

# Kansas Collegiate Media Minutes

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Fall 2018 Adviser's Retreat \* *Wichita Eagle*, Wichita, Kansas \* Friday, Sept. 21, 2018

## Attendees

In attendance: Stacy Sparks, Southwestern College; Amber Brawner, Hutchinson Community College; Regina Cassell, Washburn University; Amy Chastain, Butler Community College; Michael Swan, Butler Community College; Julie Love, Benedictine; Kevin Page, Benedictine; Amy DeVault, Wichita State University; Kristy DeKat, Emporia State University; Josh Letner, Pittsburg State University; Denise Neil, Newman University; Ann Christianson Bullers, Baker University; and Daniel Reyes, Garden City Community College; Brad Hallier, Hutchinson Community College; Thad Rose, Johnson County Community College, Todd Vogts, Sterling College and Bruce Symes, Allen County Community College.

Members not in attendance included: Max McCoy, Emporia State University; David Silverman, Kansas Wesleyan University; Sue Sprenkle, Spencer O'Daniel, Kansas State University; Julie Love, Benedictine; Emily Maslow, Kansas State University; Paul Green, Kansas Wesleyan University; Julia Largent, McPherson College and Gerri Berendzen, University of Kansas.

## Call to Order

The 2018 Fall Adviser's retreat of the Kansas Collegiate Media was held on Friday, Sept. 21, 2018 at the *Wichita Eagle*, 400 300 N Mead, Wichita. The meeting began promptly at 10 a.m. and was presided over by Stacy Sparks, Southwestern College, with Amy Chastain, Butler Community College, as secretary. Stacy called the meeting to order by thanking Denise Neil, Newman University, for providing the location of the meeting free of charge.

Sparks began the meeting with introductions and explained that she is acting as interim treasurer. She also explained that the minutes for the 2018 General Business Meeting had went out through email and asked if there were any additions or corrections that needed to be made. Josh Letner, Pittsburg State, said that he was not listed as in attendance when he was. This will be correct in the 2018 General Business Meeting minutes. Kristy Dekat, Emporia State University, then motioned to accept the minutes. Another adviser seconded.

Sparks then presented the first legitimate treasurer's report since spring 2014. The bank reports were also available if anyone in the membership would like to audit it.

Sparks took over as interim treasurer on July 12, 2018. A deposit was made on July 31, 2018. It was discovered that the organization is paying \$8 in service charges to Commerce bank per month to which Sparks was not happy with. It would be the job of the next treasurer to find a different bank. From April through June of this year, it was indicated that the organization had paid speakers' fees, judges, Smarter Entry, room usage and caterers.

Stacy asked if there were any questions about the narrative or what happened. Michael Swan, Butler Community College, asked for clarification that everything had been

reimbursed except for what was discovered after restitution was made. Sparks confirmed that this is accurate. Another \$14,000 was discovered by a reporter with *The Bulletin*, of Emporia State University, Max McCoy, Emporia State University, had forwarded a spreadsheet to the student journalist, but this was discovered after restitution had been made. Sparks has been in touch with the Overland Park police and inquired about an update on Wednesday, Sept. 19, but at the time of this meeting, she has not heard back from them. Since the organization has accepted restitution and asked for a public apology, Sparks explained that it is not likely we will receive \$14,000.

Michael Swan, Butler Community College, explained how he can understand how this can happen.

Thad Rose, Johnson County Community College, inquired about missing computers from the *Campus Ledger*, of Johnson County Community College. The Overland Park police confiscated four computers and have returned one, but not the others. Rose explained that they don't have the budget for this.

Regina Cassell, Washburn University, explained that she too missed the additional missing \$14,000 and appreciated the additional stress that Sparks has had to endure. There is nothing in the adviser's handbook for how to deal with such an issue. The Overland Park police also had the spreadsheet, and they too missed this.

One adviser asked about how this was discovered to which Sparks explained that the Johnson County Community College Business Office had received a suspicious bank statement and they reached out to Amy Chastain, Butler Community College, and Sparks. Sparks called Corbin Crable, formerly of Johnson County Community College, and met him at the bank to take his name off of the account and to add Sparks' name instead. All bank statements were inputted into a Microsoft Excel spreadsheet. At first, Corbin intended to make restitution of \$5,000 in August of this year. Then the plan was to make restitution of \$500 per month until the amount was repaid. Crable also intended to take money out of his KPERS account, but he could not access that until the end of the month. Once the Overland Park detectives spoke with Crable, he spoke with his parents and they came through with restitution.

Ann Christianson Bullers, formerly of Johnson County Community College, received a one-year replacement at Baker University to fill the role that Corbin would be starting at in August of this year.

Since Crable offered to make restitutions, the Overland Park detectives were informed, and because of this, Sparks is not confident that the DA could bring charges against him.

