

KEMPA BOARD MEETING
Nov. 4, 2017 / 9:30 a.m.
UW-Whitewater / UC261

MINUTES

Board Members: Present: Tom Juran, Bob Kay, Joe Koshollek, Shannon Kuehmichel, Beth Marshall, Danielle Olejniczak (via Zoom), Cindy Renaud, Lindsay Skatrud, Matt Smith, Laura Streyle, April van Buren, Carolyn Wagner, Exec. Director Linda Barrington.

Absent: Dr. Steve Brown, Sandy Jacoby, Rachel Rauch

1. Call to order & Amend Agenda / Attendance
2. Approval - [Sept. 9, 2017 Minutes](#) – **B Marshall**
Tom J moves to approve the meeting minutes and Bob K seconds, all approve
Review of [Oct. 13 Annual Meeting Minutes](#) – **B Marshall**
Lindsay S moves to approve the meeting minutes and Cindy R seconds, all approve
3. [Treasurer's Report](#) – **M Smith**
 - A.
Balance
 - B. Expenses & Income
JEA increased membership fees to \$65 this year.
We are paying \$5 more this year for each membership.
Joe K moves to approve the minutes and Tom J seconds, all approve
4. [Membership Chairman Report](#) – **B Kay (+list of schools that did not renew)**
Membership is down, Bob has sent reminders to former members. We hope to renew 8-10 members from the list. How many publications are no longer in existence? Board members could make some personal connections and ask them to renew. Double check that current board members have renewed their memberships. Need to check with Amanda at Whitewater to see if new memberships started with Fall Conference.
We can look at the school directory information on IHSA.org to find names of yearbook and newspaper advisers. Does WI have similar information?
Joe moves to approve the report, Tom seconds, all approve
5. [Outgoing President's Report](#) - **A van Buren**
Carolyn W moves to accept the report, Bob K seconds, all approve
6. [Director's Report](#) – **L Barrington**
 - A Updates since Sept. 9
 - B. Annual review
Carolyn W moves to accept her report, Joe K seconds and all approve
7. Executive Session for Executive Director performance review ([job description](#))
Carolyn W moves to re-hire Linda in the Ex. Director position for another year.
Bob K seconds, all approve
8. Election of 2017-2018 officers (check term limits for all)
 - President - Beth Marshall: Carolyn W moves, Tom J seconds, all approve
 - Vice President - Carolyn W: Beth Marshall moves, Lindsay seconds, all approve
 - Vice President of Membership - Bob Kay: Carolyn W moves and Cindy R seconds
 - Treasurer - Matt Smith: Joe K moves, Carolyn W seconds, all approve
 - Secretary - Cindy Renaud: Carolyn W moves, Lindsay S seconds, all approve
9. Schedule of 2018 Meetings & Events – Proposed Dates based on 2018 schedule/Saturdays
 - A. February 10
 - B. March 2-3 Winter Advisers' Seminar
 - C. April 28
 - D. June 9

- E. July 15-18 Summer Journalism Workshop
- F. September 15
- G. October 12, 2018 is the Fall Scholastic Journalism Conference/Annual Meeting
- H. November 10 (Nov. 1-4 JEA Convention/Chicago)

10. Proposed 2018 Budget – M Smith

The digital copy discussed in meeting is more up-to-date than printed copy shared at meeting.

Discussion:

- Printing budget - need to increase budget (postage & printing) so we can send out flyers to every school's publication; this is in addition to electronic communication. Agreement to keep Leave membership printing at \$150
 - Add an agenda item to next meeting (February 10) about membership tied into what mailing cost will be, also finding a way to contact schools/advisers about KEMPA membership.
- Membership certificate is digital; send via email to all current members
- Question about \$50 donation to scholarship fund - goes into scholarship pool, but not part of budget. Membership care keeps track of donations to scholarships so that at scholarship time we know total amount in scholarship pool. KEMPA contributes \$1800 (no change to budget)
- Executive Director budgeted \$3000.
 - Need to have a dollar amount associated with stipend for Director of Fall Conference, Winter Conference that is separate from Executive Director stipend.
 - Executive Director stipend has been \$3000 since (approximately) 1999.
 - KEMPA can currently afford to raise Executive Director pay to \$4000.
- Contest budgeting increased; pays for itself.
- Online Critique - amount paid out varies each year.
- JEA Membership - increase in membership fee is reflected in budget
- Gifts/Donations - reduced because KEMPA has not used it much in past.
- Income increased to reflect additional amount we'll collect for JEA memberships
- Summer Workshop budget - suggest to increase by \$1000 for unforeseen costs that might be incurred.
 - SJW 2017 director did not take full stipend; assistant director paid less than instructors but does more; travel costs fluctuate, lodging costs increased.
 - Summer Journalism Workshop 2017 - budget shows details on dollar paid out and budgeted. Director did not take full amount budgeted (\$400).
 - Suggestion for new budget: add more money to keep quality lodging, address assistant director position.
 - Proposed KEMPA SJW expenses budget - from \$24,140 to \$25,000.
 - Income for KEMPA SJW would stay the same.
 - Total income for KEMPA SJW 2017 was \$21,450.

