

**KEMPA BOARD MEETING**  
**Nov. 5, 2022 / 9:30 a.m.**  
**[ZOOM Virtual Meeting LINK](#)**

**AGENDA**

**Board Members:** Dean Bradshaw, Bob Kay, Beth Marshall, Danielle Olejniczak, Laura Streyle, April van Buren, Patrick Touhey, Michelle Corbett, Allison Johnson, Exec. Director Keith Zukas,

**In Attendance:** Dean Bradshaw, Bob Kay, Beth Marshall, Danielle Olejniczak, Laura Streyle, April van Buren, Patrick Touhey, Exec. Director Keith Zukas. ABSENT: Michelle Corbett

1. Call to order & Amend Agenda / Attendance
2. Approval - [Sept. 10, 2022 Minutes](#) – **D Olejniczak**  
Keith moved to approve. April seconded. Unanimously approved.  
Review of [Oct. 14 Annual Meeting Minutes](#) – **D Olejniczak**
3. [Treasurer's Report](#) – **D Bradshaw**
  - A. Balance
  - B. Expenses & Income  
Should we move finalizing the budget to January after the Fall Seminar accounting comes back? We will discuss this when we get to the budget section  
Bob wishes to check on Indian Trail's membership payment via PayPal (Darrell Strait)  
We also will need to pay Evelyn Lauer's mentor stipend (\$250)  
What is our direction if we have to delay payments?  
We do not know how much is in our UWW account right now. All 3 people at UWW are brand new  
We will look for old accounting reports on fall conference to get a sense of where we might be  
Direction for Dean: We will pay critique judges if possible (a little over \$2,000)  
April moved to approve the report. Bob seconded. Unanimously approved.
4. [Membership Chairman Report](#) – **B Kay**  
Scholarship items were posted to the website  
Two people were given awards at the Fall Conference  
Article can also be posted, will send to Laura with pictures from Joe Koshollek; encouraged other candidates to re-apply  
Could Keith invite Joe Koshollek to the board?  
Dean moved to approve. Laura seconded. Unanimously approved.
5. [Director's Report](#) – **K Zukas**  
Laura moved to approve. Bob seconded. Unanimously approved.
6. Executive Session for Executive Director  
Keith does an awesome job, especially at helping us work with the UWW. Lucky to have him!  
Should we continue to pay for Keith to attend journalism conferences? Keep it in for now but we will get an idea of if we include this in the future when we work on budget in January.  
Those attending conferences can network to increase opportunities and contacts for Keith.  
Unanimous vote to continue with Keith as Executive Director
7. Election of 2022-2023 officers  
Dean moved to exclude COVID year from term calculations due to disruptions. April seconded. Unanimously approved.  
**President** - Beth Marshall  
**Vice President** - Michelle Corbett  
**Vice President for Membership** - Bob Kay

**Treasurer** - Dean Bradshaw (CFO)

**Secretary** - Danielle Olejniczak

Bob will review by-laws for term limits

Bob moved to re-elect existing board. April seconded. Unanimously elected.

8. Schedule of 2023 Meetings & Events – Proposed Dates

A. Jan 21 or 28, 2023 **Jan 28**

B. **February 10-11**, Winter Advisers' Retreat

B. March 4, 11, 18, 25 or April 15, 22 2023 **March 11**

C. June 10 or 17 2022 **June 10**

E. **July 23-26** Summer Journalism Workshop

F. September 9 or 16, 2023 **September 9**

G. September 29 or **October 20, 2023** is the Fall Scholastic Journalism Conference

H. November 11 or 18, 2023 **November 18**

9. [Proposed 2023 Budget](#) –**D Bradshaw**

Bob moved to table until January. Dean seconded. Unanimously approved.

10. [Director/ Committee / Chair Appointments](#)

A. Summer Journalism Workshop Director(s): Keith Zukas

B. Fall Scholastic Journalism Conference Director(s) Beth Marshall, Allison Johnson and Dani O

C. Winter Advisers' Seminar Director: April van Buren (Laura Streyle)

D. Webmaster: Laura Streyle

E. Individual Contests Chair: Michelle Corbett

F. Scholarship Chair: Bob Kay

Committee - Beth, Dean, Patrick

G. Awards Chair: Dean Bradshaw (Bob Kay assist)

Committee: Bob, Allison, Beth

H. Social Media: Laura/Michelle

12. Reports

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

Report contains update

B. [Fall Conference](#) –**B Marshall**

Ideas for keynote- David Axelrod, Pete Souza

Note from 2019 breakdown of \$3 profit per person

We did not have student evaluations this year

Maybe Fall Conference directors can do a brief room count to help guide or presenters can do a head count or we can bring back paper presenter forms. Could ask advisers top favorite sessions. Could we do a QR code eval directly on the presentation? One per session with a drop down.

Publicity - do we think post cards help? We have a list from WisJEA. Illinois is trickier but maybe IHSA? **Dean** could start [a list](#) from northern Illinois schools. Address to Newspaper/Yearbook adviser, not a person.

