

KEMPA BOARD MEETING
Nov. 9, 2019 / 9:30 a.m.
UW-Whitewater / UC266

AGENDA

Board Members in Attendance: Dr. Steve Brown, Michelle Corbett, Sandy Jacoby, Patrick Johnson, Shannon Kuehmichel, Beth Marshall, Danielle Olejniczak, Matt Smith, April van Buren, Keith Zukas, Exec. Director Linda Barrington. **Virtual Attendance:** David Gwizdala, Bob Kay. **Not in attendance:** Laura Streyle.

1. Call to order & Amend Agenda / Attendance
2. Approval - [Sept. 7, 2019 Minutes](#) – **D Olejniczak**
Patrick moved to approve. April seconded. Approved with 1 abstention.
Review of [Oct. 11 Annual Meeting Minutes](#) – **D Olejniczak**
3. [Treasurer's Report](#) – **M Smith**
 - A. Balance
 - B. Expenses & Income
 1. Balance currently a bit lower than normal;
 2. Summer conference has pulled in lower;
 3. We took less from the summer conference fund
 4. Supplies were more expensive
 5. Membership income is also lower even though we have more members this year than last
 - C. Sandy moved to approve. Shannon seconded. Unanimously approved.
4. [Membership Chairman Report](#) – **B Kay**
 - A. Around 95 members, may even be at 100 by end of school year
 - B. More professionals taking memberships in lieu of honorarium
 - C. We are trying to keep in contact, send reminders
 - D. Patrick moved to approve. April seconded. Unanimously approved.
5. [Director's Report](#) – **L Barrington**
 - A. Thank you Kringle sampler sent to continuing ed.
 - B. Decided one per year seems good, but have another mentor cover the other meeting.
 - C. In future, we would budget for at least 1 JEA attendance per year, but this is not a need as long as our director is a JEA mentor
 - D. April can take on the quilting square for Connie Fulkerson and take on to D.C.; Linda will work with April; JEA will also be looking for an associate director if anyone is interested
 - E. Linda will provide 2 more years, this year and then one-year notice
 - F. April moved to approve. Patrick seconded. Unanimously approved.
6. Executive Session for Executive Director performance review ([job description](#))
 - A. Patrick moved to approve. Shannon seconded. Unanimously approved.
7. Election of 2019-2020 officers
 - President - Beth Marshall
 - A. April nominated Beth. April moved. Keith seconded. Unanimously approved.
 - B. Year 2
 - Vice President - nominations needed
 - A. April nominated Shannon. April moved. Patrick seconded. Unanimously approved.
 - B. Year 1

Vice President of Membership - Bob Kay

A. Beth nominated Bob. Sandy moved. Michelle seconded. Unanimously approved.

B. Final year for Bob (year 5)

Treasurer - Matt Smith

A. Dani nominated Matt. Beth moved. April seconded. Unanimously approved.

B. Final year for Matt (year 5)

Secretary - Danielle Olejniczak

A. Sandy nominated Dani. Sandy moved. April seconded. Unanimously approved.

B. Year 2

8. Schedule of 2020 Meetings & Events – Proposed Dates based on 2019 schedule/Saturdays

A. February 1, 8, 22, 29 (15 is weekend before Presidents' Day) - chose **Feb 22 (UWW)**

B. March 6-7 2020 Winter Advisers' Seminar

C. April 4, 25 (April 12 Easter) (April 16-18 JEA Convention/Nashville) - **April 25 (Mt**

Mary) - *reminder that scholarships will need to be decided before then*

May 2, 30 (May 9 is Mother's Day weekend),

D. June 6, 13, 20, 27 or July 11, 18, 25 - **June 13 (UWW)**

E. July 25-29 Summer Journalism Workshop

F. September 12, 19, 26 - **September 12 (Mt Mary)**

G. October 9, 2020, is the Fall Scholastic Journalism Conference/Annual Meeting

H. November 7, 14, 21 (Nov. 19-22 JEA Convention/Orlando)(Nov 26 Thanksgiving)

Nov. 7 (UWW)

9. Proposed 2020 Budget – **M Smith**

A. This year, many things took in less than usual

B. We need to look at spending a bit less or possible taking in a bit more

C. Boosting membership might be helpful

D. Discussed adding \$300 to donate to WisJEA Journalist of the Year program

a. April moved to approve. Sandy seconded. Unanimously approved.