One adviser inquired about why or how the \$14,000 was not accounted for. Sparks explained that the Microsoft Excel spreadsheet didn't collect the first year's worth, which was also shared with the Overland Park detectives. They too did not catch it. In total, Crable embezzled \$35,000, but Sparks explained it is still challenging to find out in total because

he would make deposits to the bank account through the use of ATM deposits from time to time.

It was discovered that no 2017 KCM judge was paid, although he did write a personal check to one judge.

Sparks then said that while she wanted to continue answering questions about this in front of everyone, the organization needed to move on because of time.

The organization's bank account now has a budget of around \$21,000. Regina Cassell, Washburn University, explained that the awards for the 2018 KCM Conference paid for themselves.

Sparks explained that the organization is also due for constitutional changes, but this cannot be changed at this meeting. Instead, she explained that the organization can gather ideas and mail out changes to amendments. Then they can be shared with the organization prior to the General Business Meeting in April of 2019 and vote on them. If any advisers have any suggestions, please email these to Sparks by Dec. 1, 2018. The changes to amendments will be gathered, and Sparks will work with Amy Chastain, Butler Community College, and they will be sent out prior to the General Business Meeting in April of 2019.

## **Planning for the Spring 2019 Contest/Conference**

First, Stacy explained that the 2019 conference is scheduled for Sunday, April 7 and Monday, April 8 at the Drury Broadview-Wichita, 400 W. Douglas Ave. Scheduling the conference for Sunday and Monday is less expensive than on a Friday and Saturday. Sparks continued to explain that this usually works better for our student journalists who are athletes or work outside of school.

Secondly, between Jan. 1, 2019 through the end of February, a nominating committee will gather officer nominations. An electronic ballot will be sent out in the spring. If an adviser has an interest in serving, they should reach out to the secretary, Amy Chastain, Butler Community College. The role of treasurer works with the organization's membership. The organization's president, who is also working as interim treasurer, does not have the time to serve in this other capacity. Josh Letner, Pittsburg State University, agreed to work in this role.

At 10:38 a.m., Sparks moved that the organization move two groups to plan for the 2019 conference and contest. To help with the contest, which includes contest coordinators, judges and nominations, those moved to one side of the room work with Regina Cassell, Washburn University, the second vice-president. To help organize the conference, which includes locating key notes and individual sessions, those moved to the other side of the room to work with Amber Brawner, Hutchinson Community College.

## *First Vice-President's Report*

Amber Brawner, Hutchinson Community College, is the first vice-president for the organization's conference.

She and the committee proposed:

- Fifteen minutes set aside for portfolio review. Student journalists can bring in samples for advisers to look at, critique and offer feedback.
- Prize for best tweet of the night
- Table for transfer to four-year institutions.
- Sue Sprinkle, Seward County Community College, proposed an idea a year ago about escape rooms, which could follow a journalism theme.
  - Sparks had also proposed hosting a Sunday night event at Exploration Space, which would help to bring more student journalists in on this evening.
- Having institutions send a representative along to accept awards if they intend to compete. Regina Cassell, Washburn University, said that this could be built into the contest.
  - Sparks recommended reaching out to institutions when memberships begin to come in. An adviser explained that the institutions should know before they enter the spring contest.
  - If expenses are an issue, the idea was introduced to reach out to institutions where attendance has lagged in recent years, where they could travel with other colleges.
    - It was noted that the organization does not if this should be amended to the constitution (e.g. in regard to institutions enter the contest but do not attend the conference).
    - A polite reminder can be sent out that a representative should be sent to the conference to accept awards.
    - Amy Devault, Wichita State University, said that there are factors that may prohibit some institutions from attending the conference.
    - When an email is sent out announcing the contest and conference, Sparks explained making a note about sending a representative along. If institutions need assistance, the organization can be of help by partnering one institution with another.

*The following break-out sessions are considered:*

- Copy editing
- A photo shoot-out. Two advisers could work as judges.
- Small town journalism
- Kelsey Ryan
- Print is not dead featuring speaker Mike Cooper
- Journalism as a skill set
- Multimedia
- Branding yourself as...(social media)
- What I had wish I had known...JOY or student panel

- Jim Richardson
- Beyond design- design background in journalism
- Sports in Kansas with....
- Student-Adviser mingle session. The organization did not have a good turnout during 2018 conference.

*Possible keynote speakers include:*

- Susan Page of *USA Today* who is a Wichita Southeast graduate
- Bill Curtis
- Millinger a sports columnist for the *Kansas City Star*

Some keynote speakers were compensated for the 2018 conference. The budget for such speakers differs each year. Regina Cassell, Washburn University, moved to set aside \$1,000 total for a speaker budget to which Josh Letner, Pittsburg State University, seconded. One adviser inquired about combining money for session and keynote speakers. In the past, there has not been any discussion regarding a session speaker asking for compensation.