Need to have a hard deadline for publications critiques to be returned by judges

Text boxes on forms are too small to show all comments, especially on yearbook forms

We need to confirm that books that were not picked up are mailed out

C. [Winter Advisers' Seminar](#), Feb.10-11– **A van Buren, L Streyle**

1. Brochure

2. Silent Auction

3. Sponsors (budget) - reaching out to yearbook companies

4. Questions

- a. Food - We are fine with Jimmy John's. Will add \$10 to registration fee to help cover the cost. Will change wording to correct it covering Friday lunch.
- b. Publicity - maybe send postcards only to members schools and Fall Conference attendees; will reach out to UWW to see the cost
- 5. Discuss possible speakers for 2024, and possible topic(s)
  - a. Previous people mentioned included: SPLC presenters, Kelly Furnace, Stephanie Moreno
  - b. Will network at the convention and wait to reach out to Kelly around Dec/Jan
  - c. May want to look more local to save costs
  - d. Could focus on really practical people, possibly something with design, bring items with you for review and discussion
  - e. Will ask for more information at registration to get some information (e.g. adviser experience, publication type, needs, etc)
  - f. Will table until the next meeting
  - g. Keith moved to approve, Dani seconded. Unanimously approved.
- D. Website – **L Streyle**
  - 1. Request for blog topics/ schedule for the coming year
  - 2. Request for feedback
  - 3. Website Report
- E. [Individual Contests](#) – **M Corbett**
- 13. Old Business
  - A. [Conflict of Interest statement](#) for 2023 Board
    - Beth will email this out
  - B. New password for [KEMPAjournalism@gmail.com](mailto:KEMPAjournalism@gmail.com)
    - 2FA was turned off
    - Password was updated to new one
    - Beth will send this to everyone
- 14. New business
  - None
- 15. Commendations
  - None
- 16. Adjournment
  - April moved to adjourn. Bob seconded. Meeting adjourned at 11:58 am.

### **Upcoming events:**

November 10-13 2022: JEA/NSPA Conference St. Louis, MO  
 January 28, 2023: Board Meeting  
 Feb 10-11 2023: Winter Advisers' Seminar  
 March 11, 2023: Board Meeting  
 April 20-22, 2023: JEA/ NSPA Conference, San Francisco, CA  
 June 10, 2023: Board Meeting  
 July 23-26,2023: Summer Journalism Workshop  
 September 9, 2023: Board Meeting  
 October 20, 2023: KEMPA Fall Scholastic Journalism Conference  
 Nov 2-5, 2023: JEA/NSPA Conference, Boston, MA  
 November 18, 2023: Board Meeting

**KEMPA BOARD MEETING**  
**Jan 22, 2022 / 9:30 a.m.**  
Virtual Meeting: [Zoom Meeting Link](#)

**AGENDA**

**Board Members:** Dean Bradshaw, Michelle Corbett, Bob Kay, Beth Marshall, Laura Streyle, April van Buren, Patrick Touhey, Exec. Director Keith Zukas, Dani Olejniczak.

In Attendance: **Michelle Corbett, Bob Kay, Beth Marshall, April van Buren, Patrick Touhey, Laura Streyle, Dani Olejniczak, Newly-Elected Executive Director Keith Zukas**

1. Call to order & Amend Agenda / Attendance
  
2. Approval - [Nov. 6, 2021 minutes](#) – **D Olejniczak**  
April moved to approve, Michelle seconded. Unanimously approved.
3. [Treasurer's Report](#) – **D Bradshaw**
  - A. Balance \$844.32
  - B. Expenses & Income  
Michelle: We have one more judge to pay \$96  
Bob moved to approve, April seconded. Unanimously approved.
4. [Membership Vice-President's Report](#)– **B Kay**  
Explored ways to increase membership. We discussed how Fall Conference is a big draw.  
Michelle moves to approve. Dani seconds. All approved.
5. [Director's Report](#) – **K Zukas**  
IJEAs wants to feature KEMPA in their newsletter: Scholarships, Fall Conference, critique services...  
Bob moves to approve. April seconds. All approved.
  
6. Reports
  - A. [Winter Advisers' Seminar report](#)- **A van Buren & L Streyle**  
We talked about the date for the report in February 2023.  
We moved the date for 2023 to Feb 10th and 11th.  
Bob moves. Michelle seconds. All approve.  
Michelle moves. Bob seconds. All approve.  
  
Question: Where would we host it?  
Idea: UW-Whitewater...at a hotel that is right next to the university.
  
  - B. [Summer Journalism Workshop Report](#)– **K Zukas**  
The registration link is live!  
Let's get counselors! Male and female students. Maybe they could do it for credit?  
April moved. Michelle seconded. All approve.

C. [Website](#) – **L Streyle**

We want to start doing more.

Link up posts on SNOsite to on social media.

Idea: set it up as a sounding board for students and advisers?

Facebook group?

We have Facebook, Twitter, Instagram.

Half of our members are a part of JEA.

Michelle is willing to moderate a group on Facebook to discuss how things are going for advisers and students.

Bob moves to approve. Patrick seconds. All approve.

D. [Scholarship Committee](#)- **B Kay**

Moves to approve. Seconds. All approve.

Dean, Patrick and Keith are on the Scholarship Committee.

E. Awards Committee - **B Kay**

F. [Individual Contests report](#) – **M Corbett**

April moves. Dani seconds. All approve.

7. Old Business

A. Social Media: try posting things on website to facebook, as well.

B. Membership: we'll send out all this info of what we offer.

8. New business

9. Commendations

10. Adjournment

Bob moves to adjourn. Dani seconds the motion. All approve.

**Upcoming events:**

CANCELED -Winter Advisers' Seminar – reschedule?? - Feb 10 and 11

April 7-9, 2022: JEA/ NSPA Conference, LA

April 30, 2022: Board Meeting Virtual

June 11, 2022: Board Meeting –In Person??

