	94	87	83	83	90	84	-1	6	101%	93%
Washington	71	76	79	74	67	69	70	71	82	80	66	16	14	80%	83%
West Virginia	2	3	4	3	3	5	7	5	2	6	8	-6	-2	400%	133%
Wisconsin	49	46	44	52	63	66	63	58	56	67	59	-3	8	105%	88%
Wyoming	5	6	9	11	9	8	9	11	7	13	14	-7	-1	200%	108%
Non-U.S./DoD/U.S. Ter	14	12	13	24	26	21	24	30	30	35	34	-4	1	113%	97%
<b>TOTAL</b>	<b>2,062</b>	<b>2,238</b>	<b>2,271</b>	<b>2,419</b>	<b>2,476</b>	<b>2,529</b>	<b>2,471</b>	<b>2,498</b>	<b>2,532</b>	<b>2,801</b>	<b>2,635</b>	<b>-103</b>	<b>166</b>	<b>104%</b>	<b>94%</b>
<b>MEMBERSHIP TOTALS</b>	<b>S14</b>	<b>F14</b>	<b>S15</b>	<b>F15</b>	<b>S16</b>	<b>F16</b>	<b>S17</b>	<b>F17</b>	<b>S18</b>	<b>F18</b>	<b>S19</b>	<b>CHG FROM S18</b>	<b>CHG FROM F18</b>	<b>%S-S</b>	<b>%F-S</b>
Total Non-voting Memb	268	318	327	296	262	261	237	232	234	236	205	-29	-31	88%	87%
Total Voting Members	2,062	2,238	2,271	2,419	2,476	2,529	2,471	2,498	2,532	2,801	2,635	103	-166	104%	94%
<b>GRAND TOTAL</b>	<b>2,330</b>	<b>2,556</b>	<b>2,598</b>	<b>2,715</b>	<b>2,738</b>	<b>2,790</b>	<b>2,708</b>	<b>2,730</b>	<b>2,766</b>	<b>3,037</b>	<b>2,840</b>	<b>74</b>	<b>-197</b>	<b>103%</b>	<b>94%</b>

# Journalism Education Association

## STATEMENT OF ACTIVITY

July 1, 2018 - March 12, 2019

	TOTAL
Revenue	
Donations/Grants Income	86,035.94
Membership Income	119,596.67
Other Income	16,804.77
Programming Income	424,527.98
Sales of Product Revenue	49,880.58
Unapplied Cash Payment Revenue	5.00
<b>Total Revenue</b>	<b>\$696,850.94</b>
Cost of Goods Sold	
Cost of Goods Sold	31,726.88
<b>Total Cost of Goods Sold</b>	<b>\$31,726.88</b>
<b>GROSS PROFIT</b>	<b>\$665,124.06</b>
Expenditures	
Administrative Expenses	232,002.42
Awards Expenses	28,456.32
Investments Expense	7,408.50
Programming Expenses	348,468.32
Publications Expenses	39,803.84
Unapplied Cash Bill Payment Expenditure	0.00
<b>Total Expenditures</b>	<b>\$656,139.40</b>
<b>NET OPERATING REVENUE</b>	<b>\$8,984.66</b>
Other Revenue	
Dividends and Interest	32,065.42
Realized Gain/Loss on Investments	-3,767.80
Unrealized Gain/Loss on Investments	-82,722.41
<b>Total Other Revenue</b>	<b>\$ -54,424.79</b>
<b>NET OTHER REVENUE</b>	<b>\$ -54,424.79</b>
<b>NET REVENUE</b>	<b>\$ -45,440.13</b>

# Journalism Education Association

## STATEMENT OF FINANCIAL POSITION

As of March 12, 2019

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
(Checking) K-State Federal Credit Union	289,577.81
(PayPal) K-State Federal Credit Union	142,676.55
Savings	
(Savings) K-State Federal Credit Union	6,017.28
(Second Checking) Commerce Bank	0.00
<b>Total Bank Accounts</b>	<b>\$438,271.64</b>
Other Current Assets	
(CDs) Commerce Bank	108,000.00
(Investments) Stifel Nicolaus	1,120,104.43
ESB CD Account	27,000.99
Inventory	19,527.74
Inventory Asset	4,197.26
Undeposited Funds	12,364.23
<b>Total Other Current Assets</b>	<b>\$1,291,194.65</b>
<b>Total Current Assets</b>	<b>\$1,729,466.29</b>
Fixed Assets	
Accumulated Depreciation	-18,045.14
Machinery & Equipment	19,754.00
<b>Total Fixed Assets</b>	<b>\$1,708.86</b>
<b>TOTAL ASSETS</b>	<b>\$1,731,175.15</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
American Express	86,030.88
<b>Total Credit Cards</b>	<b>\$86,030.88</b>
Other Current Liabilities	
Kansas Department of Revenue	208.48
Payable	
Other Current Liabilities	0.00
Square Gift Card	-8.11
Unassigned Tax Agency for Apps	0.00
Payable	
<b>Total Other Current Liabilities</b>	<b>\$200.37</b>
<b>Total Current Liabilities</b>	<b>\$86,231.25</b>
<b>Total Liabilities</b>	<b>\$86,231.25</b>
Equity	
Opening Balance Equity	1,543,690.12
Retained Earnings	144,868.91