E. April moved to approve. Michelle seconded. Unanimously approved.

10. Director/ Committee / Chair Appointments

A. Summer Journalism Workshop Director(s) Patrick Johnson

B. Fall Scholastic Journalism Conference Director(s) Linda Barrington, Danielle Olejniczak, Beth Marshall, April van Buren

1. Yearbook & Newspaper Critique Review & Update Committee - Linda Barrington (newspaper), Keith (newspaper), Beth Marshall (yearbook), Michelle Corbett (yearbook), David Gwizdala (online), Patrick Johnson (mag)

2. Winter Advisers' Seminar Director April van Buren

D. Webmaster: Laura Streyle, David Gwizdala

E. Individual Contests Committee: April van Buren, Michelle Corbett

F. Scholarship Chair: Bob Kay, David Gwizdala, Shannon Kuehmichel

G. Awards Chair Committee: Beth Marshall, Patrick Johnson

12. Reports

A. Summer Journalism Workshop – **P Johnson**

Good idea to do a membership to see what offerings our membership needs

Concern about not making enough money, esp. travel fees from bringing in outside, well-known people; consensus was it is worth it as it offers students who can't go to national convention an opportunity to network with nationally known

professionals, makes it very high quality, and differentiates camp from fall conference.

Students at camp make a [hype video](#) and [here](#); April may remix the music and send them out

Suggestion to put a story on the main website of the front page of the website.

April moved to approve. Shannon seconded. Unanimously approved.

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

1. Event

- a. 745 attendees, smallest ever; disappointing since Mary Beth Tinker was there
- b. Majority of presenters donated honorarium
- c. Pictures from Karl and Joe available. Pictures available for use in promotional items
- d. UWW's newspaper *Royal Purple* covered KEMPA [here](#)

2. Critiques

- . Discussion on quality of judges;
- a. Discussion of school with limited sports coverage; no need to change for outliers since enough flexibility
- b. Discussion of web judge catching issue of photo without permission; no penalty, no further action needs to be taken
- c. Discussion of issue with hacked school getting more feedback; agree to ask judge to look again if willing
- d. Will send out new critiques to previous entries once we finish the revisions

C. [Winter Advisers' Seminar](#), March 6-7 – **A van Buren, L Streyle**

1. Brochure
2. Silent Auction

- a. Please email April with what you are bringing as soon as you know
 - b. Letter available to request donations from places
3. Door prizes
- . April asked for volunteers but took on the responsibility
 - 4. Sponsors (budget)
 - . Possibilities - Whitewater Dean of Arts and Comm, Marquette Comm Dean (Patrick), Carthage communications dept, Lee Enterprises, Gannett, Quill and Scroll/University of Iowa (Patrick)

5. Discuss possible speakers for 2021, and possible topic(s)

- . Decided on Jeff Browne
- 6. MC request - Beth volunteered
- 7. Shannon moved to approve. Michelle seconded. Unanimously approved.

D. Website – **L Streyle**

1. Request for blog topics/ schedule for the coming year - tabled until next meeting
2. Request for feedback
3. Website [Report](#)
4. Patrick moved to approve. Shannon seconded. Unanimously approved.

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

1. Michelle is helping sort entries
2. Dani can still help make certificates
3. April will deal with judges, sorting, etc
4. Beth, Michelle, Linda will help with winner slideshow
5. Shannon moved to approve. Keith seconded. Unanimously approved.

F. Grant Committee -- **L Barrington** (no report)

1. Stopped grant station because it did not appear effective

2. Grant Committee no longer needed
13. Old Business
 - A. [Conflict of Interest statement](#) for 2020 Board
 - B. Revision Process Review: [Yearbook Revision](#) [Newspaper revision](#)
 - C. New password for KEMPAjournalism@gmail.com
 - D. [A Moment in KEMPA History](#)
14. New business
15. [Commendations](#)
16. Adjournment
 - A. Patrick moved. Dani seconded. Unanimously approved.

