

KEMPA Board Meeting
December 3, 2011
UW-Whitewater, Roseman 2007

Draft minutes / to be approved at the Feb. 4th meeting

1. Meeting called to order at 9:25 a.m. by Stan Zoller.

Present: Linda Barrington, Kellie Doyle, Stan Zoller, Sandy Jacoby, Kim Praser, Tom Juran, Hank Koshollek, Jeff Willauer, Patrick Johnson, Julie Tiedens, Kathleen Burke

Absent: Jill Cook, Audrey Kemp, Joe Koshollek

Discussion of applicants for position of KEMPA Executive Director:

- Jacoby moved to appoint Linda Barrington KEMPA's Executive Director for a salary of \$3,000 and a travel budget of \$1,000. Should the board ask Barrington to do more than is listed on the job description, the board would provide an additional stipend. Willauer seconded. Motion passed.
- Barrington's comments:
 - She plans to keep track of what she does as Executive Director for the upcoming year, so the board has a better idea of what the position entails.
 - The board would like to put KEMPA Update online; it will not be mailed. Barrington will develop the newsletter as often as she and board feels one is necessary – and more than likely at least four times a year.

Celebrations & Thank Yous:

- Barrington presented Johnson with his Certified Journalism Educator certificate.
- Zoller was recognized by Dow Jones as a Distinguished Adviser.
- Jan Kohls, former Executive Director, received JEA's Medal of Merit

Zoller: The scholastic journalism awards presented to KEMPA board members speak well of the organization. We should brag more.

- The board is sending thank you letters to Mike Doyle and Bill Murphy, who served on the KEMPA board but will no longer continue.

2. Secretary's Report/Approval of Minutes

- September - Jacoby moved to approve the minutes as corrected (add Patrick Johnson's name under "New Business"). Prase seconded. Motion passed.
- October – (correct spelling of Hank Koshollek's name under KEMPA Board of Directors).
- Minutes – KEMPA minutes are emailed to board members and posted on the website. Currently, the minutes are password protected so only board members can view them online. Discussion: Should they be available to non-board members online, too? Juran moved to remove the password from the website to allow all KEMPA members to view minutes online; there will be a note on the website that the minutes are "to be approved." Johnson seconded. Motion passed.

3. Treasurer's Report

- Barrington presented the KEMPA Financial Report.
 - She reformatted the report in hopes it is more transparent – so we can see how much of each budget item we're spending.

- Current balance: \$11,976.26
- There has been a \$1.35 discrepancy since February; Barrington met with the bank and it is no longer a problem.
- Board approved report.
- 2010-2011 Budget
 - The membership projections were close. Eighty memberships were budgeted; 78 were actuals.
 - Twenty-six (correct on report from 27 to 26) mentees had free memberships as well as 4 board members.
 - Johnson will be refunded his membership fee. He does not advise a publication, but is like other board members who receive free membership because they do not advise publications yet contribute to KEMPA professionally (fall conference presenter). This will continue should he remain on the board in years to come.
 - JEA Memberships/Rebates
 - JEA raised their membership from \$50 to \$55 as of July 1.
 - From now on, instead of being rebated by JEA for all JEA/KEMPA memberships, KEMPA will just keep \$5 of each membership fee.
 - No money came out of account to pay Jan Kohls for supplies.
 - We went about \$500 over the budgeted amount for gifts, donations.
 - Mentee membership overpayments: Advisers who became mentees but had already joined KEMPA were reimbursed for their membership. Barrington: From now on, if advisers have already paid for membership, they will receive their free membership the second year and not be reimbursed.
 - There is a \$2,105.70 surplus.
- 2011-2012 Proposed Budget
 - After all projections, budget is \$15,500 this year (after adjustments).
 - Projected expenses: \$15,400 (after adjustments).
 - Jacoby moved to accept projected budget. Juran seconded. Motion passed.
 - Scholarships: The Gebhardt Award will be \$100 next year.
 - Executive Director: Change it to \$4,000. If necessary, additional money can be pulled from Fall Conference and Summer Workshop.
 - Expenses: Removed printing costs, Super-critiques (because paid by Fall Conference), overpayments for mentee memberships
 - Total expenses: \$15,400 - \$650 over budget.
 - We will raise the day workshops in income from 3 to 4 workshops (\$2,100 to \$2,800) and, therefore, raise workshop expenses to \$1,200.
 - We also will raise memberships to 103.
 - Raise to \$15,400 – we're now \$50 over budget.