July 17-21 Summer Journalism Workshop

September 10, 2022: Board Meeting

October 14, 2022 is the Fall Scholastic Journalism Conference/Annual Meeting

Nov. 10-13: JEA/NSPA, St. Louis

November 5 :Board Meeting

**KEMPA BOARD MEETING**  
**April 30, 2022 / 9:30 a.m.**  
**Virtual Meeting - [link](#)**  
**MINUTES**

**Board Members:** Dean Bradshaw, Michelle Corbett, Bob Kay, Beth Marshall, Danielle Olejniczak, Laura Streyle, April van Buren, Patrick Touhey, Exec. Director Keith Zukas

**In Attendance:** Dean Bradshaw, Michelle Corbett, Bob Kay, Beth Marshall, Danielle Olejniczak, Laura Streyle, April van Buren, Exec. Director Keith Zukas

1. Call to order & Amend Agenda / Attendance
2. Approval - [Jan. 22, 2022](#) minutes
  - a. Bob moved to approve. April seconded. Unanimously approved.
3. [Treasurer's Report](#) – **D Bradshaw**
  - . Balance \$434.84
  - a. Expenses & Income
    - i. Still need to pay remaining 40% to last year's scholarship recipients
    - ii. Will need to decide scholarship amounts for this year's recipients
  - b.
  - c. Bob moved to approve. Michelle seconded. Unanimously approved.
4. [Membership Chairman Report](#) - **B Kay**
  - . Need to connect with people to increase membership
  - a. Perhaps we can connect people on the IHSA list
  - b. Can we appeal to less-experienced advisers as a great support area?
  - c. Dean moved to approve. Michelle seconded. Unanimously approved.
5. [Director's Report](#) – **K Zukas**
  - . We were promoted in IJEA's Feb newsletter
  - a. Taxes were completed and submitted on April 5, 2022. 12/1 - 11/30 tax year
  - b. Some social media posts and emails to general membership
  - c. There will be a new director at Continuing Ed at UWW (Morgan Anderson), so we will have to connect with them after Jun 6. Will also connect with Eric Field. Marianne Wolc will likely handle awards and contest items.

."Please direct your questions to the proper authority: Hiring, purchasing, and financial questions should be directed to Grant Thompson and Gaby Barcnas at [campspayroll@uww.edu](mailto:campspayroll@uww.edu); Registration and website questions to Marianne Wolc at [wolcm@uww.edu](mailto:wolcm@uww.edu); Addendum, housing, and reservations to Eric Field at [fielde@uww.edu](mailto:fielde@uww.edu); Catering, starin park reservations, pre-camp mailing, sponsorships to Hannah Scorsone at [scorsonehm07@uww.edu](mailto:scorsonehm07@uww.edu); Marketing, tshirts, flyers, postcards to Jessica Berge at [bergej@uww.edu](mailto:bergej@uww.edu)"
  - d. Dean can request costs from UWW to make sure we are streamlining costs - costs breakdown for 2019 fall conference
  - e. Can we request money from an organization like the Milwaukee Press Club?
  - f. Keith can contact the Illinois Press Foundation (and Illinois Farm Bureau) re: grants/scholarships
  - g. Bob moved to approve. April seconded. Unanimously approved.
6. Reports
  - . [Summer Journalism Workshop Report](#)– **K Zukas**

.Progressing well. Five confirmed as of now. Last year we had 12. Goal is 15.

  - i. Would like camp counselors as staff and air-conditioned dorm



. April moved to adjourn. Bob seconded. Meeting adjourned at 11:45 am.

**Upcoming events:**

~~June 11, 2022: Board Meeting - In Person Picnic/Social?~~

June 18, 2022 Board Meeting - In-Person at UW-Whitewater

July 17-21, 2022: Summer Journalism Workshop

Sept. 10, 2022: Board Meeting

Oct. 14, 2022: Fall Scholastic Journalism Conference, UW-W

Nov. 5, 2022: Board Meeting

Nov. 10-13, 2022 JEA/NSPA Convention, Philadelphia



**KEMPA BOARD MEETING**  
**September 10, 2022 9:30 am**  
[Zoom Link for Meeting](#)

**Board Members:** Dean Bradshaw, Michelle Corbett, Bob Kay, Beth Marshall, Danielle Olejniczak, Laura Streyle, April van Buren, Patrick Touhey, Exec. Director Keith Zukas.

**AGENDA**

1. Call to order & Amend Agenda / Attendance
2. Approval - [June 18, 2022 Minutes](#) – **B Marshall**
  - a. Dean moved to approve. Beth seconded. Unanimously approved.
3. [Treasurer's Report](#) – **D Bradshaw**
  - . Balance
  - a. Expenses & Income
  - b. Budget is tight but if we get more membership and Fall Conference stays positive, we might be ok
  - c. Laura moved to accept. Bob seconded. Unanimously approved.
4. [Membership Chairman Report](#) – **B Kay**
  - . Will have to discuss the cost of mentors in the future for next year's budget
  - a. Laura moved to approve. April seconded. Unanimously approved.
5. [Director's Report](#) – **K Zukas**
  - . Idea to have Winter Advisers Seminar at new free [Community Engagement Center](#) in their boardroom; food can be whatever we want catered in
  - a. Reaching out to WNA to promote events (they can't help financially now); will reach out to IJEA, Wisconsin SPJ and MPC (need more diversity), WBA
  - b. Bob moved to approve. April seconded. Unanimously approved.
6. Reports
  - . [Summer Journalism Camp Report](#) - **Zukas**
    - i. 20 campers; Huntley brought 6 (Dennis Brown)
    - ii. Will adjust time between sessions to about 10 minutes, down from 15
    - iii. Want air conditioned dorms in the future, though this year's dorm on a lower level was better than it was. A/C dorm is \$8 more/day. Could consider increasing cost of camp to \$475-525
    - iv. Commuters need parking passes, so need to account for that
    - v. Food logistics are most complicated.
      1. Variety of fast food options for lunch every day, but students still complain.
      2. Could go to breakfast bars and fruit in the dorm to save costs
      3. UWW catering for dinner was fine but it was all the same meal.  
Could switch to dinner in the dining hall so they have more options
    - vi. 11 instructors (\$25/hr for their workshop only) and 2 counselors (\$400/day); Camp counselors acted as assistants and helped give feedback to Keith on how to adjust workshop sessions in the future
    - vii. April moved to approve. Bob seconded. Unanimously approved
      - a. [Fall Conference Update](#) – **D Olejniczak & B Marshall**
        - . Can have printed, fancier certificates for All KEMPA or if we know they are going to be there
        - i. Need to emphasize photography during fall conference
        - ii. We will reach out to old presenters personally to ensure it is not being blocked by spam filter systems
      - b. [Individual Contests](#) – **M Corbett**
        - . Cheapest to send a file of certificates and have the schools print it out