	TOTAL
Net Revenue	-43,615.13
<b>Total Equity</b>	<b>\$1,644,943.90</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,731,175.15</b>

## **2019-20 Budget Information**

### **Kelly Glasscock**

The following document is the proposed JEA budget for the 2019-20 fiscal year, which starts July 1, 2019. The board of directors met in New Orleans in February of 2019 to discuss all budgetary proposals and to craft the following proposed budget.

Each line of the budget corresponds with a detailed calculation, often on sub spreadsheets to rationalize expected income or expenses. Often the math is included under the Justification column. Some items are based on three-year averages, while others use known figures to predict actual costs.

The following explanations give more detailed justifications for a few, more complex items.

#### **Memberships.**

Income from membership dues are based on maintaining the current number of members in any given category. That number increased this year, which is the reason for the larger numbers.

#### **Conventions.**

Both convention income and expenses reflect only JEA's share as we partner with NSPA to host each national convention. Attendance projections are calculated using an algorithm generated from a multi-linear regression using past convention data.

#### **Investments.**

JEA is budgeting to spend 4 percent of our investments, a strategy aimed at reinvesting in the organization while also maintaining a reserve. This means year-end reports will show a loss of net income, but investment gains return the balance to as close to zero as possible.

#### **Equipment.**

As per JEA policy, only equipment expenses over \$10,000 are depreciated. This budget includes depreciation costs of a Mac laptop computer lab for use at conventions. The lab expense is depreciated over a 5-year period, and this is the second year.

#### **Board and committees.**

In addition to board travel to its own meetings, this budget line covers JEA travel to SXSW EDU, Advisers Institute, Adobe Max, 3 miscellaneous conferences and a retreat for the newly elected board after the spring convention. This budget line also includes funding for state director travel

stipends. The board budget meeting will be conducted virtually this year, with the expense of that meeting shifting to the new board retreat.

### **Research.**

JEA is proposing a grant of up to \$15,000 to help support academic research into scholastic journalism education.

### **Staff**

The headquarters staff will experience some transformation as long-time employee, Connie Fulkerson, has announced her retirement in the spring of 2020. With her departure, and after strategic planning to re-evaluate the headquarters structure, a new Associate Director of JEA will be hired during the 2019-20 fiscal year.

Line	Account	Item/Class	Justification	Proposed 2019-20 budget
1	<b>INCOME</b>			
2	Membership			
3		Membership Dues	Library/Institutional 71 @ \$100 (\$7,100) Affiliate 17 @ \$100 (\$1,700) Teacher/Adviser 2,328 @ \$65 (\$157,820) Emeritus 84 @ \$30 (\$2,520) Lifetime 2 @ \$650 (\$1,300) College 17 @ \$25 (\$425) Associate 97 @ \$80 (\$7,760)	\$172,125
4	Sales			
5		Bookstore	FY17 was \$53,000, but current year is trending better.	\$55,000
6				
7	Programming Income			
8		Washington DC 2019	Calculated using algorithm (SEE TAB BELOW)	\$455,614
9		Nashville 2020	Calculated using algorithm (SEE TAB BELOW)	\$211,627
10		Advisers Insitute 2019	Registrations 10 @ \$175 Sponsorships 3 @ \$1,500	\$1,750
11		Advisers Institute 2020	Registrations 90 @ \$155	\$18,450
12		Contests	FY18 is pacing at 10K more YTD than FY17, which ended at \$67k in total. Difference was Dallas vs Chicago.	\$70,000
13		CTE	Adobe Certification Exams @ \$50 x 25	\$1,250
14	Dividends and Interest	Dividends and Interest		
15			\$50,000 is 4% of Other Current Assets	\$50,000
16	Realized Gain/Loss on Investments			
17			Keep at zero for market instability	\$0
18	Donations/Grants			
19		Student Press Law Center	pass through donations and silent auction	\$4,500
20		Journalist of the Year	Three-year average donations	\$103
21		Future Teacher Scholarships	Three-year average donations	\$117
22		Yearbook Adviser of the Year	Sponsorships 4 @ \$2,000 ea	\$8,000
23		Broadcast Adviser of the Year	Sponsorship 1 @ \$4,000	\$4,000
24		Mentoring	Yellow Chair grant @ \$25000	\$25,000
26	Other Income			
27		Magazine	Advertising and royalties average - downturn seen	\$13,000
28		Website	Advertising average - downturn seen	\$7,000
29		Certification	Three-year average	\$7,356
30		Miscellaneous	Extra postage and Misc donations	\$1,000
31				
32	<b>TOTAL REVENUE</b>			<b>\$1,105,891</b>
34	<b>EXPENSES</b>			
35	Administrative			