4. Election of Officers

- a. President – Stan Zoller
- b. Vice President – Sandy Jacoby
- c. Vice President of Membership – Kim Praser
- d. Secretary – Kellie Doyle
- e. Treasurer – Jeff Willauer

5. Membership Report – Juran

- Membership Report
 - 116; at this time last year, we had 111
 - 13 mentee programs – a spike
 - 10 new members
 - 3 critiques remain:
 - Doyle will critique Whitefish Bay H.S.
 - Jacoby will critique Durand H.S. and McHenry H.S. yearbooks

6. Executive Director's Report – Barrington

- We need to find missing envelopes that go with the stationary.
- We would like to have an historian.
- Critiques – new ideas to improve our system (we need to decide by February, when we send out membership forms):
 - Check the judge's math for score errors
 - Have newspapers send in pdfs
 - Preview judges' comments
- Photo of the month competition. We can use JEA's digital portal at no charge to handle submissions. Willauer suggested talking to yearbook companies to set up something similar, since the JEA portal historically has experienced technical difficulties.

7. Set KEMPA Calendar

- Winter Board Meeting – February 4 – Mount Mary in Milwaukee
- Winter Adviser Seminar – Grand Geneva Resort – Lake Geneva – March 2-3
- Spring Board Meeting – March 31 – UW-Whitewater
- Summer Board Meeting – July 21 – UW-Whitewater
- Summer Workshop – July 22-25 – UW-Whitewater
- Fall Board Meeting – September 8 – UW-Whitewater
- Fall Conference – October 19 – UW-Whitewater
- Annual Board Meeting – November 3 – UW-Whitewater

8. Directors' Position

- Summer Workshop Director – Kellie Doyle
- Day Workshops Director, including technology workshops – Patrick Johnson
- Fall Conference Director – Sandy Jacoby
- Winter Adviser Seminar Director – Stan Zoller, Kim Praser

9. Old Business

- Formation of Board Committees
 - Executive Committee: Board Officers
 - Membership Committee: Kim Praser, Jeff Willauer
 - Fall Conference Committee: Sandy Jacoby, Julie Tiedens, Tom Juran
 - Winter Advisers Seminar Committee: Stan Zoller, Kim Praser, Kathleen Burke
 - Summer Workshop Committee: Kellie Doyle, Linda Barrington, Julie Tiedens, Patrick Johnson
 - Day Workshops Committee: Patrick Johnson, Linda Barrington
 - Scholarship Committee: Tom Juran, Audrey Kemp, Julie Tiedens
 - Liaison Committee: No longer a need.
- Summer Workshop Report – Doyle and Barrington
 - Johnson – promote social media more

- Zoller – Toot our horn more by promoting our valuable instructors.
- Day Workshops – Barrington and Zoller
 - We didn't have any workshops last year
 - We have one scheduled for this year so far – Bloom Township.
 - Technology Workshops – two-day workshop, one day InDesign, one day Photoshop. Possibly even a web design class in the future. Zoller's working on setting these up, perhaps one at Loyola and one at Marquette.
- Fall Conference – Jacoby
 - 1,014 member and nonmember attendees; profit of \$1,777.63 (not final)
 - All sessions were limited to two buildings, which worked out very nicely.
 - Evaluations were overwhelmingly positive, but we only had 100; we will investigate going electronic.
 - 31 newspapers, 3 online newspapers, and 28 yearbooks were evaluated; judges remarked that the publications have shown growth over the last several years.
 - Update on plaques: The first company messed up the plaques. Jacoby found another company to remake them, and they supposedly mailed the plaques out to the recipients. But, the recipients have not received them yet. Jacoby is going to look into this.
 - Johnson moved that KEMPA does not provide a thank you gift to Continuing Ed. Prase seconded. Motion passed.
- Winter Advisers Seminar – Zoller
 - Program
 - Brochure will be mailed out soon.
 - No need for entertainment.
 - We're starting at 9:45 a.m.; speakers begin at 10 a.m.
 - Rick Wood is now going to go for an hour and a half.
 - Panel with a school board member and a Student Journalist of the Year.
 - Mark Newton is the headliner.
 - Extended break before round table. Round table and reception will be combined so it's more informal.
 - We will be in the Timber Ridge Lodge – the only group. Everything we need will be right there.
 - We will have a plated lunch and dinner.
 - Late check-out on Saturday has been arranged.
 - We need more silent auction and raffle items. Keep working on it.
 - Arrangements for Speaker
 - Board members are welcome to join for dinner on Thursday night
 - Barrington will pick him up from the airport
 - Things to Think About
 - Do we want to stay in Lake Geneva?
 - Do we want to try a different location in Lake Geneva?
 - Possible speakers for 2013 – We will invite Steve Matson, newspaper and yearbook, to speak. Other speakers to keep in mind: Julie Dodd, University of Florida, Susan Nichols, VP of JEA, and Bobby Hawthorne.
- Web Page update
 - Mark Thompson has agreed to continue doing the web page. Please any send suggestions to him.