Motion to approve proposed budget by TomJ; second ShannonK. Approved.

11. Director/ Committee / Chair Appointments

- A. Summer Journalism Workshop Director(s) -
 - Lindsay Skatrud and Carolyn Wagner - co-directors
- B. Fall Scholastic Journalism Conference Director(s) -
 - Linda Barrington and Shannon Kuehmichel - co-directors
 - 1. Yearbook & Newspaper Critique Review & Update Committee
 - Tom Juran; Beth Marshall will assist

Suggestion: Would like to have the online critique forms updated (has not been updated for seven years). Tom J will follow-up with those who received a publication critique in the last two years to solicit feedback - will bring back to Board. Add agenda item to an upcoming meeting to discuss responses.

- C. Winter Advisers' Seminar Director(s)
 - April van Buren and Linda Barrington - co-directors; Laura Streyle will assist by running silent auction
- D. Webmaster:
 - Laura Streyle
- E. Individual Contests/Chair/ Committee:
 - April van Buren will chair; Danielle Olejniczak, Carolyn Wagner, Beth Marshall, Linda Barrington on committee
- F. Scholarship/Chair/ Committee:
 - Bob Kay will chair; Danielle Olejniczak, Shannon Kuehmichel, Tom Juran on committee
- G. Awards Chair/ Committee: Suggestion: send out nomination information earlier (April-June)
 - Beth Marshall will chair; Linda Barrington on committee

12. Reports

A. [Summer Journalism Workshop](#) – L Skatrud

SJW 2018 - Staying in same dorm at Marquette; already contacting instructors; it would be beneficial to know if there is scholarship money available earlier (when is that amount made known/available?). There are different organizations that may provide scholarships - information will be shared with Carolyn & Lindsay.
Motion to accept report by Joe; second by Shannon; all approved.

B. [Fall Conference Update](#) – L Barrington

1. Event

Suggestion: Have one welcoming session; keep breakout sessions and lunch in same order (1, 2, lunch, 3) but with an earlier start.

2. [Critiques](#) - T Juran

Motion to accept report by Bob K, second Carolyn, all approved.

C. [Winter Advisers' Seminar](#), March 2-3 – L Barrington

1. Brochure

2. Silent Auction

3. Sponsors - Herff Jones, SNO

4. Discuss possible speakers for 2019, and possible topic(s) - Logan Aimone, topic:

Motion to accept report by April, second Shannon, all approved

D. Website – L Barrington

1. Request for blog topics/ schedule for coming year

2. Request for feedback

3. Laura Streyle agreed to be webmaster

E. [Individual Contests](#) – A van Buren

Motion to accept report by Shannon, second by Bob, all approved

13. Old Business
 - A. [Conflict of Interest statement](#) for 2018 Board
 - Should be handed to Linda or done electronically
 - B. New password for KEMPAjournalism@gmail.com
 - C. [A Moment in KEMPA History](#) KEMPA Update (hard copies and digital via link)
 - April: digitize old KEMPA Updates?
14. New business
 - A. [Surveying Schools?](#)
 - Tabled
 - B. New KEMPA folders
 - Tabled
15. [Commendations](#)
16. Adjournment
 - Motion to adjourn by Carolyn, seconded by Bob, all approved

Upcoming events:

Nov. 16-19, 2017: JEA/NSPA Convention, Dallas

March 2-3, 2018: Winter Advisers' Seminar

April 12-15, 2018: JEA/ NSPA Conference, San Francisco

KEMPA BOARD MEETING
Feb. 10 / 9:30 a.m.
UW-Whitewater / UC 261

AGENDA

Board Members: Tom Juran, Beth Marshall, Danielle Olejniczak, Cindy Renaud, Lindsay Skatrud, Matt Smith, April van Buren and Carolyn Wagner via Google Hangouts, Bob Kay, Exec. Director Linda Barrington.