The deadline for hotel and conference registration is March 21, 2019.

Letner inquired about having an adviser help him with the online division as well as proposing an award for community engagement that involves the community outside campus life. Sparks said that for social media, an award does exist for community engagement. Cassell said that sessions could cater to community engagement. Sparks recommended that a description for the award could be written up, and the organization could vote on it at the April General Business Meeting.

### *Second Vice-President's Report*

Regina Cassell, Washburn University, is the second vice president for the organization's contest. Contest coordinators for the 2019 contest include:

- Amy Chastain, Butler Community College, will coordinate the four-year private newspaper division.
- Ann Christianson Bullers, Baker University, and Daniel Reyes, Garden City Community College, will coordinate the four-year public newspaper division.
- Denise Neil, Newman University, will coordinate the two-year newspaper division.
- Thad Rose, Johnson County Community College, and Anne Christensen-Bullers, Baker University, will coordinate the magazine and yearbook division
- Julie Love, Benedictine, will coordinate Journalist of the Year.
- Michael Swan, Butler Community College, will coordinate the Jackie Engel award.
- Josh Letner, Pittsburg State University, will coordinate the online division.
- Amy DeVault, Wichita State University, will coordinate the overall division.
- Regina Cassell, Washburn University, will coordinate the all-schools division in categories of advertisement design and illustration and infographics.
- Kevin Page, Benedictine, will coordinate the copy editing contest.

Cassell would like to move away from Smarter Entry to Better BNC. While it is more expensive, it is built for journalism contests. It would also be a major quality improvement. Amy DeVault, Wichita State University, moved to go with Better BNC and Josh Letner, Pittsburg State University, seconded. Cassell went on to say that there were 2018 contest judges who did not like Smarter Entry because some of their comments were lost. An adviser moved that the organization go with Better BNC for the spring 2019 contest, and another adviser seconded this motion. Those advisers present also voted to approve and set aside \$6,000 for this.

Individual entries will be \$6 instead of \$5.

Letner inquired if there are corporate sponsors for the 2019 conference. In the past, Josten's would present a check for the Journalist of the Year (JOY) award. Sparks also explained that the organization used to receive a check from the Kansas Press Association and the *Wichita Eagle*. She can ask for money but does not know what the chances will be.

Cassell asked the organization to send her the name of five judges, consisting of professionals and educators, to compile a working list of contest judges.

## **New Business**

Stacy Sparks, Southwestern College, said that the organization needs to look at the constitution, and an email will be sent out with the amendments. Sparks will work with Amy Chastain, Butler Community College, and these will be sent out two weeks prior to the April General Business Meeting. If advisers would like to review the constitution, they should send inquires to Sparks, and she will coordinate it.

Officers are elected every two years. Amy Chastain, Butler Community College, will chair the nominating committee, but Sparks will put the committee together. The organization is looking for advisers from a four-year private, a four-public and a community college to serve in each capacity. If any adviser is interested in serving, then they should email either Chastain or Sparks. The constitution also lists the duties of each officer.

Sparks reminded those in attendance that the Adviser's Fall Retreat will be held on Fridays on even years and on Saturdays on odd years. These will follow on the Friday or Saturday after the Kansas State Fair ends.

Sparks then asked for an update regarding the situations about Wichita State University and Emporia State University. Amy DeVault, Wichita State University, explained there is not much of an update. The budget for *The Sunflower* was cut, which the university's president approved. Wichita State University will purchase \$25,000 worth of ads to help, which in their minds will make up for the cut. The support *The Sunflower* received from the community and from alumni helped. DeVault felt that the outcome would have been different had they not received this kind of response.

At Emporia State University, Kristy Dekat explained that nothing has changed. There was quite a bit of money taken from the budget of the newspaper and some of the yearbook's budget. Dekat continued to say that there is a better climate between the Associated Student Government (ASG) and the newspaper.

Sparks once again thanked Denise Neil, Newman University, for supplying the location of the room, Amber Brawner, Hutchinson Community College, for coordinating the meeting and for lunch, and Regina Cassell, Washburn University, for making the contest work. The turnout for this Fall Adviser's Retreat was great as opposed to recent years and thanked those advisers who volunteer their time, because without volunteers, the organization would not be able to do what they do.

Cassell had a closing comment regarding the Washburn Film Festival, which will be held in the spring. Any institution who has film and video may be interested and should email Cassell for more information.

## **Adjournment**

Denise Neil, Newman University, moved to adjourn the meeting to which Ann Christianson Bullers, Baker University, seconded. The meeting was adjourned at 1:20 p.m.

Respectfully submitted by Amy Chastain, September 30, 2018.