

BOARD OF DIRECTORS MEETING

FEB. 11-12, 2011

DoubleTree Inn, Sacramento

Voting members present: Jay Seidel (Fullerton), Haipha Simon (El Camino), Wendy Nelson (Palomar), Erica Irigoyen (Citrus), Nancy Kaplan (Skyline), Helen Tran (Skyline).

Non-voting members present: Rich Cameron (Cerritos) and Timi Poeppelman Sacramento State (Friday evening and Saturday)

APPROVAL OF MINUTES

M/S (Nancy – Wendy) to approve the minutes of the November 2010 meeting.

REPORTS

State Faculty – Seidel

Jay reported that he has been trying to get input on the proposed constitution
This will be his last full meeting on the board after five years of service.

State Student – Simon

Haipha had no report.

NorCal Faculty – Kaplan-Biegel

Nancy felt the NorCal conference went well and there are no major issues from NorCal.

Mary Mazzocco, our next state president, has moved from Solano College to Diablo Valley College.

NorCal Student – Tran

Helen agreed that NorCal went well.

SoCal Faculty – Nelson

Wendy reported that Riverside still has not received some past awards. Rich reported that they HAD been sent, but we'll look into what happened to the awards.

Rob O'Neil (Pierce) and Mike Reed (Saddleback) will be retiring at the end of the school year.

SoCal Student – Irigoyen

Erica had no report.

Communications Director – Cameron

Rich reported on the business model changes by College Publisher that will result in colleges being charged for the service for the first time. He expects that a number of schools will change services as a result.

There are still problems with some of the subscribers to the faculty listserve. They receive message only as attachments. We have not been able to find a pattern or a solution. We may one day have to consider using a different provider.

College Publisher has agreed to continue to host the JACC web site for free without tech support, so the change in business model will not have an immediate impact on the organization.

Secretary's Report – Cameron

Rich had no secretary's report.

Cal-JEC Report – Cameron

Rich reported that the Cal-JEC board had met recently at Cerritos College and that selections for outstanding instructors of the year for high school, community college and university levels were made. Announcements of awards will be made at level-appropriate events in the coming months.

Events Coordinator's report – Poeppelman

Timi reported that it looks like the Morro Bay conference will end up losing money, partially from people signing up but then cancelling. This will impact our overall budget because our reserves are non-existent. The board discussed setting policies for cancellation and penalties.

Wendy asked about moving the date of the conference back into February in the future.

Nancy proposed rescheduling the Blue Heron seminar to Sunday from Friday and moving the annual legal update to Friday night.

Timi suggested that we alter the limit of delegates a school may attend when it has more than adviser. Currently schools are allowed to bring 20 student delegates. If the school has two or more advisers it is allowed to bring up to 25. (Student officers may be excluded from those numbers if they do not compete

in competitions.) The 21st through 25th delegate must be non-competing delegates. Timi proposed that we extend the 25-limit to 30 student delegates if there are multiple advisers. The 21st through 30th delegates would have to be designated as non-competing delegates.

M/S (Haipha – Wendy) to extend the number of student delegates for schools with multiple advisers from 25 to 30 with the 21st to 30th student delegate being designated as non-competing delegates. (Motion passed 6-0)

Treasurer's Report – Poeppelman

Timi is acting as interim treasurer in addition to her events director role. In her absence from the first portion of the meeting, Rich discussed some of the issues of the treasury status and left much of the report for a more complete report from Timi later in the meeting. Timi has been doing a great job keeping track of the current fiscal year and reporting to schools what fees they have paid through the Wild Apricot membership program we utilize.

She is still working with our former bookkeeper to reconcile the 2009-10 year. In the meantime, she is keeping records for the current fiscal year, which will need to be compiled for a later financial report and tax filing. It was stressed that we must have a budget report for presentation at the state convention. Wendy will help prepare an account update and Rich will help develop a proposed budget for the next fiscal year.

There are still some unresolved accounts payable and receivable from the 2010 convention Timi is working to resolve while juggling current events.

DISCUSSION ITEMS

2011 State Conference Update- Poeppelman

Students presented their ideas for student activities during the convention (see student projects report). Discussion was held about whether or not to continue with the mail-in slides presentation or go back to a format where names are actually announced and distributed in a dedicated ceremony.

M/S (Erica – Haipha) to eliminate the slide show presentation for the mail-in awards and announce and distribute awards in a dedicated ceremony on Friday night. (Motion passed 5-1)

OLD BUSINESS

Changes to constitution – Seidel/all

Jay reported that the feedback he has been receiving about the proposal to remove a student officer position has been fairly well received, but there were concerns about making some of the staff members, who are being paid, as voting members. There were also suggestions that bring in outside-of-the-organization board members, too.

Discussion revolved around more effective changes that could be made, including adding more students and more advisers to the full board and having the full board meeting in person less often but increasing online virtual meetings.

The board hopes to increase board involvement without adding operational expenses.

After extended discussion,

M/S (Wendy – Erica) to propose to the general assembly a constitutional amendment to expand the board to nine voting members by including a state faculty president (selected at large for a three-year term), three faculty board members (one from each region and one selected at large for two year terms), three student board members (one from each region and one selected at large for one-year terms), and two at-large board members from outside the organization (industry and/or university for three-year terms). Staff positions would remain as non-voting members. A year before the expiration of the president's term that a faculty president-elect be selected. If the president-elect is a current board member he/she will have a board vote, if not the president elect would be non-voting. (Motion passed 6-0)

The board discussed having the full board meet onsite only once holding an on-site organizational meeting once during spring-summer and six times a year through online means.