- i. We will get Keith's signature to adjust the certificates
- ii. Michelle will try to make the slideshow and all certificates but will reach out if she needs help
- iii. For awards presentation, we have the judging sheet in the folder to help with the presentation
- iv. Bob moved to approve. Unanimously approved
  - c. Winter Seminar Report – **A van Buren**
    - .No updates at this time
    - i. Will be Feb 10 and 11
    - ii. Will check out Keith's recommendation
      - d. Website – **L Streyle**
        - .Laura has been updating regularly when items are sent
        - e. [Awards Committee](#) - **B Kay**
          - .Unsure who is on committee
          - i. Will need to get going on this immediately to contact these people before Fall Conference and invite them
          - ii. Dean and Beth will serve on the committee
            - f. [Scholarship Committee](#) – **B Kay**

- 7. Old Business
- 8. New business
- 9. Commendations
- 10. Adjournment
  - a. \_\_\_ moved to adjourn. \_\_\_ seconded. Meeting adjourned at 11:\_\_\_ am.

**Upcoming Events:**

- Oct. 14, 2022: Fall Scholastic Journalism Conference, UW-W
- Nov. 5, 2021: Board Meeting
- Nov. 10-13, 2022 JEA/NSPA Convention, St. Louis, MO

## KEMPA General Meeting Agenda

Oct. 6, 2023

1. **Call to Order** – *Beth Marshall*, president
2. **Welcome**
3. **State of KEMPA** – *Keith Zukas*, executive director
4. **Awards and Recognition** – *Dean Bradshaw* Awards chair
  - Nancy Becker Newspaper Adviser of the Year
5. **Financial Report** – *Dean Bradshaw*, Treasurer
  - *Income: \$ 1,662.24*
  - *Expenses: \$1,124.69*
  - *Balance as of Oct. 14, 202: \$ \$3,590.16*
6. **Reports**
  - *Summer Camp preview: Keith Zukas, director*
  - *Winter Advisers' Seminar report & preview: Beth Marshall, president*
  - *Fall Conference: Beth Marshall, Danielle Olejniczak, directors*
  - *Scholarship Report: Bob Kay, committee chair*
7. **Wisconsin JEA** - *Matt Smith*, President
8. **Election:** *Beth Marshall*, President
  - *Dean Bradshaw, Stevenson High School, Lincolnshire, Ill.*
  - *Michelle Corbett, Indian Trail High School and Academy, Kenosha, Wis.*
  - *Allison Jackson, Harborside Academy, Kenosha, Wis.*
  - *Bob Kay, Grayslake, Ill.*
  - *Beth Marshall, CJE, Richmond-Burton High School, Ill.*
  - *Danielle Olejniczak, Laconia High School, Rosendale, Wis.*
  - *Patrick Touhey, McFarland High School, McFarland, Wis.*
  - *April van Buren, MJE, Madison East High School, Wis.*
9. **Adjournment** – *Beth Marshall*, President

**KEMPA BOARD MEETING**  
**Jan 28, 2023 / 9:30 a.m.**  
Virtual Meeting: [Zoom Meeting Link](#)

**AGENDA**

**Board Members:** Dean Bradshaw, Bob Kay, Beth Marshall, Danielle Olejniczak, Laura Streyle, April van Buren, Patrick Touhey, Michelle Corbett, Allison Johnson, Exec. Director Keith Zukas,

In attendance: Dean Bradshaw, Bob Kay, Beth Marshall, Danielle Olejniczak, Laura Streyle, April van Buren, Michelle Corbett, Allison Johnson, Exec. Director Keith Zukas

1. Call to order & Amend Agenda / Attendance
  - Called to order at 9:33 am
  - Introduce Allison Johnson, Harborside Academy in Kenosha adviser
2. Approval - [Nov. 5, 2022 minutes](#) – **D Olejniczak**
  - Bob moved to approve. Laura seconded. Unanimously approved.
3. [Treasurer's Report](#) – **D Bradshaw**
  - A.  
Balance
  - B. Expenses & Income
    - Dean can talk to NISPA re: supporting JEA mentors
    - Are people doubling up?
    - Can we get people to sign up for both organizations?
    - Need to connect more with UWW re: finances. Difficult to connect
    - Hannah Scorsone seems to be our main contact there
    - Keith was told we grossed around \$7000
    - New main financial person is [Fabiola Aranda](#) per Keith
    - Need these numbers to advertise scholarship contest
    - Keith forwarded Fabiola's last email and Dean will connect that way

April moved to approve. Michelle seconded. Unanimously approved.
4. [Membership Chair's Report](#) – **B Kay**
  - Critiques are out
  - 3 more than last year
  - Bob was elected this year as VP of Membership and so will stay as that
  - Next year, membership will move to a committee position
  - This will be Beth Marshall's last year as President
  - This will be Dani O's last year as Secretary
  - Do we need to do more work to re-curate our contact list
    - We are utilizing WisJEA's list and IHSA's list
    - Dean shared his updated list [here](#)
    - Allison's school has a volunteer requirement and could help update our lists
    - Create our own form/sheet with all districts, if program or not, and name/email