10. New Business

- Partnership with Marquette University - Johnson
 - Marquette would like to bring back a scholastic journalism program.
 - Johnson will check to see if they are interested in providing space for programs, such as technology workshops, to begin a “soft” partnership.
 - Barrington will check with Continuing Ed to see if there is a conflict of interest in hosting a program at Marquette.
- PayPal for KEMPA day workshops, Winter Advisers Seminar, etc. – Willauer will look into it
- Online data backup
 - Praser uses Dropbox for her backup. Carbonite, Cloud, and Google Docs (would require too much sharing) are other options.
 - There is a fee for all of them – about \$50/year for unlimited space.
 - Everyone should check into this for the February meeting.
- Mailings
 - Looking into paring down the mailing list – perhaps by breaking down our mailing list by zip code. Barrington will email it to the board so we can look it over before the February meeting.

11. Adjournment

- Koshollek moved to adjourn. Willauer seconded. Motion passed. Meeting adjourned at 3:57 p.m.

The next meeting will be February 4 at Mount Mary in Milwaukee.

KEMPA Board Meeting

February 4, 2012

Mount Mary College

1. Meeting called to order at 9:36 a.m. by Stan Zoller.

Present: Linda Barrington, Kellie Doyle, Stan Zoller, Sandy Jacoby, Kim Praser, Jill Cook, Hank Koshollek, Jeff Willauer, Patrick Johnson, Kathleen Burke, Joe Koshollek

Absent: Audrey Kemp, Tom Juran, Julie Tiedens

2. Approval of Minutes of Dec. 3, 2011 meeting

- Minutes approved as corrected.

3. Treasurer's Report

- Barrington asked Willauer to show budget report in addition to the account activity at the next board meeting
- Willauer said he has set up online banking, replaced the credit card with a debit card, and is working on setting up a PayPal account
- Report approved

4. President's Report

- Zoller reiterated that he encourages certification; it makes KEMPA look more attractive
- Power of Youth Voice – Zoller suggested KEMPA consider partnering with this organization

5. Executive Director's Report

- Scholarships
 - One of last year's three scholarship recipients, Alexandria Johnson, sent the required follow-up paperwork to Barrington in order to receive her scholarship money. Barrington has not heard from the other two recipients and has no way to contact them. Jan Kohls might have their information and will mail it to Barrington.
 - Alexandria's letter said she should receive \$800, not \$600, which is what the Board voted on. She will be receiving \$800.
- KEMPA Update
 - The next one will come out the second or third week of March, to coordinate with Winter Advisers' Seminar
- Convention Travel
 - The board approved Barrington's request to use her travel allowance to attend the CSPA convention in New York in March.

6. Membership Report

- There 113 total members, compared to 106 last year; 21 are mentees, 6 are new members, 81 are renewal members, and 6 are professional members
- Spring membership mailing
 - Mailing will include membership form, a copy of the Summer Workshop brochure, and a Day Camp flyer

- Willauer suggested adding a line for the publication's email address on the membership form; this will help KEMPA to keep in touch with publications should there be new advisers year to year