Line	Account	Item/Class	Justification	Proposed 2019-20 budget
36		Supplies	Three-year average @ \$5,500 Give away items \$500	\$6,000
37		Utilities	Telephone 2017-18 average @ \$179.20 pm	\$2,150
38		Postage	2017-18 average plus 10% for postal increase	\$6,547
39		Staff	ED site visit travel @ \$965 times 4 trips Salaries and benefits @ \$183712 addition of Associate Director + benefit payout @ \$17000 Staff parking @ \$600	\$207,572
40		Equipment	HQ office Adobe CC subscriptions 4 @ \$240 ea Quickbooks subscriptions 1 @ \$1800 ea Staff computers 1 @ \$3,500 Adobe CC @ \$4,944 Computer Depreciation @ \$5263	\$16,467
41		Board and committees	(SEE TAB BELOW)	\$87,126
42		Printing	increase in printing costs from prior budget.	\$8,750
43		Services	Audit @ \$7,700 Accounting @ \$7,800 Credit card fees 3 percent of memberships/bookstore Insurance @ \$2,500 American Express fees @ \$595 AEJMC membership @ \$150 Legal fees @ \$0 NCTE assembly, 3 board and liaison memberships @ \$475	\$33,675
44		Miscellaneous	Sunshine @ \$4000 Rebates to affiliates three-year average @ \$1500	\$5,500
45	Programming Expenses			
46		Contests	Dinner Washington @ \$20,000 Dinner Nashville @ \$15,000 Washington flights 5 @ \$415 ea (\$2075) Washington hotel 20 nights @ \$276 pn (\$5520) Nashville flights 5 @ \$415 ea (\$2075) Nashville hotel 20 nights @ \$280 pn (\$5600) Audio-visual/printer @ \$2,400 Meals @ \$2,400 Postage and supplies @ \$4000 Write-off system retreat in KC @ 4079 SPJ essay contest scholarships @ \$1,800	\$64,949
47		Student Press Law Center	Donations, auction pass through, support for New Voices position	\$34,500
48		Media Literacy	NYT newspaper article @ \$1000 NAMLE membership @ \$350	\$1,350
49		CTE	Certification exams	\$1,250
50		Washington DC 2019	(SEE TAB BELOW)	\$148,666
51		Nashville 2020	(SEE TAB BELOW)	\$136,421
52		Advisers Institute 2019	Food and beverage @ \$11500 Fees/rentals @ \$2,500 Internet @ \$2000 Staff travel 3 (E.D., storytelling leaders) @ \$415 ea Staff lodging 42 nights @ \$147 pn Instructor stipends \$5400 Keynote speaker @ \$1,610	\$30,429

Line	Account	Item/Class	Justification	Proposed 2019-20 budget
53		Advisers Institute 2020	Printing @ \$500 Shipping @ \$500	\$1,000
54		Mentoring	Supplies and communications \$250.00 Fall food \$1,200.00 Spring food \$1,200.00 Washington DC chair flights \$415.00 Washington DC chair hotel \$276.00 Washington DC mentee travel/Lodging \$552.00 Washington DC mentor travel/lodging \$967.00 Nashville chair flights \$415.00 Nashville chair hotel \$280.00 Nashville mentee travel/lodging \$552.00 Nashville mentor travel/lodging \$967.00 Mentor Certification \$85.00	\$79,579
55		Outreach	Partner Project: Total JEA Share of cost \$25,125.00 Joint scholarship with NSPA for 4 teachers and 8 students to attend NHSJC \$3,868.00 Academy: Washington DC travel/lodging \$1,519.00 Academy: Nashville travel/lodging \$1,535.00 Academy: Sub pay \$150.00 Flint Hills 8 comped memberships \$65.00	\$33,122
56		Curriculum	Leader stipends 6 @ \$1,500 (\$9,000) Co-coordinator stipend 2 @ \$1,500 (\$3,000) DC curriculum meeting @ \$1,405	\$13,405
57		Research	Scholastic Journalism Education Study	\$15,000
58	Awards			
59		Certification	Supplies and communications \$1,000.00 Washington DC chair travel/lodging \$1,519.00 Nashville chair travel/lodging \$1,535.00 AI chair travel/lodging \$705.00 Stipends \$400.00 x 9 Honoraria \$50.00 x 18 Certification testing travel \$415.00 x 4	\$10,919
60		Journalist of the Year	Washington DC chair travel/lodging \$1,519.00 Nashville chair travel/lodging \$1,535.00 JOY meet and greet - Nashville \$500.00 Winner travel/lodging - Nashville \$967.00 Scholarship winner \$3,000.00 Scholarship runners up \$850.00 x 6	\$11,102
61		Future Teacher Scholarships	Scholarships 5 @ \$1,000 each	\$5,000
62		Yearbook Adviser of the Year	Nashville winner travel/lodging \$1,535.00 Nashville chair travel/lodging \$1,535.00 Presentation flight \$500.00 x 2 Presentation hotel \$150.00 x 2 Presentation meals \$60.00 x 2 Winner stipend \$1,000.00 Winner's school stipend \$500.00 Runners up \$500.00 x 4	\$7,990

