


KEMPA BOARD MEETING
Nov. 7, 2020 / 9:30 a.m.
Virtual Meeting: <https://meet.google.com/fyz-zuya-bpk>

AGENDA

Board Members: Laura Bengs, Dean Bradshaw, Michelle Corbett, Kristin DiGiorgio-Kadich, David Gwizdala, Bob Kay, Beth Marshall, Danielle Olejniczak, Laura Streyle, April van Buren, Patrick Touhey, Keith Zukas, Exec. Director Linda Barrington.

1. Call to order & Amend Agenda / Attendance
2. Approval - [Sept. 12, 2020 Minutes](#) – **D Olejniczak**
Laura S moved to approve, April seconded; unanimously approved
Review of [Oct. 16 Annual Meeting Minutes](#) – **D Olejniczak**
Michelle moved to approve, Laura S seconded; unanimously approved
3. [Treasurer's Report](#) – **M Smith**
 - A. Balance
 - B. Expenses & Income
The area where we could lose the most this coming year is Summer Workshop;
We really don't have a cushion this year
April moved to accept the report. Bob seconded. Unanimously approved.
4. [Membership Chairman Report](#) – **B Kay**
Membership down. Many issues; even from long-time members
Reports with difficulties having funds or getting business office to respond
April moved to accept the report. Bob seconded. Unanimously approved.
Discussion of options to improve membership numbers, such as discount or pairing schools or a share space
5. [Director's Report](#) – **L Barrington**
Will send Starbucks gift cards to Continuing Ed department members
Create Ambassador Committee? Ad hoc for now but could become permanent
Beth moved to create the Ambassador Committee ad hoc.. Dean seconded. Unanimously approved.
Reminder for everyone to fill in their conflict of interest form.
Bob moved to accept the suggested revisions. April seconded. Unanimously approved.
___ moved to accept the report. ___ seconded. Unanimously approved.
6. Executive Session for Executive Director performance review ([job description](#))
Praise for Linda and the wonderful job she has done
April moved to accept Linda for another year as executive director. Bob seconded. Unanimously approved.
7. Election of 2020-2021 officers
 - President - Beth Marshall
April moved to elect Beth. Bob seconded. Unanimously approved except for Beth abstaining.
 - Vice President - David Gwizdala
Bob moved to elect David. April seconded. Unanimously approved.
 - Vice President of Membership - Bob Kay
April moved to elect Bob. Keith seconded. Unanimously approved.
 - Treasurer - Dean Bradshaw
Michelle moved to elect Dave. Bob seconded. Unanimously approved.
 - Secretary - Danielle Olejniczak
Bob moved to elect Danielle. April seconded. Unanimously approved.
8. Schedule of 2021 Meetings & Events – Proposed Dates based on 2020 schedule/Saturdays
 - A. February **6**
 -  B. **March 6** Winter Advisers' Seminar
 - C. April **17** (April 8-10 JEA Convention)
 - D. June 12

- E. July 18-21 Summer Journalism Workshop
- F. Sept 18
- G. October 15, 2020, is the tentative Fall Scholastic Journalism Conference/Annual Meeting
- H. November 6

9. [Proposed 2021 Budget](#) – **M Smith**

Discussed winter adviser's seminar prices. Came up with \$45 for most, \$40 for mentees.
Went through and adjusted numbers to properly reflect our current estimates
For scholarships, need to adjust because we had one scholarship that was not able to be paid
Keith moved to approve. Bob seconded. Unanimously approved.