Upcoming events:

November 21-24, 2019: JEA/NSPA Conference, Washington, DC
March 6-7, 2020: Winter Advisers' Seminar
April 16-18, 2020: JEA/ NSPA Conference, Nashville
July 25-29, 2020: Summer Journalism Workshop
October 9, 2020: Fall Scholastic Journalism Workshop

KEMPA BOARD MEETING MINUTES Feb. 22, 2020 / 9:30 a.m. UW-Whitewater McCutchan Hall, Room 113

AGENDA

Board Members: David Gwizdala, Patrick Johnson, Bob Kay, Shannon Kuehmichel, Beth Marshall, Matt Smith, Laura Streyle, April van Buren, Keith Zukas, **ABSENT:** Exec. Director Linda Barrington, Dr. Steve Brown, Michelle Corbett, Sandy Jacoby, Danielle Olejniczak

- A. ____ moved to approve. ____ seconded. Unanimously approved.
1. Call to order & Amend Agenda / Attendance 9:30 a.m.
2. Approval of - [Nov. 9, 2019 minutes](#) – **D Olejniczak**
Shannon moved to approve, April seconded
3. [Treasurer's Report](#) – **M Smith**
 - A.
Balance
 - B. Expenses & Income
 - C. April moved to approve. Patrick seconded. Unanimously approved.
4. [Membership Vice-President's Report](#) – **B Kay**
 - Total number up, total payment not
 - Probably won't get more memberships this year
 - Send out new membership forms in mid-April
 - Our dues are still lower than other associations that don't offer the same things we do
 - Should we raise the membership by \$5? This would bring in only as much as a student at summer camp
 - We discussed PayPal (3%). Has it increased our numbers?

- **Shannon moved that we raise membership fee by \$5** April seconded it. Unanimously approved
- Patrick talked about characteristics of our membership - many members are school members, 15-20 are unpaid, the mentees get a lot. Convention, etc. Not every state waives mentee fees. Do we not let theirs be free anymore? 50% off? We could show that there's buy-in?
- Patrick moved that we waived the free membership; conversation about this being a big move...maybe the first year? They currently get two years free.
- We decided to revisit for the **next meeting**.
- April moved to table. Patrick seconded. Unanimously approved.
- Bob will increase the \$5 on the form.
- Shannon moved to approve membership. April seconded. Unanimously approved.

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

- Linda asked if the director should be going to SPA conventions twice a year...is once enough?
- Things at SPA meetings are also addressed at State meetings
- We are in consensus that once a year is fine.
- Membership renewal: the email worked well, we could print things out if we wanted to.
- For the summer one, we could fold in the membership with it. Too much folding?
 - It used to be that "everything" was sent in the spring. This was motivated by cost for folding, printing, sending.
 - Is that too early for membership flyers?
 - We decided it's good to just email the promo...Bob sends what Linda and Beth created.
 - Bob will send it out in the middle of April
 - Question: do we know if any are being rejected through spam?
- A. Patrick moved to approve. April seconded. Unanimously approved.

6. Reports

A. [Summer Journalism Workshop Report](#)– **P Johnson**

- Later than usual because of the DNC
- It could be a year where we look more at who's close
- New section - Campaign 2020

April moved to approve. Keith seconded. Unanimously approved.

B. Fall Conference 2019 [Final Report](#) and [Folder](#) – **B Marshall, D Olejniczak & L Barrington**

- Enrollment was down. The date seems to be a bigger conflict for IL schools.
- Could we do a Wednesday or a weekday as students also have to get back for sporting events? Grays Lake also has conferences. Homecoming is also around this time.
 - This could be something to look into. Keith says with scheduling for classes, Wednesday is better than Tuesday or Thursday. **Have we already picked up the date for next year? Discuss with Linda about this idea. Reviewing a different day of the week for the Fall Conference to avoid IL conflicts of teacher institute days before Columbus Day**
 - It was brought up again that this is an important discussion for our funding

Shannon moved to approve the report with added question for Linda. Laura seconded. Unanimously approved.

C. [Winter Advisers' Seminar report](#), March 6-7— **A van Buren & L Streyle**

- Could we waive the late fee for new people who might come? Yes

- We're seeking more members to attend and we're struggling to make ends meet this year. Right now, it'll be intimate, but we're excited.
- March 5 and 6 next year - Should we move this to the second weekend in March? It seems that there are conflicts in many directions we move. **It was brought up to look at the last weekend in February?**
- Do we work with Lakelawn again for next year? They've been good to us and worked well with us in the past with numbers and contracts. It was brought up that it's a nice inbetween.
- Further discussion about how to get people to the seminar.
- Patrick proposed a membership survey. What are the barriers of which you are not able to do this? Could we make it one day? This would be difficult with contracts...also difficult for the speaker who we fly out.
- Should we do something about the Saturday being earlier?