Line	Account	Item/Class	Justification	Proposed 2019-20 budget
63		Broadcast Adviser of the Year	Washington DC winner travel/lodging (4 nights) @ \$1519 Winner @ \$1,000 Winner's school @ \$500 Runners up (2) @ \$500 (\$1,000) Presentation travel @ 710 x2	\$5,439
64		Carl Towley	Washington DC winner travel/lodging (4 nights) @ \$1519 Awards Chair travel/lodging @ \$1519	\$3,038
65		Awards Miscellaneous	Plaques\$3,000.00 Washington DC chair travel/lodging \$1,519.00 AI Teacher Inspiration winner travel/lodging \$705.00 Future Admin scholarship \$5,000.00 Admin of the Year school award \$1,000.00 Washington DC admin of year travel/lodging\$1,519.00	\$11,224
66	Publications			
67		Website	2018 average hosting fee/Newsletter/SurveyGizmo \$5,800.00 SPRC web development, then W/O web development \$2,680.00 SPRC web development meeting \$320.00	\$8,800
68		Magazine	Operations\$1,500.00 Contributors\$350.00 Editor Washington DC travel/lodging\$1,519.00 Editor Nashville travel/lodging\$1,535.00 Asst. Editor Washington DC travel/lodging\$1,243.00 Asst. Editor Nashville travel/lodging\$1,259.00 Editor travel to AI\$995.00 Stipend (s)\$10,000.00 Printing and mailing\$6,180.00 Advisory group travel to DC\$415.00 Advisory group lodging in DC\$552.00	\$48,923
69	Cost of Sales			
70		Resale inventory	60 percent of projected book sales	\$33,000
71		Shipping	24 percent of projected book sales	\$13,200
72	Investments Expense			
73				\$10,000
74	<b>TOTAL EXPENSES</b>			<b>\$1,102,094</b>
	<b>NET INCOME</b>			<b>\$3,798</b>
	<b>NET ORDINARY INCOME</b>			<b>-\$46,202</b>

**Proposal for KSU contract renewal**

Submitted by Sarah Nichols, MJE

March 19, 2019

Whereas the Journalism Education Association has had a long-standing relationship with Kansas State University, particularly the A.Q. Miller School of Journalism and Mass Communications, since 1990; and

Whereas that relationship continues to deepen and thrive through support from university officials toward JEA programming, staffing and growth; and in particular, the director of the A.Q. Miller School of Journalism and Mass Communications has demonstrated a commitment to scholastic journalism; and

Whereas the shared mission between these parties provides an opportunity to collaborate, raise the profile and focus on diversity within both JEA and KSU; and

Whereas parties have undergone a series of meetings and negotiations for the past four months in order to reach mutually agreeable terms, as demonstrated in Draft v3 (March 19, 2019); and

Whereas the current headquarters contract with Kansas State University expires June 30, 2019;

I hereby move the Journalism Education Association approve the contract with Kansas State University as its host institution for 2019-2024.

## **Proposal for magazine editor appointment**

Submitted by Sarah Nichols, MJE

March 25, 2019

Whereas JEA's magazine, *Communication: Journalism Education Today*, continues to be a valued member benefit with a rich tradition in print and an expanding presence online; and

Whereas the position of magazine editor requires frequent collaboration with JEA staff related to advertising, circulation and other essential tasks tied to the organization's headquarters and managed by its executive director; and

Whereas the magazine's content, production cycle or general operations are driven by its editor working within the framework of the JEA budget and aligned to deadline cycles outside the three-year election/appointment term; and

Whereas the editor position includes a stipend, unlike all other presidential appointments, and a change in personnel would impact the organization's operations and member benefits in ways significantly different from a volunteer resignation or removal;

I hereby move the Journalism Education Association change its bylaws in *Article VII, Section 4: Editors* to make the C:JET editor an executive director appointee.

Article VII: Committees, Liaisons and Editors

Section 4: Editors.

Editors of JEA's magazine shall be appointed by and directly responsible to the executive director with approval from the president. Editors serve without term limits and may be removed from the position for cause by the executive director. An editor may step down at any time with a written letter of resignation.