10. Director/ Committee / Chair Appointments

- A. Summer Journalism Workshop Director(s) - Keith Zukas (Linda Barrington)
- B. Fall Scholastic Journalism Conference Director(s) - Beth Marshall and Danielle Olejniczak
- C. Winter Advisers' Seminar Director - April van Buren and Laura Streyle
- D. Webmaster: Laura Streyle (Kristen DiGiorgio and David Gwizdala assist)
- E. Individual Contests Committee: Michelle Corbett (Beth, Danielle and Linda assist)
- F. Scholarship Chair: Bob Kay (Patrick Touhey, Dean Bradshaw, Keith Zukas)
- G. Awards Chair Committee: Danielle Olejniczak (Bob, Linda, Beth, David)
- H. Social Media: Kristen DiGiorgio
- I. Ambassador Committee: Beth Marshall (Dean Bradshaw, Laura Bengs, Laura Streyle, Kristen

DiGiorgio)

12. Reports

A. [Summer Journalism Workshop Plans](#) – **K Zukas**

Laura S moved to approve. Michelle seconded. Unanimously approved.

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

- 1. Event
- 2. Critiques
- 3. Keith moved to approve. Bob seconded. Unanimously approved.

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

- 1. Brochure
- 2. Silent Auction
- 3. Sponsors (budget)
- 4. Discuss possible speakers for 2022, and possible topic(s) - want to explore Kelly and Sue
- 5. Will discuss EdCamp or not or if we'll just have breakout rooms to discuss things more in depth or based on publication types. Could also survey needs a week or so ahead of the seminar
- 6. Danielle moved to approve. Laura S seconded. Unanimously approved.

D. Website – **L Streyle**

- 1. Request for blog topics/ schedule for the coming year
- 2. Request for feedback
- 3. [Website Report](#)
 - a. Possible idea for a map of KEMPA member schools; maybe Google Flourish?
 - b. Bob moved to approve. Michelle seconded. Unanimously approved.

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

Quill and Scroll and NSP can be used for exemplars to reduce workload
Danielle and Michelle can meet to see if streamlining is possible
Bob moved to approve. Keith seconded. Unanimously approved.

13. Old Business

- A. Conflict of Interest statement for 2021 Board
- B. New password for KEMPAjournalism@gmail.com
- C. [Quill and Scroll counter proposal](#)...decision needed
Danielle moved to approve. Michelle seconded. Unanimously approved.
Laura will help design an ad to send out to members
- D. [A Moment in KEMPA History](#)

14. New business

15. [Commendations](#)

16. Bob moved to adjourn. Keith seconded. Unanimously approved. Adjourned at 1:37 pm

KEMPA BOARD MEETING *Minutes*
Feb. 6, 2021 / 9:30 a.m.
Virtual Meeting: Zoom Meeting Link

AGENDA

Board Members: Laura Bengs, Dean Bradshaw, David Gwizdala, Bob Kay, Beth Marshall, Danielle Olejniczak, Laura Streyle, April van Buren, Patrick Touhey, Keith Zukas, Exec. Director Linda Barrington.

1. Call to order & Amend Agenda / Attendance
2. Approval - Nov. 7, 2020 minutes – **D Olejniczak**
April moved to approve, Dean seconded; unanimously approved

3. Treasurer's Report – **D Bradshaw**

A. Balance

B. Expenses & Income

Question about scholarships. Discussion about how some money was added in from the previous year and from WAS.

Question about Fall Conference numbers being \$0. The money stays in the Whitewater account. See Fall Conference report for more details.

Bob moved to approve, Keith seconded; unanimously approved

4. Membership Vice-President's Report February 2021 KEMPA Membership Report.docx – **B Kay**

Discussion of whether stagnant/lower membership is funding issues or slipping through the cracks or email overload for advisers. Discussed how Quill and Scroll is struggling with membership, too.

Do we have a database of schools with student media programs in the area that we could reach out to over the summer? We have school publications, but maybe we could make a map that shows where people are. Discussed how WisJEA made a list. Could we send an email to Matt to see if we could have that list?

Dean moved to approve, Dave seconded; unanimously approved.