7. Old Business

a. Winter Seminar

- 2012
 - 22 people registered to date (4 mentees); this is ahead compared to previous years
 - Continue to work on raffle and silent auction items
 - Barrington will pick up speaker from airport; Jacoby will drop him off
- 2013
 - Dates and location – March 1-2
 - Speaker – Steven Matson
 - Revamping of program
 - Zoller suggested moving from Lake Geneva, perhaps in the northwest suburbs of Chicago; Zoller and Praser are working on a proposal for the board
 - The 2012 evaluation includes questions about location, seminar format, etc. for feedback
 - Might move to a conference format with break-out sessions

b. Day Workshops – no report

c. Summer Workshop

- Instructors have been finalized
- There will be 7 classes, including two new ones – Literary Magazine and Online Publications
- Doyle will get new quotes for brochures so copies can be included in the spring mailing; 10 copies of the brochure also will be sent out in a mailing at the end of February to schools who have sent students to Workshop in the past three years
- Doyle has not received the budget from Continuing Education, but is expecting it no later than the end of February; she already has put together a preliminary budget anticipating 70 students. 43 attended last year. This would leave Summer Workshop with an estimated \$1,700 balance after all expenses

d. Fall Conference

- Update on Fall Conference plaques: They all have been mailed except the few damaged plaques, which are being repaired

e. Technology Workshop

- Johnson is in communication with a representative from Marquette
- Zoller expressed concern about over-extending KEMPA, especially with two new tracks in Summer Workshop

8. New Business

a. Awards/Scholarship Committee

- Goal: To streamline the process of selecting award recipients, scholarship recipients, and the recipient of the Gebhardt Award; committee members would be responsible for disseminating information
- Praser moved to create an Awards and Scholarship Committee; Johnson seconded. Motion passed (three abstained)
- Praser, as Vice President of Membership, Kemp, Jacoby, Cook, and Barrington agreed to serve on the committee. Cook will see if Juran is interested, too.
- More details about the committee's role will be outlined at the next meeting

9. New Business

- a. Wisconsin adviser whose publication is in the middle of controversy surrounding pro/con columns about same-sex adoption will be invited to share her experiences at Winter Advisers' Seminar.

10. March Meeting – What to expect

- a. Winter Seminar
 - Wrap-up
 - 2013 Location
- b. Day Workshops
 - Marketing Plans
 - Instructors
- c. Summer Workshops
- d. Technology Workshops
 - Topics
 - Locations
- e. Membership

12. Meeting adjourned at 11:53 a.m.

The next meeting is March 31 at UW-Whitewater.

KEMPA Board Meeting
March 31, 2012
UW-Whitewater, Roseman Hall 2005

1. Meeting called to order at 9:30 a.m. by Zoller

Present: Linda Barrington, Jill Cook, Kellie Doyle, Sandy Jacoby, Tom Juran, Audrey Kemp, Hank Koshollek, Joe Koshollek, Kim Praser, Julie Tiedens, Jeff Willauer, and Stan Zoller

Absent: Kathleen Burke, Patrick Johnson

2. Approval of Minutes of Feb. 4, 2012 meeting

- Minutes approved

3. Executive Director's Report

- Students have all received their scholarship money
- Gebhardt applications have been emailed, are available online, and are due June 15; Susan Tantillo has agreed to judge again
- Next *Update* will be in early April
- Only two students applied for scholarships this year; the deadline was March 23
- Barrington hopes to begin visiting member schools and took suggestions of schools from board members

4. Treasurer's Report - Willauer

- Send all materials for reimbursement, etc. to Willauer's home address
- Be more aware of expenses; we have already spent half of what was budgeted

5. President's Report - Zoller

- Journalist of the Year
 - KEMPA needs to help JEA get more applicants; Barrington suggested including an announcement in *Update* and on KEMPAOnline.com
 - Illinois only received four portfolios
- Chicago Public Schools
 - They do not permit teachers to attend professional development out of state; something to keep in mind for Fall Conference and Winter Seminar
 - We need to promote our Day Camp program to them

6. Membership Report - Praser

- Two mailings went out at the end of February: one to the 92 current members and one to 178 previous members
- 18 members have been received as of today: 2 are new mentees, 12 are renewals from last year, and 4 are returnees
- Praser is sending thank you letters and certificates
- Zoller also will be sending thank you notes