Absent: Rachel Rauch, Laura Streyle, Joe Koshollek, Dr. Steve Brown, Sandy Jacoby, Shannon Kuehmichel, Aaron Ramponi

1. Call to order (9:38 a.m.) & Amend Agenda / Attendance

2. Approval - [Nov. 4 2017 Minutes](#) – **C Renaud**

Addition to #12 Reports, Winter Seminar: some information is not complete.

- Herf Jones and SNO are sponsors
- speaker for next year (item 4) first choice to ask Logan Aimme
- possible topics include design.
- Include decision that KEMPA will pay for room cost for co-chairs.
- Under website: says request for blog topics for coming year, but no one volunteered to do any. Asked for volunteer to take over the website. Suggestion: change #1 that Laura Streyle volunteered to be in charge of the website.
- After today's meeting, Beth will update Google account to journalism2018 - this will be Google Drive including email

Tom J moves to approve the meeting minutes with changes, Lindsey seconds, all approve

3. [Treasurer's Report](#) – **M Smith**

A.

Balance

B. Expenses & Income

- Sent 1099; having W-9 forms filled out make it easier.
 - We are running out of KEMPA conference folders - will need to order more. Still have one box - enough for Winter Seminar and Summer Workshop, but not enough for Fall Conference. Add to agenda for next meeting
- LindsayS moves to approve the treasures and TomJ seconds, all approve

4. [Membership Chairman Report](#) – **B Kay**

- Sent out email reminder for membership. Currently at approximately 90 membership.
 - Stevenson High School (Libertyville) yearbook joined; Vernon Hills has not.
- In Illinois, Stan has new mentees, Linda B will send names to BobK so he can send

them

membership information for 2018-2019 (they have free membership current year).

- Need to revise 2018-2019 form that reflects additional \$5 for JEA membership. BobK will revise to \$65 for JEA membership.
- LindaB has additional suggestions for revisions for the membership form, will send to BobK.
- BobK - Did not get as many individual memberships from 2017 Fall Conference compared to last year.
- Suggestion to send out 2018-2019 membership forms end of April
- Survey membership (April) - possible question to include Does journalism class count as fourth English credit for graduation?

- FYI: Linda advised that Paul Candell (California), argues why AP College Board should be an AP Journalism class; possible portfolio as opposed to test; propose MJE as instructor; could be 5 - 8 years down the road
Carolyn moves to approve the report, April seconds, all approve

5. [Director's Report](#) – L Barrington

- Survey of members - what are others doing? JEA advised surveys result in poor participation, responses were poor (not thoughtful or caring about helping). Alternative suggestions: have a listening session at an event, e.g., Winter Seminar or Fall Conference; ask for feedback on printed form, but not ranking - perhaps in adviser's folder could solicit feedback; target random sampling of twelve advisers to come together in a round-table type discussion, possibly offer stipend; Linda is Investigating if Wisconsin DPI has a place that has a list of what schools offer journalism classes (Illinois has one); consult IJEA on membership information (Bob will contact IJEA to see what schools have journalism programs/publication membership); could reach out to yearbook reps (several of the reps present at Fall Conference), Tom will contact Wallsworth; Beth will contact Herf Jones
 - Linda plans to conduct listening session for advisers at Winter Seminar; written feedback form at Fall Conference
- Our role SPA: professional development for advisers - how to use critique with staff
 - Strongly encourage publications include submission letter to accompany critique that states goals of publication - helps judge doing the critique. Suggest when KEMPA revises membership forms, in section about critique, include sentence to submit letter to judge with the following information: [goals of for the year, unique circumstances of program or school, what challenges or complications they might have had that year, what the editors want the judge to focus on.](#)
 - A lot of judges at the national level are retiring; in many circumstances judges are being asked to judge an inordinate number of books; SPA would like us to start developing judges within our own membership by offering a session for advisers on how to critique a publication (show samples), then they might volunteer to join a national pool of judges from which SPA can reach out to; TomJ suggests that there has been some blowback doing that - could be because form was not clear enough; April asks how do we incentivize people to become judges (Linda replied tell them how much judges get paid, that judges can specify how many publications they want to judge); Lindsay suggests that by selling the value of the critique might help incentivize people to be judges; Carolyn asks if PD hours are available for judges (probably individual district decisions).
 - Suggest to send letter to every principal of every presenter thanking them for allowing that individual(s) to present.
 - CTE - The New Mexico director said people with MJE/CJE can teach journalism (arts and communications pathway) in that state and qualify for the Perkins Grant. DanielleO attempted to research this, but was directed to a website but made no headway. Linda is going to make some contacts with DPI to get journalism programs to be able to get funding through Perkins Grant.
 - FYI: Milwaukee Press Club gave KEMPA \$1000 to help promote their grants; very few applied for their grants. Linda suggested the problem that MPC focused only on Milwaukee County, so MPC is considering offering \$1000 for three years to schools outside Milwaukee County starting a journalism program in (not yet approved)
 - Had looked at giving Patrick Rand a Lifetime Achievement Award; he said please do not, and KEMPA will acquiesce.