April moved to approve. Laura seconded. Unanimously approved.
5. [Director's Report](#) – **K Zukas**
  - Will look into creating a specific Jan Kohls scholarship fund.
  - We will wait to see what funds arrive and what our needs are
  - Could have a 50th Anniversary reunion at UWW after our board meeting around lunch
  - Beth will look into options for this and work with Linda to send wider invites

Bob moved to approve. Michelle seconded. Unanimously approved.
6. Reports

- A. [Winter Advisers' Seminar report](#)- **A van Buren & L Streyle**
  - a. Need to carefully consider how often we want to hold this in the future
  - b. Do we want to continue the silent auction? Yes, with hybrid option to donate instead
  - c. Do we want door prizes?
  - d. How do we feel about the Friesen's rep? Check in with Jamie Silver as well.
  - e. We will need to work with UWW to try to book the free room for this. Keith can talk to them on Monday.
  - f. Should we avoid superbowl and valentine's weekend in the future?
  - g. Laura moved to approve. Bob seconded. Unanimously approved.
- B. [Summer Journalism Workshop Report](#)- **K Zukas**
  - . April moved to approve. Dead seconded. Unanimously approved.
- C. Website - **L Streyle**
  - . Update - will work on scholarship area
- D. [Scholarship Committee](#)- **B Kay**
  - . Dean will reach out to see if he can reach out to Victoria to get materials
  - a. Wording this year of "up to \$1000"
  - b. Keith moved to approve. April seconded. Unanimously approved.
- E. Awards Committee - **D Bradshaw**
  - . Update - Dean and Beth will meet to discuss and send out in spring to get materials by June.
  - a. Still Shannon and another adviser are available to receive adviser awards.
- F. Individual Contests report - **M Corbett**
  - . Michelle is setting up the new gmail, updating forms. Will send out contest info in March.
  - a. Last year had around 360 entries, still self-funding
  - b. Bob moved to approve. Dean seconded. Unanimously approved.
- 7. New business
  - a. Spring activities for KEMPA?
    - i. Difficult to compete with other organizations (NEWSPA/NISPA)
    - ii. Difficult for yearbook because it's go time.
    - iii. After yearbook deadline (usually late March/early spring) could start a keynote or a planning session, etc. Could be more on building community, breakout sessions
    - iv. IHSA spring meets - sectionals and state - are also in spring (April 1 and 22)
    - v. Could it be very late April?
    - vi. Self-directed breakout rooms (editors, photographers, writers, advisers, newspaper, layout/design etc) and script questions for each room to follow.
    - vii. Maybe like 10-11am? Would set up for 2024.
      - b. [Bylaw review concerning terms of office](#)
      - . Term limit for 5 years before 1 year waiting period
- 8. Commendations
  - Thanks to everyone for all of your hard work from Beth.
- 9. Adjournment
  - Bob moved to adjourn. April seconded. Unanimously approved.
  - Meeting adjourned at 11:50am

### Upcoming events:

- Feb. 10-11, 2023: Winter Advisers' Retreat
- March 11, 2023: Board Meeting
- April 20-22 2023: JEA/ NSPA Convention, San Francisco
- June 10, 2023: Board Meeting - In Person
- July 23-26 Summer Journalism Workshop
- September 9, 2023: Board Meeting

October 20, 2023: is the Fall Scholastic Journalism Conference/Annual Meeting  
November 2-5: JEA/NSPA Convention Boston  
November 18, 2023: Board Meeting

## KEMPA BOARD MEETING

April 1, 2023 / 9:30 a.m.

[Virtual Meeting - link](#)

### AGENDA

*Board Members:* Dean Bradshaw, Bob Kay, Beth Marshall, Danielle Olejniczak, Laura Streyle, April van Buren, Patrick Touhey, Michelle Corbett, Allison Johnson, Exec. Director Keith Zukas,

*Present:* Bob Kay, Beth Marshall, Danielle Olejniczak, April van Buren, Patrick Touhey, Michelle Corbett, Exec. Director Keith Zukas,

*Absent:* Allison Johnson, Dean Bradshaw, Laura Streyle.

1. Call to order & Amend Agenda / Attendance
2. Approval - [Jan. 28, 2023](#) minutes
  - A. Michelle moved to approved. April seconded. Unanimously approved.
3. [Treasurer's Report](#) – **D Bradshaw**
  - . Balance

#### A. Expenses & Income

- i. Made about \$4000 on fall conference, which is good news
- ii. Also didn't lose money on Winter Adviser's Seminar, also great
- iii. Do we have a breakdown of costs for fall conference?
- iv. We will need to contact UWW for this breakdown
- v. Was IJEA membership received by Dean?
- vi. Do we know how many of our mentees stay with KEMPA?
- vii. April moved to approved. Bob seconded. Unanimously approved.

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

- . Linda Jones from IJEA added
- A. Will memberships be at \$55 or \$60 for next year?
  - Beth moved to approve increase of membership fees from \$55 to \$60. April seconded. Unanimously approved.
- C. Beth has a spreadsheet of IHSA Advisors [here](#).
- D. Michelle moved to approve. April seconded. Unanimously approved.

#### 5. [Director's Report](#) – **K Zukas**

- A. Even though we are paying stipends to mentors, not all mentees are becoming members. Can we adjust mentorship process to onboard these mentees? Need to discuss adjusting the process at June meeting.
- B. Do we want to invite Zach Larson to join KEMPA and the board?
- C. How involved are we going to be on the KEMPA reunion on June 10 after our board meeting.