7. Old Business

a. Winter Seminar – Zoller & Praser

- Proposed schedule for 2013 includes break-out sessions in addition to featured speaker presentations, which might be more attractive to attendees based on survey data
- The net loss is approximately \$1,400, but Walworth did not donate the \$600 as usual, Jostens still is sending a check of \$500, and the remaining difference comes from covering the cost of the mentees
- We get 40 attendees for Winter Seminar – all KEMPA members – but send out 2,800 brochures. Emailing the brochure to members seems to be effective. Fewer printed brochures might be necessary in the future.
- Venue for 2013
 - Grand Geneva and Abbey are two practical options; both have agreed to keep food prices and room rates the same
 - Based on Hank Koshollek's comments, Barrington suggested getting a bid from Lake Lawn Resort, too
 - Zoller will check into Wisconsin Dells locations, including Kalahari and Wilderness Lodge
 - We need to sign on to a facility within the month

b. Day Workshops – Johnson, no report

c. Summer Workshop – Doyle

- Marketing efforts – Zoller agreed to email members a pdf of brochure and post an announcement on Twitter. This is in addition to what Doyle already has completed to market the event
- Board agreed to allow commuter students to attend for a \$50 savings per student; this savings means the students will not have a room or eat breakfast; Doyle will look into securing a parent permission form for commuters

d. Fall Conference – Jacoby

- The account was charged \$1,067 for items described as Winter Seminar; there should not have been any money pulled from that account for Winter Seminar; Jacoby will look into it.
- Keep plaques, find a different vendor – because of all of the problems with Sassy Shirts this year
- \$721.87 deficit; it will roll over (or be forgotten possibly, according to Tracy in Continuing Ed.; Jacoby will look into it)
- Recruitment of speakers
 - Johnson has begun to gather people from Marquette University for a strand on social and digital media; he already has commitments
 - Jacoby will email advisers and past speakers to return in May
 - Zoller contacted ChicagoNow about teaching a blogging session
 - Cook has some contacts, too

e. Awards Committee – Praser

- Committee Members – Praser, Willauer, Juran, Cook

- Vice President of Membership will oversee this committee
 - Will be in charge of critiques, Gebhardt Award, and other individual awards (i.e. Newspaper Adviser of the Year, Hall of Fame, etc.)
 - Plaques – finding a new, less expensive, and more reliable vendor
 - Praser found a \$30 estimate/plaque from one vendor; Jacoby has a vendor quote for \$20 each; Willauer will be in touch with a contact at Madison West who has students engrave plaques, he also will get a sample and quote
 - Zoller: We'll collect research and make a decision at July meeting
- f. Scholarship Committee – Kemp
- Committee members: Kemp, Juran, Cook, Barrington
 - Kemp will begin to take over sending out scholarship applications; Barrington will accept the applications and prepare them for judging by committee members
 - There are 4 applicants for this year; \$1,800 is available for scholarships

8. New Business

- a. Meeting locations and times
- Zoller suggested we keep all meetings at UW-Whitewater in the future
- b. March meeting date and time
- Cook suggested moving March board meeting to same weekend as Winter Advisers' Seminar to save on travel; this will be revisited during the first board meeting when we set meeting schedules
- c. Web site
- Doyle will talk to Thompson about retrieving files, possibly taking over as Web master
 - Tiedens suggested a CMS so more board members could have access to editing the site
- d. Mentor Program
- Offering free membership is designed to "hook" JEA mentees so they continue to be KEMPA members and perhaps take on leadership roles

9. July Meeting – items for discussion

- a. Fall Conference
- b. Membership
- c. Award nominees
- Praser will send letters to schools soon; deadline for nominations will be June 15

10. Adjournment at 11:50 a.m.

The next meeting is July 21 at UW-Whitewater.

KEMPA BOARD OF DIRECTORS MEETING

July 21, 2012

9:15 a.m. – Noon

UW-Whitewater, Roseman Hall 2005

Attendees: Stan Zoller, Linda Barrington, Patrick Johnson, Kim Praser, Sandy Jacoby, Tom Juran, Kellie Doyle, Audrey Kemp, Kathleen Burke, Hank Koshollek

Absentees: Joe Koshollek, Julie Tiedens, Jill Cook, Jeff Willauer

1. Called to order at 9:35 a.m.

2. Approval of Minutes of March meeting / Kellie Doyle

Correct Executive Director report; there were four scholarship applicants, not two

Minutes approved as corrected

3. Executive Director's Report / Linda -- Report

☐ Shared Mentoring Matters publication

☐ Barrington spent 40 hours from April to mid-July working on Executive Director duties. This mostly was for promoting Summer Workshop and working on the Update. Next Update is slated for late August/early September.