- JEA Medal of Merit - for members who have made contributions to scholastic journalism (state and local). Is there anyone KEMPA would like to nominate? Deadline is July 15, 2018. We would have to contact that person. Suggest April be nominated (KEMPA, JEA Quiz Bowl, work in New Mexico). All agree to nominate April for the Medal of Merit. BobK suggested Brenda Smith from Grayslake, other suggestions include Matt Smith. Sandy Jacoby received award 8 - 9 years ago. Agreed that KEMPA will nominate Matt Smith and April VanBuren.
- Membership: Linda usually does welcome flyer and membership form. Should there be anything else included, and should it continued to be mailed as well as email PDF, along with PDF on website. Suggestion to continue mailing membership forms in order to reach all advisers. These mailings come out of Fall Conference budget. Bulk rate for mailing is approximately \$.36/each, total budget may be \$700. Suggestion to send one mailing to each school to Student Publications Advisers and Instructors. List comes from Whitewater for Wisconsin and northern Illinois. Send out end of March. Membership form comes from BobK, and one page from JEA's programs, etc.
- Mentor updates - chairperson resigned in November. Patrick Johnson is new chair of the mentoring program (appointed by president Sarah Nichols. First semester reports are in folder. Sandy Jacoby recently resigned as JEA mentor. Cindy will send letter of appreciation on behalf of KEMPA board. (Send on KEMPA letterhead)
- Next July is training for new JEA mentors. Mentor does not have to be retired adviser. Suggestion that Rachel, who just got her MJE and state director, would be a good candidate. Also, could ask Rachel to send information out to state members.
- Grant Station, an online research tool to locate grants. In order to belong to their database it's \$600/year, except for three days in February when it's \$99. Unless you're a member of TechSoup, which we are. Linda purchased the \$99 for KEMPA. April moves to approve, Danielle seconds, and all approve to reimburse Linda \$99.
 - Linda asks if someone would like to be on a grant committee to learn more about the process and to locate grants through Grant Station. TomJ and Matt Smith are interested. Danielle and Beth would be interested in doing this over summer. Include this on next agenda.
- The new adviser for Vernon Hills asked Linda to do a day-workshop on InDesign. Charging \$400; encouraged adviser to join KEMPA and JEA mentor so she could get the workshop for free, but she did not, so she has been billed for \$400.

TomJ moves to accept her report, Lindsay seconds and all approve.

6. Reports

A. [Summer Journalism Workshop](#) – C Wagner & L Skatrud

- Maintaining status quo from last year; registration has not yet been launched because most registrations come once staff know their staff for next year. All teachers from last year are coming back. Will have more details to report next meeting. Carolyn and Lindsay will have something about Summer Workshop to include in Linda's mailing (end of March). Will ask if Patrick will print Summer Conference flyers for free, or TomJ can print if not.

BobK moves to accept Summer Journalism Workshop report, Danielle seconds and all approve.