We're leaning more toward we try to host and plan and they do more outreach. Dick Nelson and Michael Gordy were the ones who reached out and they said small.

Beth could do a Costco run to support this.

Could do outdoor space as first choice and Heide Hall atrium as backup space.

Approximate 1-3 time.

Second option is during the fall conference on October 20. They can choose between these.

- D. Bob moved to approve. Michelle seconded. Unanimously approved.
6. Reports

- A. [Summer Journalism Camp Report](#) – **K Zukas**  
UWW conferences group seems very organized  
Danielle moved to approve. April seconded. Unanimously approved.
  - B. [Winter Advisers' Seminar report](#) – **A van Buren & L Streyle**  
Location worked well  
Some pictures in a photo album to help with marketing.  
Next year Feb 2 and 3 to avoid Valentine's Day and Superbowl  
Board member rates 125 for presenting and reg. \$150- \$175  
Michelle moved to approve. Bob seconded. Unanimously approved.
  - C. Website Report– **L Streyle: ABSENT**
  - D. [Individual Contests](#) – **M Corbett**  
Same fees, emailing schools soon, encouraging membership  
Dani moved to approve. April seconded. Unanimously approved.
  - E. [Scholarship Committee](#) – **B Kay**  
Deadline was March 24, 2023. Five applicants, Committee members  
Dean and Patrick need to review files in drive folder by April 20.  
Scholarships will no more than \$1000.  
April moved to approve. Dani seconded. Unanimously approved.
  - F. Awards Committee - **D Bradshaw: ABSENT**  
Beth will share materials with Dean to get this started before the end of  
May.
  - G. [Fall Conference Update](#) – **D Olejniczak, B Marshall**  
Theme: Jump Start  
Possible Keynotes - Pete Souza- April/ Emmy Fink - Keith /David  
Axelrod- ask David G for connection  
Session presenters please share yearbook rep information with Dani and  
Beth
- 7. Old Business
  - A. KEMPA Reunion Planning Jun. 10, 2023 - Discussed during Director's Report
  - B. Spring Staff Development Day - table for another meeting
  - 8. Adjournment  
Bob Moved, Dani seconded Unanimously approved  
11:28 AM Adjourned

#### **Upcoming events:**

- April 20-22 2023: JEA/NSPA Convention, San Francisco
- June 10, 2023: Board Meeting – In Person with possible reunion to follow
- July 23-26, 2023: Summer Journalism Workshop
- September 9, 2023: Board Meeting
- October 20, 2023: the Fall Scholastic Journalism Conference/Annual Meeting
- November 2-5, 2023: JEA/NSPA Convention Boston
- November 18, 2023: Board Meeting



**KEMPA BOARD MEETING**  
**AGENDA - [Zoom Meeting Link](#)**  
**June 10 2023 / 9:30 a.m.**

In-Person at UW-Whitewater - Royal Purple Office in McCutchan Hall, room 113  
(parking is free anywhere on campus on weekends - Lot 2 is closest)

PDF printable map link:

<https://drive.google.com/drive/folders/15wzLCCwEmx2CE9K5C6EiLGpiPRup3IjF>

Online map: <https://www.uww.edu/campus-info/map-and-directions/campus>

**Board Members:** Dean Bradshaw, Bob Kay, Beth Marshall, Danielle Olejniczak, Laura Streyle, April van Buren, Patrick Touhey, Michelle Corbett, Allison Johnson, Exec. Director Keith Zukas

1. Call to order & Amend Agenda / Attendance
  - A. Called to order 9:42 am
2. Approval - [April 1, 2023 minutes](#) – **D Olejniczak**
  - . Bob moved to approve. April seconded. Unanimously approved.
3. Treasurer's [Report](#) – **D Bradshaw**
  - . Balance
    - A. Expenses & Income
    - B. Money is looking much better now.
    - C. Begin discussion on paying mentors.
      - i. We will still have to pay mentors for this year
      - ii. JEA seems to indicate stipends are no longer encouraged
        - D. Director (Keith) attending conferences was also discussed.  
. In 1-2 more years, he will be at a level at the university where he can attend conferences but not present and the University might pay for it
          - i. The board still encouraged him to attend despite cost because of benefits of networking with other directors.
            - E. April moved to approve treasurer's report. Michelle seconded. Unanimously approved.
      4. [Membership Chairman Report](#) – **B Kay**
        - . We are a little bit ahead of last year
          - A. Contacted present members, former members from last few years, IJEA list and WisJEA list
          - B. Perhaps a couple of new members joined and more members in general for sure coming
          - C. April moved to approve. Michelle seconded. Unanimously approved.
        5. [Director's Report](#) – **K Zukas**
          - A. Milwaukee Press Club Endowment grant awarded - yay!!!!
          - B. Wisconsin society for journalists shut down this year
          - C. \$1500 for summer camp (instructors), \$1500 for winter retreat (instructor) and \$2000 for fall conference (anniversary meeting) is the agreement in general. Agreed to provide receipts, photos and short summary; recognize endowment and website
          - D. David Westrick from Janice Kohls estate completed inventory and will go ahead with converting to liquid asset
          - E. Liked the idea of the fall conference and willing to pay for lunch with us. They could do keynote, reunion session (Linda lead it with memories?), lunch with us, go to Second Salem Brewing for social hour (they buy their own drinks)
            - i. Keith can give Bob contact info for those who were in contact with him and Bob can work with them to get more people and set up anything
            - ii. \$20 registration with UWW to attend the conference
              - F. Michelle moved to approve. Bob seconded. Unanimously approved.
      6. Reports