☐ Barrington with the help of Jan Kohls nominated Jim Peterson for JEA Friend of Scholastic Journalism

Discussion item: Adding Literary Magazine as a KEMPA publication

☐ KEMPA has a handful of schools interested in joining. It will increase our membership and bring additional students to Summer Workshop (and Fall Conference if we offer literary magazine sessions).

☐ We would need to add the category to the membership form, offer a critique and publicize the new offering to schools in Wisconsin and Illinois.

☐ Barrington has contacts who would judge for us.

☐ Nothing we need to change in bylaws.

☐ Question: How would this affect scholarships?

☐ Johnson volunteered to teach a Magazine Production session at Fall Conference. Perhaps Jamie Collins of Lakes Community High School also would be willing to teach a couple of sessions?

4. Treasurer's Report / Jeff Willauer – Report

☐ Zoller: We have not received \$500 from Jostens for Winter Seminar

5. President's Report / Stan Zoller – Report

☐ Online contest submissions. We should look into it. Visit betternewspapercontest.com for more information about this service. Jacoby suggested that we need to find out about cost.

6. Membership Report / Kim Praser – Report

☐ Two mailings went out to lapsed and current members.

☐ We currently have 81 members: 53 are renewals, 11 are new, and 13 are returning members.

Praser expects additional membership forms when school starts, and she will contact non-renewals at that time, too.

☐ Barrington and Jacoby have contacted mentees.

7. Old Business

a. Day workshops / Patrick Johnson – Report

☑ Three are tentatively planned at Libertyville, Appleton, and Bloom Township high schools.

☑ Non-members should be charged more than members for Day Workshops

b. Summer Workshop / Kellie Doyle – Report

☑ 49 students registered

☑ Had to cancel two classes due to low enrollment: Newspaper Reporters and Online Publications (maybe give the latter class a new title, such as Digital Storytelling, next year). Introduced Literary Magazine this year.

☑ 20 students signed up for Photoshop pre-workshop session

☑ 2 advisers were signed up for Adviser Day

c. Fall Conference / Sandy Jacoby – Report

☑ Date is October 19

☑ Presenter contracts are underway

☑ A digital media strand will be introduced to Fall Conference with the help of Johnson's contacts at Marquette University.

☑ Biller Press bid for brochures came in way too high. Jacoby likely will return to CSI because they bid aggressively.

☑ 1,775 folders remain for KEMPA. Do we want a redesign?

d. Scholarship Committee / Audrey Kemp – Report

☑ The following students have been awarded scholarships. All recipients and their principals were notified by letters of the awards beginning of May.

Daniel Brount (Wheeling High School) - \$800

Kelly Wang (Brookfield Academy) - \$500

Amy Ausdenmore (Grayslake North High School) - \$300

Justin Loewen (Waterloo High School) - \$200

a. Winter Seminar Committee – Report

☑ We have signed an agreement to return to the Grand Geneva for 2013. We will, however, continue to look at other sites in Lake Geneva and the Dells.

8. New Business

a. Video photography – H. Koshollek: We need to start teaching the kids this function. Perhaps include it in the Photography class for Summer Workshop. We need to teach students how to tell stories in multiple platforms.

b. Literary Magazine – Praser moved to add Literary Magazine as a KEMPA publication for membership. Barrington seconded. Motion passed.

c. Day Workshop Discounts – Johnson moved that attendee schools at KEMPA events should receive a discount for Day Workshops. Motion passed.

Day Workshops currently cost \$700 for a minimum of 20 students. Later discussion: What would the discount look like?

d. Membership Discounts

Praser moved that all KEMPA events have a member and non-member rate. Jacoby seconded. Motion passed.

Recommendation for Day Workshops: Members pay \$650, non-members pay \$700.

e. Fall Conference Fee

Board agreed to raise student and adviser fees for Fall Conference to \$15 for members, \$20 for non-members, and \$25 for late registrations.

f. Meeting locations and times

September 8, 2012 is next meeting at UW-Whitewater

9. Next meeting – Items for discussion

a. Date and location – September 8, 2012 is next meeting at UW-Whitewater

b. Fall Conference

c. Award nominees

10. Deadline for awards will be extended to Sept. 7, 2012 due to low number of nominations for some awards. Kemp and Johnson are opposed to extending deadlines.