Patrick moved to approve. Shannon seconded. Unanimously approved.

D. [Website](#) – **L Streyle**

- A reminder to make sure we check the google drive folders so that these don't get missed
- Bob is interested in writing a blog about covering the election

April moved to approve. Patrick seconded. Unanimously approved.

E. Individual Contests – **A van Buren**

- Nothing to report at this time.
- New links and new forms by the seminar in two weeks.

F. [Scholarship Committee](#) – **B Kay**

- Everyone responded in time, and people are doing neat things.
- Bob will do a write-up to put on the website
- All the documentation is now PDF - going to be much easier
- Discussion of the budget - we'll make decisions as to who will get the awards, ranked, and then we'll wait until the April 25th meeting to break down who the top people are and break it down from there. We can do something similar to what we did this year.

April moved to approve. Patrick seconded. Unanimously approved.

G. [Awards Committee](#) - **B Marshall**

- Discussion? Can you win something more than once?
- Between now and next meeting, Beth will have sent out the information and put it on the website. David will put this in an excel spreadsheet and update the form, as well.
- Announcement from Bob - IHSA Sectionals April 4th - Grays Lake North High School...Brenda Smith needs judges. 10am-3pm. Rubrics are already all set up. \$100.

This is a journalism academic thing hosted by the state. It's like the JEA write-offs.

Patrick moved to approve. April seconded. Unanimously approved.

H. [Wisconsin and Illinois mentor reports](#) - **L Barrington**

- We looked at these reports. We have great mentors!

7. Old Business

A. Critiques Committee Breakouts ([critiques from other SPAs](#)) ([our current critiques](#))

a. We discussed the question: How do we take the point by point and just make them categories? How do we make them more consistent?

b. We should be able to get that done by April, 2020. We're looking to agree about what all these rubrics look like.

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

. Could we put this on the website? That would be fun!

8. New business

9. Commendations

April, thank you for responding to the crisis.

To Linda for everything she does! This meeting without her is totally different!

Patrick - thank you for running the summer program!

To Laura for being so good about web requests.

Thanks to Dave for doing things immediately!

Thanks to Matt for the Journalist of the year emails

Bob - thanks for rolling with the punches when we're always making changes to the forms and for agreeing to do the blog posts.

Thanks to Keith for hosting and bringing the donuts!

10. Adjournment

Patrick moved to approve. April seconded. Unanimously approved. 11:30 a.m.

Upcoming events:

March 6-7, 2020: Winter Advisers' Seminar

April 16-18, 2020: JEA/ NSPA Convention, Nashville

April 25, 2020: Board Meeting Mount Mary

June 13, 2020: Board Meeting, UW-W

July 25-29, 2020: Summer Journalism Workshop

Sept. 12, 2020: Mount Mary

Oct. 9, 2020: Fall Scholastic Journalism Conference, UW-W

Nov. 19-22, 2020 JEA/NSPA Convention, Orlando

UW-Whitewater directions to McCutchan Hall and nearby parking (Campus and parking maps are below. Park for free in the small area of Lot 2 or anywhere in Lot 8):

-Approach campus from the south on Main St./ Business 12

-Turn onto N. Prince St.

-Drive past the Center for the Arts Building on the corner and park in front of Laurentide Hall/ Chrisman Success Center

-Park in the small area of Lot 2 that is exactly between Laurentide Hall and Prince St. (It is colored gray on the campus map below, and colored yellow on the parking map below)

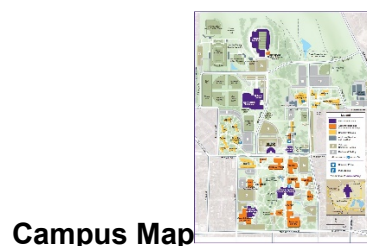
-Do not park in the large area of Lot 2, but if the small area is full, you can continue down N. Prince St. to Lot 8 by turning right on W. Starin Road, left on Warhawk Dr., and left into the lot

-McCutchan Hall is colored orange on the campus map and the building has three entrances facing west toward Laurentide Hall

-Enter Door 1, which is to the right of the main entrance on the south end of the building (you will see Royal Purple signs in the windows next to the door)

-Proceed down the hallway past the stairs and you will see the Royal Purple office

-Welcome!



Campus Map



Parking Map