- A. [Summer Journalism Camp Report](#) - **K Zukas**
  - i. We had 10-13 at this time in previous years
  - ii. Dean connected with Huntley, Barrington and Prospect and have not heard back; Bob said he did receive membership items from Huntley recently but did not receive response to summer camp items yet
  - iii. April moved to approve. Michelle seconded. Unanimously approved.
- B. Fall Conference Update – **D Olejniczak & B Marshall**
  - . Sent out invite to present.
    - i. Still need a keynote.
      - 1. Keith suggested to reach out if it gets too late
  - ii. Will work on inviting more presenters to submit and nail it down.
- C. Website Report– **L Streyle**
  - . Not much to report. If you have requests or needs, let her know
    - i. She may comb through to find issues
    - ii. Dani can work on fixing PayPal payment area.
  - iii. Bob moved to approve website report. April seconded. Unanimously approved.
- D. [Individual Contests](#) – **M Corbett**
  - . Deadline this Fri. 9 schools submitted so far. More coming in.
  - i. April moved to approve. Dean seconded. Unanimously approved.
- E. [Scholarship Report](#)  
[.KEMPA congratulates 2023 scholarship winners.docx](#) - **B Kay**
  - i. 5 applicants, 3 awards. Determined \$1000 was available and gave \$400, \$300 and \$300
  - ii. April moved to approve. Michelle seconded. Unanimously approved.
- F. Awards Committee [Report](#) - **D Bradshaw**
  - . Could consider co-awards winners
    - i. Sent out invitations to membership and principals of All-KEMPA awards winners
    - ii. Linda sent out letters of appreciation 2 years ago. If anyone would like one sooner, let Keith know.
  - iii. Bob moved to approve. April seconded. Unanimously approved.
- 7. Old Business
  - . JEA Mentorship stipends
    - . They will be paid for this year this August. Was only Linda and Evelyn this year. Linda is retiring from mentoring this year.
      - i. Should we rename it a resource or something more informal and not require JEA mentorship?
    - ii. Laura enjoyed having someone sit down with principal to discuss roles and how journalism works.
  - iii. Mentorship program through JEA took about 2 days to do, realistically
  - iv. Will we still have mentors? Will we still have free membership to JEA and/or KEMPA? How does this help KEMPA and/or journalism in the area? Should we go to something hourly? Should we invite them to winter advisers seminar for special round session? Do we need to make a mentor committee?
  - v. Would like to more formally include mentors and mentees into advisers retreat
  - vi. Would we like to lower or remove the stipend or change it to KEMPA mentees, not JEA
  - vii. Both Michelle and Dean are getting JEA trained this summer as JEA mentors.
  - viii. Summary of concerns: accountability and bringing people into KEMPA.
  - ix. **Suggestion:** Reach out to yearbook reps for new advisers who would benefit from fall conference
  - x. **Suggestion:** make sure outreach in fall conference folder is substantial
  - xi. **Suggestion:** Membership letter should say that new advisers of 1-2 years can get free JEA and KEMPA membership. April and Beth can reach out to yearbook reps.
  - xii. **Suggestion:** \$200 per mentor (likely 1-2 mentees)

xiii. April moved to reduce mentor fee from \$250 to \$200. Bob seconded. Unanimously approved.

8. Commendations

. New Grayslake adviser dealing with issues. April suggested Bob draft a letter and send it to administration addressing the positive attributes of adviser and the law. Keith will co-sign.

9. Adjournment

. April moved to adjourn. Bob seconded. Unanimously approved. Meeting adjourned at 12:01 pm

**Upcoming Events:**

July 23-26, 2023: Summer Journalism Workshop

September 9, 2023: Board Meeting

October 6, 2023: the Fall Scholastic Journalism Conference/Annual Meeting

November 2-5, 2023: JEA/NSPA Convention Boston

November 18, 2023: Board Meeting

**KEMPA BOARD MEETING**  
**AGENDA - [Zoom Meeting Link](#)**  
**September 9, 2023 / 9:30 a.m.**

**Board Members:** Dean Bradshaw, Bob Kay, Beth Marshall, Danielle Olejniczak, April van Buren, Laura Streyle, Patrick Touhey, Michelle Corbett, Allison Johnson, Exec. Director Keith Zukas