11. Adjournment

Meeting adjourned at 11:40 a.m.

Kettle Moraine Press Association
Sept. 8, 2012 Board Meeting
UW-Whitewater, Roseman Hall, Room 2007

Present: Sandy Jacoby, Kim Praser, Jill Cook, Tom Juran, Patrick Johnson, Jeff Willauer, Joe Koshollek, Hank Koshollek, Linda Barrington

Absent: Audrey Kemp, Kellie Doyle, Kathleen Burke

1. **Call to Order:** President Stan Zoller called the meeting to order at 9:40 a.m.
2. **Minutes:** Sandy moved acceptance of the minutes as printed. Tom Juran seconded. Minutes were approved.
3. **Executive Director:** Besides the printed report, Linda showed a flyer that the Texas Association of Journalism Educators (TAJE) had used to promote journalism to principals. She will prepare a KEMPA version of this to send to member schools' principals. Board members suggested it also appear in the next KEMPA Update and a copy should go in the adviser folders at Fall Conference. Sandy said she'd help with this.
4. **Treasurer:** The balance today is \$9,147.32. Jeff reminded us to use his gmail account instead of his school email account for KEMPA business.
5. **President:**
 - Jostens still hasn't paid the \$500 it had committed to last March's Winter Advisers Seminar. Jeff suggested sending them an invoice every day.
 - Julie Tiedens resigned from the board.
 - The recruiting of Literary Magazine advisers to join KEMPA was discussed at length. Sandy and Stan will each contact a lit. mag. adviser who is speaking at Fall Conference.
 - Stan said we are eager to form a partnership with Marquette, but Patrick reported that the timing is not good right now because of internal turmoil in the journalism department. That could change as the year goes on. When things improve he will let us know and contact them. Meanwhile, the board would like to pursue other possible partnerships: Stan will talk with John Kupetz at the College of Lake County and Kellie at Lake Forest College. Jill and Tom suggested WCTC, especially for its design and photo resources. Joe and Hank have a connection with WNPA. Linda suggested Madison Area Technical College. Patrick suggested we recruit students to join "j" the student branch of JEA. Kim said she'll make a "j" flyer for the Fall Conference folders.
6. **Membership:** Kim reported that we now have 90 members with more anticipated during the registration for Fall Conference. She had sent an email to those schools that sent students to Summer Workshop, inviting them to join KEMPA. Stan will send an email to all KEMPA members asking them to invite their Literary Magazine advisers to join KEMPA and come to Fall Conference. He will include a link to the Fall Conference brochure online. Tom suggested looking at the JEA membership list for Illinois and Wisconsin and invite non-KEMPA members to join.
7. **Old Business:**
 - **Day Workshops:** The Appleton North workshop was taught by Linda Barrington. Thornton has canceled. The Bloom adviser has been non-responsive. Libertyville is still scheduled. Benet has provided no contact with an

adviser so far; it will not run unless advisers are involved and present at the workshop.

- **Fall Conference:** Contracts have been mailed and Sandy encouraged board members to return their paperwork ASAP. Linda Barrington commended Sandy and Sandy K. for the excellent brochure and she commended Continuing Ed. For their swift mailing of the brochures. Sandy thanked Patrick in particular for finding Marquette staff to speak about digital media for the conference. Plaques will be paid out of the Fall Conference budget as will the newspaper and yearbook critique judges. Board members reminded Sandy to tell Continuing Ed about the need for directions to circumvent highway construction in the area.
- **Summer Workshop:** With Kellie's resignation as director, we will need a replacement. Patrick said he'd be interested in doing this. Stan moved the discussion of this to the Nov. 3 meeting. Some advisers were concerned that their students had not received certificates of completion this summer. Linda will make certificates and email them to the advisers of participating students. Hank suggested changing the name of the photography class to Photojournalism. Hand and Joe were both disappointed that they didn't have the Mac lab they needed. Linda will contact Tracy to make sure they get the Mac lab in Heide next summer.
- **Scholarship Committee:** We will decide at the Nov. 3 meeting about the scholarships for Literary Magazine students for next year.
- **Winter Advisers Seminar:** Kim said she'll have two evaluation forms, one for those who leave on Friday and one for those who leave on Saturday. We then brainstormed ideas for breakout sessions: yearbook reps to do sessions on yearbook, either as breakout or to entire group at the part of the seminar they sponsor; sessions on digital media, common core standards and journalism. Maybe a rep from Canon or Nikon. After dinner maybe an evening session for all by Scott Angus, Janesville Gazette editor. Linda will check some universities to see about advisers getting a credit for attendance (and follow-up work) at Winter Advisers Seminar.
- **Awards:** Gebhardt will go to Gabrielle Abesamis of Niles West High School. The board considered plaque bids from Sassy of \$28 each and other companies of even more. Tom Juran said that his students couldn't do the same laser engraved plaques at Sassy's price, but they could do wood engraved for about \$15. The board looked at samples and said they were impressed. Kim moved and Sandy seconded the motion to approve the all the award winners: Media: Jason Rice, Ch. 15-Madison ; Friend: Bryce Ulmer, Kenosha News and Summer Workshop instructor; Newspaper Adviser, Len Fike, D.C. Everest High School, Schofield; and Administrator: Brett Bowers, Homestead High School, Mequon. The motion passed. There will be no Hall of Fame or Yearbook Adviser Awards this year. Sandy moved and Jeff seconded a motion to select Tom Juran's class to create wood (butternut) award plaques with laser engraving at \$5 per plaque and the cost of materials. The motion passed.