B. Fall Conference [Update](#) and [Registrations](#) – L Barrington & S Kuehmichel

- Total revenue \$16,390 - bottom line \$11,996 in UW Whitewater account. There are still a few outstanding items not yet paid (i.e., plaques)
 - Put on agenda for next meeting Fall Conference transfer of funds and new folders
 - UW Whitewater sent Linda a list of all schools who attended, including name of adviser. Also indicates how many people came (1, 2, or 3). Linda will upload as PDF and share with board members via email.
 - Linda will start June/July to get speakers/presenters
- C. [Winter Advisers' Seminar](#), March 3-4 – **L Barrington & A van Buren**
- Have 7 or 8 registrations, not counting April, Linda, or Danielle
 - Registration is low; hoping to have 20 people; extended early registration date; Linda will send another reminder email; Lake Lawn also extended room deadline; will pay speaker for two tanks of gas; Logan Aimone will focus on design, but will talk on other topics too; will solicit topic ideas from attendees
 - Two sponsors are sending money (\$250) Herff Jones and SNO, but will not have booth. Entertainment books will send 4 books - can use as silent auction items
 - Laura is lining up donations: Jamie Silver is donating; Lake Lawn is donating one certificate (4 people for golf); need more baskets
 - Technology: Linda is bringing LCD and bluetooth speaker, renting large screen, need people to bring power strips (Danielle and Tom will bring power strips and cords)
 - Will have feedback form in folders; TomJ is emcee
 - Door prizes themed things adviser can use in classroom or pamper at home
 - Schedule is revised - Lori is doing six sessions (no breakout sessions or quick-fire)
 - Lake Lawn no longer offers seafood buffet on Friday; now need to order off Frontier menu (three items: vegetarian, meat, fish entrees) but does not include sides, etc. Last year \$23.95 (plus extra fees); picked one dessert (cost \$8.00/person). Suggest looking at other options for meal(s) next year.
- D. Website – **L Streyle**
- Linda met with Laura in December to go over the basics and how to contact SNO. Linda has been updating website for Fall Conference, etc.
 - Linda will update list of board members needs to be updated (need photo of Laura)
- E. Individual Contests – **A van Buren**
- No formal report; Carolyn and April will update paperwork from last year; hope to have something for Winter Seminar and to post online.
- F. [Scholarship Committee](#) – **B Kay**
- Received documentation from all three recipients from last year; Matt will send check to them.
 - Mid-January, emailed present KEMPA advisers with application form for 2018 scholarship; postmarked no later than March 12, 2018. Once received, Bob will scan them all and send them out to Scholarship Committee members: Danielle, Tom, Cindy, Shannon, and Rachel (information also in Board Members Contact Information)
 - Discussion concerning the way scholarships are evaluated. Members on committee read through and rank students; Danielle will share spreadsheet/rubric.
 - Giving out three \$600 scholarships;
 - Discussion about increasing amount of individual scholarships (1984, 3 scholarships at \$400 each). Put on agenda for next meeting: Scholarship

amount and also look at direction for students applying for scholarship, and look at criteria

- BobK will send a email blast reminder every two weeks until deadline

7. Old Business

A. [Surveying Schools?](#)

- Already discussed earlier in agenda

B. Headshots/ Pictures of Board members for the KEMPA website

- Have headshot of everyone except Laura

C. Reminder: new password for KEMPAjournalism@gmail.com

- journalism2018

D. [A Moment in KEMPA History](#) – L Barrington

- Looked at and compared 1984 budgetary items and expenses compared to 2018.
- All of this KEMPA history is stored in boxes at Linda's home. In Google Drive, go onto KEMPA Board, folder "Archive", look under "KEMPA Updates" - Linda has been scanning in historical documents. Goal is to get all the documents into chronological order (now they are in alphabetical order).
- Minutes are on the KEMPA website under "About KEMPA", "Board Minutes" (top of page). Has not found anything before 1982. Has minutes up to May 2017.

8. New business

A. [WIAA and Scholastic Journalism coverage](#) [2011 WIAA background](#)–, [Current Media Guide T Juran](#)

- Student access at WI athletic competitions is limited or non-existent; WIAA media guide states that each school is provided a press pass, which is usually given to a parent or official school photographer. Jeff L and Tom J would like to see WIAA change the language to include press pass for students (one for yearbook and one for newspaper). WIAA argues that schools should apply for media credentials, but this is difficult because of requirements. April suggests to ask SPJ (Milwaukee Press Club and Madison) to write letter with KEMPA to WIAA. Would NSPA be interested? Matt indicates probably yes. Jeff and Tom can draft, but it should come from SPJ Madison, SPJ Milwaukee, KEMPA, NSPA, CVSSA (Chippewa Valley). An alternate would be to have KEMPA granted access so we could send to member schools to send them, but Linda suggests work on other ones first. Linda will email to apprise them and gather support.

Suggestion for future meetings - have someone read what's on the screen, at least until we figure out the sound. Ask the UW Whitewater tech person to stay until those online are connected to test the sound.

- [Commendations](#)
 - Congrats to Carolyn and Rachel for receiving MJE
 - Linda commendation for interview about Hazelwood decision
 - Matt - adviser of the year; 30th anniversary of Hazelwood
 - Jamie Silver for filming at Fall Conference and photographs

Question: June 9th board meeting is on a Saturday

10. Adjournment, 12:41 p.m.

Motion to adjourn by Lindsay, seconded by Danielle, all approved

Upcoming events:

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