5. Director's Report – **L Barrington**

Were all yearbooks mailed back to people with critiques? Amanda at Whitewater has sent them out to people. Discussed timing of critiques with web and print. We could ask website advisers - when is this information most useful to you? Maybe a later date is more beneficial - especially for a yearlong class (December/Jan) to inform what you do for the coming semester. Maybe it'd be nice to give advisers the option of a fall or spring website critique. This might balance out nicely with critiques we get from other organizations, too. Linda shared that it wouldn't be hard to find judges.

Reminder: members can do the training to be judges, too.

Bob moved to approve, Keith seconded; unanimously approved

6. Reports

A. Summer Journalism Workshop Report – **K Zukas**

Counselors - could we hire people from The Royal Purple? Further commentary from the Board that there is a lot of interest in broadcast or social media (social media as a "minor" thing?). This might be easy to then embed other skills within those tracks. More focused tracks might help kids make choices easier. Class tracks discussion: Sports media? Leadership?

Already lined up: Vincent Filak is in for writer's workshop. Joe K - photo journalist from Madison.

Another call to see who would like to be a leader at the camp. Some members are waiting on other camps they have worked at. April shared that it was really nice to have people who teach during the day and then counselors to supervise kids at night. April moved to approve, Bob seconded; unanimously approved

B. Fall Conference 2020 Final Report (scroll down to PDF – L Barrington

In the past, Matt has had a place for deposits and expenses which helps us report the 1099 for counselors who are earning more than \$600. If Whitewater is taking in that money, will that alleviate what the Treasurer has to do on our end? By running the camp through Whitewater, we want to be aware of where that money is. Should Keith be connection to continuing ed? This way we don't have to pay for reserving rooms, etc. Board says 'sounds good!' Have decisions been made about in-person? No.

Keith moved to approve, April seconded; unanimously approved

C. Winter Advisers' Seminar report, March 6– A van Buren & L Streyle

i. Silent Auction:

Put PayPal information on the form

Separate question for just donating money

Would people who are sending have to pay for mailing? Yes - add this to the form. Encourage digital things to bid on.

ii. Planning for next year. People voiced that face to face would be great. Brookfield? Whitewater? Lakelawn? Air bnb? Maybe start next year with a one day and see how that goes? Speakers for next year proposals clarifications.

iii. Cost: How much does it cost to register? \$55. Should it be free? Are we recording and sending it out later?

Vote to keep the cost the same or lower it? Keep the same.

Bob moved to accept the report. Patrick seconded. Unanimously approved.

D. Website – report L Streyle

Bob moved to accept the report. Patrick seconded. Unanimously approved.

E. Individual Contests report – A van Buren

Dani and April will work on awards certificates to send out.

Keith moved to accept the report. Dave seconded. Unanimously approved.

Question: Who's taking over in the future? Michelle.

F. Scholarship Committee February 6, 2021 Report.docx – B Kay

April moved to accept the report. Patrick seconded. Unanimously approved.

G. Awards Committee - B Marshall

Bob moved to accept the report. Keith seconded. Unanimously approved.

7. Old Business

A. Ambassador Committee - set up additional meeting

Maybe try Google maps with KEMPA journalism google account?

Feedback from group: looks great! Idea: use google form for publication sharing?

8. Commendations

Linda! Awards presentation looks great!

9. Adjournment

April moved to accept the report. Bob seconded. Unanimously approved.

KEMPA BOARD MEETING
April 17, 2021 / 9:30 a.m.
Virtual Meeting - [link](#)
MINUTES

Board Members: Laura Bengs, Dean Bradshaw, Michelle Corbett, Kristin DiGiorgio-Kadich, David Gwizdala, Bob Kay, Beth Marshall, Danielle Olejniczak, Laura Streyle, April van Buren, Patrick Touhey, Keith Zukas, Exec. Director Linda Barrington.