8. New Business:

- **Annual Meeting:** The board finalized the agenda with Linda presenting the Gebhardt Award, Rachel Rauch presenting the Administrator Award, Sandy presenting the Media Award, Jill presenting the Newspaper Adviser Award, and Kellie presenting the Friend of KEMPA Award.
 - **Yearly Planning Meeting:** The date was clarified as Nov. 3. Stan asked that board members email him with their wishes as to whether they'd like to run for an office or serve on a particular committee. This includes all those who hold current office or are committee chairs. Let Stan know if you want to continue.
9. **Adjournment:** Hank moved adjournment and Jill seconded. The meeting adjourned at 12:14 p.m.

Respectfully submitted,
Linda Barrington, acting secretary in Kellie's absence

ANNUAL MEETING

October 19, 2012

UW--Whitewater

Minutes

The meeting was called to order at 12:17 p.m. by President Stan Zoller. He welcomed everyone, especially advisers and presenters who were attending the Fall Journalism Workshop for the first time.

Executive director Linda Barrington delivered the State of KEMPA address.

After reviewing the benefits KEMPA offers, Barrington announced two initiatives: 1) offering graduate credit for advisers attending Winter Advisers Seminar and Summer Workshop and 2) adding literary magazine as a new membership category. Barrington said, "Above all, KEMPA is here to serve you and your students."

Awards were presented:

- Gabrielle Abesamis, Niles West High School (Ill.) received the Gebhardt Award:
- Brett Bowers, Homestead High School (Wis.) was named Administrator of the Year.
- Jason Rice, Ch. 15-Madison, received the Media Award.
- Len Fike, D.C. Everest High School (Wis.) was named Nancy Becker Newspaper Adviser of the Year.
- Bryce Ulmer, Corporate Images and S.C. Johnson and Son, Inc., Kenosha (Wis.) received the Friend of KEMPA Award.

The Secretary's minutes for the October 14, 2011 Annual Meeting were approved.

The Treasurer's report was approved.

Workshops reports

Linda Barrington reported on the 2012 Summer Workshop. Next summer it will be held July 21-24 at UW-Whitewater. With Kellie Doyle's resignation, the board will appoint a new director. Patrick Johnson reported on six Day Workshops, three of which are still planned. Stan Zoller previewed the Winter Advisers Seminar, scheduled for March 1-2 at the Grand Geneva Resort in Lake Geneva, Wis., with Steve Matson as the featured speaker.

The following were elected to the KEMPA Board:

Jamie Born
Kathleen Burke
Jill Cook
Paul Cook
Sandy Jacoby
Patrick Johnson
Tom Juran
Audrey Kemp
Henry Koshollek
Joe Koshollek
Chris Lazarski
Rachel Rauch
Jeff Willauer
Stan Zoller

Sandy Jacoby, Wisconsin State Director, and Stan Zoller, Illinois State Director, promoted membership in JEA and attendance at the San Antonio convention next month.

Fall Conference Director Sandy Jacoby reported that 820 students were present for Fall Conference as well as 82 advisers and additional presenters.

The meeting adjourned at 12:52 p.m.