1. Call to order & Amend Agenda / Attendance  
Present: Beth Marshall, Dean Bradshaw, Bob Kay, Michelle Corbett, Keith Zukas, Allison Johnson, April van Buren
2. Approval - [June 10, 2023 minutes](#) – **D Olejniczak**  
Dean moves, Michelle seconds, approved
3. Treasurer's [Report](#) – **D Bradshaw**  
Very good news, broke income into a couple of buckets, another \$900 memberships and contests, Keith secured grant from MPC. Janice Kohls estate over \$100,000. Moving money to JEA memberships, Keith misc. expenses related to summer camp. Even w donations removed, have balance of \$8000ish. \$3400+ expenses around November. Awaiting file for this year's critiques. (see fall conf. notes/expenses?). Keeping \$ in residual acct. for UW to use. Not worried about scholarship now. Maybe earmark MPC \$ for scholarships. Rerelease frozen stuff like stipend for Keith to travel to JEA. Looking into Premier for investing \$, CDs, low risk, yet valuable. Clarify 501c3, provisions as to how we can use \$100,000. No parameters according to Keith's docs. Keith's mom (accountant) thought CDs would be a good place. Taxes - 990 form. Dean will do/try research on federal/state parameters.  
Michelle moves, Bob seconds, approved
- A. Balance
- B. Expenses & Income
4. [Membership Chairman Report](#) – **B Kay**  
Down from LY, 54 schools, couple pending, Bob is going to continue to try some of the long time members who haven't responded. 48 publications in for critique. 15 still being judged. 3 publications got lost, supposed to go to Stephanie Moreno, Bob contacted schools, and they had extra copies. Bob told schools we would waive their advisers registration for fall conf. Bob sends some summer publications directly to judges, and some go from UWW to Hannah. April moves, Michelle seconds, approved
5. [Director's Report](#) – **K Zukas**  
Finances, signed documents. Working w MPC to get money processed through. Gathering materials for fall conference, thanks to Dean for great scholarship poster. Has drafts of other things: winter retreat among them. Acknowledged press club in various slides. Do we want to have any messaging on materials? Or on a slide? Sent photos/letter to MPC. Link an MPC logo to continue - logo is a dead cat. Keith is having a meeting UWW camps/conferences for fall/winter/summer programming to improve logistics. Anyone has concerns, let Keith know. We are on good terms, and they also need to do a good job for us. Bob moved, Dean second, approved.
6. Reports
- A. [Summer Journalism Camp Report](#) - **K Zukas**  
14 campers, down from LY. Huntley school sent kids to IA instead. Budget numbers haven't come through. Dining hall vs. catered lunches = savings. Keith filled in for workshops - Keith paid himself. 6 hrs extra. Keith would (hopefully)

like to not do that in the future. Keith's niece attended. Keith did follow up newsletter. Went to art exhibit on campus, wrote up things on that. Nice way to have deliverable. Logistical problems (impetus for mtg.), little one in various areas. Wi-fi, pool, alarms, sodas ... no water bottle, drawstring bag this year. Beth brought up that UWW has had "issues" in the past and it's definitely not Keith :) There should be a UWW number/person/something to be an immediate contact for issues. Summer before, things were a lot smoother. Dean moves, April seconds, approved.

B. [Fall Conference Update](#) – **D Olejniczak & B Marshall**

Trying to be proactive in presenters. April, July, couple weeks ago, again today. Need yearbook people. Beth and Michelle work on something? Bob - keynote - Neil Stein (?) concern for past actions? Eric Zorn vouched for him. Neil also responded positively to being asked. Bob has emails detailing more. How much do we pay him? Mary Beth Tinker was \$1000. We want him to do keynote and session (\$650)? Hotel in WW \$108 for a Thursday. Bob could possibly drive him. Speaker money last year came out of UWW money. It was all (fall conf.) outside of our account. Dean suggested paying mileage, or do we negotiate a lump sum. Bob will try a \$500 speaking fee, \$150 "travel". Keynote - based on his uplifting blurb. Angle of how he's refreshing it. Another angle - local news, or why public media is important. Know the audience; speak to the digital age without alienating them. Presentation - blog? Creating your brand? Beth is updating things as they come in. No yearbook award person, so do the two newspaper award people from last year. Tom (from Nicolet) sent things in July 26, deadline July 1. Nomination due June 30, application July 30. We're going to call it **50ish** years. Bob put together an email to people, to invite them and "donate" their \$20. He has emails and phone numbers, so may do a text. We have about 35 people total. "If you know anyone, please reach out...." Need: more sessions with yearbook focus. Beth will send presentation to us. It's an update, so no motion. Are we worried about attendance this year? No... WI just started, so they're still getting stuff out. Do we need to open registration sooner than 9/1? We need to get stuff on our website. Need passwords, info on website functioning. Segue....

C. Website Report– **L Streyle**

Things we need on there, easy to find, worry later about taking things off that are outdated. Michelle can help with the website. Bob wondered if we should hire someone to clean it up. Keith volunteered to help Michelle.

D. [Individual Contests](#) – **M Corbett**

Slideshow done, linked for us, linked tracking data, up by \$150 entries, four more schools, 515 entries, 310 winners. Couldn't link broadcast entries. If you click on links, it'll take you to YouTube. Michelle will be working on making the certificates and organizing judges comments. Will share folders with judges comments and original forms. If you notice anything weird, let Michelle know. Bob moves, Dean second, approved.

E. Scholarship Report- **D Bradshaw**

Bob - chair, nothing to talk about, flier going in materials

F. Awards Committee Report - **D Bradshaw**

Do we want to look at Tom M's nomination? Beth will drop in folder. We will move forward with co-winners Sara and Shannon. UWW makes a certificate for us to give. And frame them. Use Beth's templates to create :30 blurb for each winner. May look into wooden plaques. Michelle moves, Bob seconds, approved.

7. New Business

A. Website Access to KEMPA Meeting Minutes PDFs:

Need to do this per Linda - legal, Beth help after presidency, Keith has them done, we are good through last year. Keith was waiting until end of the year.

- B. Purchase [Zoom Pro](#) account for KEMPA?  
\$140, but why do if we can use a school account.
  - C. 2024 Possible Officer Nominations and New Board Member invitations
    - need at least 3 new board members
    - Beth will stay on board after president term is complete. Keep reaching out to people. Brandon Behlke from Warren seems interested. New advisers from winter retreat are possibilities.
8. [Commendations](#)
9. Adjournment  
Motion to change meeting date to 12/2, Bob moved, \_\_\_\_\_ second, approved.  
Bob moved, April seconds, approved.

**Upcoming Events:**

September 9, 2023: Board Meeting  
October 6, 2023: KEMPA Fall Scholastic Journalism Conference/Annual Meeting  
November 2-5, 2023: JEA/NSPA Convention Boston  
November 18, 2023: Board Meeting -- could this be in-person at UW Whitewater?  
Feb. 2-3, 2024: Winter Seminar