Jay and Rich were appointed as a steering committee to develop wording in the constitution to effect the board structure changes should the general assembly approve the change to the board structure.

Treasurer/Bookkeeper – Seidel/All

Timi has been serving as interim treasurer while juggling her other duties of planning and running JACC events. There is a need to fill the position as soon as possible.

Student Projects updates –Simon/Tran/Irigoyen

Students will compete in a treasure hunt at the convention where clue cards will be strategically placed around the hotel and/or with designated people. Teams must be able to successfully solve a clue/puzzle before moving on to the next clue/step. The student officers will come up with the various clues/puzzles. Social media will also be a component of the hunt and usage of smartphones will be highly encouraged (but not necessary).

The treasure hunt will end with a dance where winners will be awarded prizes. Teams will consist of both NorCal and SoCal students in an effort to promote “sister” campuses and each campus will be represented by two students, making teams of a total of eight maximum students.

The theme of “Peace, Love and JACC” was established as a theme for the conference and there will be a 60s costume contest.

The students also discussed the idea of having a “Dating Game” presentation of student officer candidates to liven up the election process.

Association Goals – All

The board established the following list as goals for the organization:

- Improve operational transparency
- Improve financial security
- Expand board participation
- Increase membership
- Increase outreach
- Explore additional funding opportunities
- Continue to support member programs
- Establish a quarterly newsletter
- Explore the viability of a political action committee for JACC
- Establish a JACC Hall of Fame

Bill Johnson memorial

The board continued its discussion on how best to honor Bill Johnson at the convention. Bill, the former adviser of Chabot, passed away earlier this school year. The board supports the establishment of a memorial scholarship at the NorCal level in name of Bill Johnson with Ed Remitz as the point person for

developing the criteria. In addition, this year's Distinguish Service to Journalism Education award will go to Bill and JACC scholarships will be distributed in his name.

NEW BUSINESS

JACC Business Plan – Seidel/All

Jay submitted a draft business plan for JACC to review. Suggestions for additions and revisions should be submitted to Jay so that he can pass the draft on to the next board.

On-site competition fee – Seidel/Cameron/ Poepelman

Timi and Rich proposed instituting a per-person entry fee for on-the-spot/bring-in contests to offset the costs of running the contests. The proposal was \$5 per person. If a school participated in all 15 contests, it would only cost an additional \$150 per school. Schools that participated in fewer contests or entered fewer students per contest would pay less accordingly. Schools could pre-pay an estimated amount and could add or subtract at the convention. Extended discussion ensued.

M/S (Nancy – Erica/Haipha) to institute a per-person entry fee for on-the-spot/bring-in contests at the annual convention and that the fee be set at \$5 for the 2011 convention. (Motion passed 6-0)

Online Judging Software – Cameron/Seidel

Rich and Jay discussed an online judging solution that could allow JACC to have story and photo categories submitted electronically rather than as clippings as we now do. Judges could then judge them online and we could require comments on all entries. The service would cost JACC about \$6,000-\$6,500 per year. It would supplant the current clipping entry system we currently use and would allow judges to judge online.

Pros

- Eliminates the current cut and paste method we now use
- Would eliminate mailing fees, both for the organization and for the schools
- No sorting and resorting of entries to get them to the judges
- No labels needed
- Simplifies the judging process

- Judges can be in different parts of the state and judge at their leisure
- We can require feedback comments in the judging process
- There can be multiple judging levels
- An online winners publication could be created easily after the contest is over – at no extra charge and could include ALL winners

Cons

- Cost for the service and could/would trigger a new mail-in fee structure
- Could impact some schools financially
- Initial learning curve
- Defining what constitutes an entry.
- Would we want general excellence categories included?

M/S (Wendy – Erica) that Rich enter into negotiations with OmniContest to establish implementation of an online submission tool for mail-in competitions starting with the 2011 regional conferences. (Motion passed 5-0-1)

M/S (Erica – Haipha) to raise the mail-in fee for regional and state competitions from \$50 to \$100 to offset the setup and operation of an online judging system. (Motion passed 6-0)

M/S (Haipha – Erica) to create a two-week late-entry submission period for online-submitted entries and charge a \$5 per entry late fee. (Motion passed 6-0)

Establishment of Political Action Committee – Seidel

Jay proposed that JACC establish a political action committee so that the organization can legally promote and influence legislation favorable to journalism education. Establishment would require time to research and establish and Jay volunteered to spearhead that effort for JACC.

High School National Conference (JEA) – Seidel

The national high school JEA convention will be held in Anaheim in April. Jay proposed that JACC participate in the College Connection program to have a presence at the convention. The cost would be \$250.

M/S (Wendy – Haipha/Erica) that we have a JACC participate in the College Connection program at the national JEA convention. (Motion passed 0-0)

First Amendment Awards - All

The board put off selection of the First Amendment Award winner because not all material was available to board members.

It then selected a Volunteer of the Year award winner; the name will be released at the convention in April. The motion was made by Wendy and seconded by Erica. The motion passed 6-0.

Earlier in the meeting the board reaffirmed its earlier decision to honor Bill Johnson with the Distinguished Service to Journalism Education Award and award scholarships in his name.

Timi will prepare a list of Extra Mile Award winners for 2010.

Thank you

The board thanked Jay at the conclusion of his last formal board meeting for the five years he has served, first as the southern region faculty representative and then three years as state president.

Meeting adjourned at 3:30 p.m.

Southern California board members had a wild and bumpy shuttle ride to the airport, where all caught their planes on time.