

Minutes for the JACC Faculty Meeting
Time: June 17-18, 2011
Location: Courtyard Marriott, Oakland

Members present: Mary Mazzocco, president (Diablo Valley); Nancy Kaplan-Biegel, Northern Faculty Rep (Skyline); Wendy Nelson, Southern Faculty Rep (Palomar); Anne Belden, Faculty At-Large Rep (Santa Rosa); Benjamin "Brutus" Gruely, Statewide Student Rep (Santa Rosa); Vaughn Lawrence, Southern Student Rep (Glendale); Jesse Franz, Northern Student Rep (Fresno); Joe Wirt, Industry Rep (CNPA); and Dr. Genelle Belmas, University Rep (CSU, Fullerton).

Staff members present: Timi Poeppelman, Events Director (CSU, Sacramento) and Rich Cameron, Secretary/Communications Director (Cerritos).

I. Approval of last meeting's minutes

Minutes of the April post-conference meeting were approved as posted with one exception. The spelling of Brutus' name was corrected.

II. Orientation

Rich Cameron presented a short history of JACC to give new board members a background on the organization.

III. Reports

A. Faculty director reports

Nancy Kaplan-Biegel reported on the success of the 2010 NorCal Conference and Wendy Nelson reported on the success of the SoCal Conference. The 2011 SoCal Conference will be held Friday-Saturday, Oct. 15-16, at CSU, Fullerton, and the NorCal Conference will be held Saturday, Nov. 5, at CSU, Sacramento

B. Student director reports

Students had no reports. Later in the meeting the student directors reported on plans to improve the student election process and to work on student interaction throughout the year. They will also explore possibilities for a student listserve.

C. Outside director reports

The board welcomed its new outside board members Joe Wirt of CNPA (industry) and Dr. Genelle Belmas of CSU, Fullerton (university).

Belmas informed the board about a SUNY Stonybrook/Knight Foundation initiative to promote a "news literacy" course as part of general education requirements. The group may be invited to participate in the upcoming Morro Bay Conference and she will explore the possibility at the CSU level of subsidizing university instructors to join us at the conference.

D. Communications director's report

Cameron presented an outline of the JACC website and talked about listserv issues. Some members have had troubles for the last year receiving messages from the service and he and the JACC Internet service provider have not been able to find solutions. He plans to look for a new service.

E. Secretary's report

There was no secretary's report

F. CalJEC report

Cameron reported that Rob O'Neil of Pierce and Jay Seidel of Fullerton were honored by the California Journalism Education Coalition as outstanding teachers. A third award was not presented at the conference and will be awarded later, possibly at the SoCal Conference.

G. Events coordinator's report

Timi Poeppelman reported on the Morro Bay Conference and the State Convention and noted that next year's Morro Bay Conference will be held Jan 20-22 with a Blue Heron pre-conference workshop featuring Staci Baird of San Francisco State University, who will be presenting on "The Pulse of Journalism."

The 2012 State Convention will be held in a new location –the Burbank Marriott—March 22-24.

Cameron reported on plans for a smartphone app for the SoCal, NorCal and Morro Bay conferences and the State Convention. The organization would contract with MobileMatic, who would provide an app that could be updated from conference to conference. The app service would be self supporting through advertising. (Update: Negotiations with MobileMatic for the year-round app service fell through as the company determined that it could not, in fact, provide the year-round service after all. There will be no app for the NorCal, SoCal and Morro Bay conferences, though one will be considered for the State Convention.)

H. Treasurer's report

Poeppelman reported that she is working with our new treasurer Jay Seidel, who starts July 1, to bring the books up to date and secure a bookkeeping service to help. The organization is still reeling from the failed efforts of our last bookkeeper/treasurer; Poeppelman has been juggling Events Director duties and Treasurer duties to maintain books as best she can. JACC plans to use QuickBooks Online so that future bookkeeping will be more transparent. (Update: The plans to use QuickBooks Online were subsequently dropped when a bookkeeper, who does not use QuickBooks, was secured.)

IV. Discussion Items

A. Three focus points for 2011

1. Implement new organizational and meeting structure.

The board of directors will switch from meeting face-to-face three or four times a year and go to online meetings about every six weeks throughout the school year. The June

meeting and the post-convention meeting will continue as face-to-face meetings. Cameron demonstrated the use of the GoToMeeting software that will be used to facilitate online meetings.

2. Resolve remaining bookkeeping issues.

Seidel and Poeppelman will negotiate to hire a bookkeeper who will assist Seidel in keeping JACC's finances in order so that regular finance reports can be presented to the board.

3. Develop strategies for strengthening journalism education/supporting programs in crisis

The board discussed methods for reaching out to community college programs that run into problems, either with administrations or because of cutbacks due to budgetary issues.

Although we don't seem to have any programs in immediate crisis, JACC does have a few schools on its "watch list," either because of they have had retirements, had schedule cuts that affect key classes, lost the print newspaper, or in one case, been warned they face program discontinuance.

The board also discussed ideas on how to support schools without formal journalism programs. They could still qualify to participate in JACC if they pay dues and have an adviser to accompany students to conferences.

Nelson will draft an article for the FACCC newsletter encouraging the state academic senate to start looking at journalism as a skill that all citizens need -- with the idea that news literacy should be part of our general education requirements.

Poeppelman will strategize with Mazzocco regarding which faculty members should be drafted to act as "block captains" to support new faculty at adjacent schools.

V. Old Business

A. Review of competition fees

The board reviewed mail-in and on-the-spot competition fees, but made no changes at this time. Those schools who pre-paid regional competition fees at the beginning of the year will be billed for the balance needed to cover the increase in mail-in fees voted in earlier in the year. Mail-in fees were increased to offset costs of moving to an online submission program.

B. Review of online contest entry platform

Cameron reviewed the new contest entry platform. Early returns show that schools are having a little bit of a learning curve, but are generally figuring it out. Cameron still has to develop the judging module. He explained how he hopes to develop the two-round judging procedure.

C. Search for new bookkeeper

Poeppelman and Seidel will work together to hire a bookkeeper for the organization. They have a lead in Southern California and will also explore working with the California Newspaper Publisher's Association.

VI. New Business

A. SB1440 transfer major

Cameron discussed the SB1440 transfer degree bill and what it means for journalism programs across the state. The Chancellor's Office and State Faculty Senate are working together to roll out model degrees for various majors. Journalism way down on the list as far as their priorities, but we already have done some of the preparatory work.

The board directed Cameron to draft a letter on behalf of the organization asking the Chancellor's Office and State Faculty Senate to consider moving Journalism higher up on the priority list.

He will also develop a PowerPoint presentation that can be used across the state to discuss SB1440 and Journalism.

B. Modesto JC program discontinuance

The board discussed possible responses to the discontinuation. Joe Wirt agreed to ask the Modesto Bee to extend a favorable rate for an ad from the organization telling Modesto that just because the college decided to discontinue journalism there does not mean that they cannot major in journalism: they can transfer to many other community colleges in California that still value the major.