1. Call to order & Amend Agenda / Attendance
2. Approval - [Feb. 06, 2021](#) minutes
3. [Treasurer's Report](#) – **D Bradshaw**
 - a. Balance
 - b. Expenses & Income
 - i. Winter Seminar is the most recent movement primarily, and it wasn't super negative
 - c. Laura S moved to approve. Michelle seconded. Unanimously approved.
4. [Membership Chairman Report](#) - **B Kay**

Not much movement. Some people want to send in early or late, which is generally fine with some communication

 - a. Need to request list from WisJEA in order to contact wider group of journalism teachers - Dani will ask Matt
 - b. Will update 21-22 form (update year) and will send it out this upcoming week
 - c. April moved to approve. Keith seconded. Unanimously approved.
5. [Director's Report](#) – **L Barrington**

Bob moved to approve. Laura S seconded. Unanimously approved.
6. Reports
 - A. [Summer Journalism Workshop Report](#)– **K Zukas**
 - a. UWW is sending out email lists for summer invitations and other lists
 - b. Did not recommend physical mailings this year but Snapchat online advertising (students) and Facebook (parents), 2 weeks over April and May recommended - \$500
 - c. Agreed to not pursue \$500 in advertising while COVID testing costs are unsure
 - d. April moved to approve. Patrick seconded. Unanimously approved.
 - B. [Winter Advisers' Seminar report and budget](#) – **A van Buren & L Streyle**

Topics seemed good

 - a. Should we reframe the seminar as a retreat?
 - b. Discussion of time frame - March is a bit late, but much earlier an we can run into more weather issues. Suggestion of first weekend in Feb, Feb 4 and 5 for right now.
 - c. Discussion of location - is Lake Lawn a good choice or just too expensive?
 - i. Alternatives: AirBnB in Whitewater and use Keith's offices or just stay at the AirBNB.
 - ii. Keith will check around UWW and April will also check into bed and breakfasts or AirBnBs
 - d. Keith moved to approve. Bob seconded. Unanimously approved.
 - C. [Website Report](#)– **L Streyle**

Awards will go on there soon. We will note as other reports come up what else we can add on there.

 - a. Bob suggested we could add more for membership. Bob will write an article.
 - b. Bob will also send in items on scholarships

- c. Keith asked about summer camp going on social media. Patrick volunteered to help with posting that on the Facebook page.
 - d. April moved to approved. Dead seconded. Unanimously approved.
- D. Individual Contests – **M Corbett**
 - . Materials have been updated and will be sent to the website
 - a. Some categories will need to be updated for next year but decided to leave it alone for this year. Will make plans this summer. Could look at CSPA categories, especially for yearbook, for the future.
 - b. April will help Michelle with list of judges in the next month; look at judges returning items by August 1 so we can get all items completed in August (not last minute). April will share judges list from previous years.
 - c. Dani can help Michelle as requested to try to streamline entry system
 - d. Laura S moved to approve. April seconded. Unanimously approved.
- E. Scholarship Committee – **B Kay**
 - . Only 3 applied this year
 - a. Need to discuss who qualifies
 - b. Bob will share the application materials with the scholarship committee who will choose the scholarship recipients and notify them
 - c. April moved to approve. Michelle seconded. Unanimously approved.
- F. Awards Committee - **D Olejniczak**
 - . Dean moved to approve. Bob seconded. Unanimously approved.
- G. Fall Conference Update – **D Olejniczak, B Marshall (L Barrington)**
 - . Will send out survey soon to decide in person or virtual
 - .Decided no need to send survey at this point
 - a. Avoid an all-together awards ceremony? Could we stream into their first session class? Discuss this with UWW>
 - b. Many advisers are unsure right now if they will even allow it
 - c. Money is tight at UWW; getting a refund would be difficult
 - d. Beth and Dani will check in with UWW to see the deadline for booking the UWW space.
 - e. Check with UWW on costs for WebEx for non-recorded
 - f. Will have to make sure most materials are available virtually
 - g. Dani and Beth will try to get presenters organize at this point but let them know that it will probably be in person but this could change
 - h. Check with Amanda at UWW about which date - confirm Oct 15 is still good.
 - i. Keep the costs the same for everyone, no matter how attending.
- H. Commendations