

Minutes

Kansas Collegiate Media

Adviser's Retreat – Fall 2019

September 21, 2019 @10am

Wichita Eagle

**Attendance (on-site):** Kevin Page, Benedictine, President; Amber Brawner, Hutchinson CC; Stacy Sparks, Southwestern, Treasurer; Kristy Dekat, Emporia State, Secretary; Bruce Symes, Allen CC; Denise Neil, Newman; Brad Hallier, Hutchinson CC; Thad Rose, Johnson CC; Mike Swan, Butler CC; and Meg Smith, Cowley College

**(Zoom):** Julie Love, Benedictine; Sue Sprenkle, Seward CC

### **President's Welcome, Kevin Page**

#### **Approval of minutes from April 2019, Kristy Dekat, secretary**

- Amber Brawner moved and Stacy Sparks seconded to accept the minutes from the April meeting.
- Minutes were approved as amended. (Correction on page 2 line 2- bands changed to banks.)

#### **Treasurer's report, Stacy Sparks**

- Stacy said the balance is off by \$100. She thinks there is a transaction missing.
- The account has almost the same amount as it did a year ago. (Balance Sept. 18, 2018: \$22,216.86)
- Current balance (as of September 20, 2019: \$22,418.47)
- Thad Rose asked if the organization was looking into a bank that does not charge monthly fees. He mentioned that RCB bank does not have fees.
- Stacy said that the fees from April to September totaled \$64.50.
- Thad moved and Kevin seconded to accept the treasurer's report.

#### **1st Vice-President's report, Amber Brawner**

- Amber said that the spring conference cost per person was a little over \$70 per person.
- She said the organization needs to discuss what will be offered at the conference
- She questioned if the conference could be moved to Saturday and Sunday.

#### **2nd Vice-President's report, Regina Cassell**

- Regina was not able to attend the meeting. A report will be sent out to members at a later date.
- Kevin discussed how the new system of the contest with BNC has collapsed the old system (with duties delegated).
- He said that the contest system needs to be restructured.
- Regina also needs help with setting up the contest.
- The membership has helped tremendously with finding judges.
- Kevin will put a call out to the membership for assistance once he gets a better idea of what exactly is needed.
- He said that he would like to divide the tasks so that it is manageable.

### **Old business:**

#### **Update on amendments to the constitution.**

- Stacy said that anyone can propose an amendment to the constitution.
- Amendments must be presented at one meeting and amended at the next meeting.
- She said the constitution states that the 1st Vice President moves into the President position- this need to be changed.
- She said the constitution also states that the board should have student members. This was added about 12 years ago.

- She went on to say that the organization has not figured out how to address this. The information in the constitution needs to be updated.
- Kevin said that he would write up something regarding the student membership.
- Stacy said that she would address the 1<sup>st</sup> Vice President
- Thad then asked about involving the students more to get ideas about what they would like to see at the conference. He suggested possibly having a meeting with the leaders of the publications to see what they would like to include.
- Kevin suggested possibly including get ideas from student leaders at the session before the keynote speaker on the last day of the conference.
- Thad said that he would lead the session

### **Website and social media.**

- Kevin said that he needs someone to take over the organization's social media. Preferably for several years.
- Meg volunteered to run the Facebook for the organization and suggested finding social media that the students use to post information. She also said that she needed to update the Facebook group's membership.
- Kevin questioned if the Facebook membership is up to date and if the membership on the website is up to date.
- Kevin will be reaching out to Garden City Community College and Baker to find the current advisers.
- Stacy said that another email should be sent out to remind schools about membership registration.

### **New business:**

- **Details about spring conference (Amber Brawner)**
  - Amber said that the organization still has access to the Drury Hotel. The organization could also consider holding the conference at Wichita State.
  - The conference if held at Drury would be Sunday and Monday (April 5-6, 2020)
  - The conference at Wichita State would be Saturday and Sunday (April 4-5)
  - Meg mentioned that on April 17-18 there are going to be free activities at the Exploration Place. The activities at the conference could connect to the activities at the Exploration Place.
  - Thad said that moving the conference to a later date in April was discussed last fall and there are a lot of conflicts that would prevent students from attending the conference.
  - Stacy said that the professionals may be more willing to come speak on a Monday
  - Amber said that she will move forward with the conference at the Drury on Sunday and Monday (April 5 and 6)
  - Amber said that she will check into prices for various activities around the area.
  - She questioned if the time frame for when the activities occurred were ok. Everyone seemed to think so.
  - Amber questioned the per student cost of the conference. She asked if the goal of the conference was to break even every year.
  - She said that a \$5 increase to the registration fee will allow the conference to break even.
  - Bruce moved and Mike seconded to increase the registration fee by \$5. Members voted and the motion passed.
  - Amber said that the increase will also help to pay for fun activities at the conference.

- **The future dates for the fall retreat**

- The current projected dates for the retreat are:**

- 2019: Saturday, Sept. 21
    - 2020: Friday, Sept. 25
    - 2021: Saturday, Sept. 25
    - 2022: Friday, Sept. 23
    - 2023: Saturday, Sept. 23

- The group discussed possibly scheduling fall retreats on Fridays instead of Saturdays
  - Kevin said that some members have said that Friday works better than Saturday.
  - Brad said that he prefers Fridays. He also suggested possibly moving the retreat to October.
  - Stacy said that October may be a conflict with those who travel to the CMA conference at the end of October.
  - Amber said that she was also in favor of Friday.
  - Kevin suggested possibly readdressing this next year since the meeting next fall will be on Friday. He said it could also be put on the agenda for the spring meeting.

- **Zoom meetings**

- Kevin said that he likes to have the ability to come together as a group and also offer Zoom for those who can't make the drive.
  - Amber said that if the meetings are held on Fridays this would allow members to meet using Zoom in their offices (if they prefer)
  - Kevin said he plans to keep the meetings as they are

- **Assistance for 2<sup>nd</sup> Vice President (contest)**

- Kevin called the membership to ask for help once he knows what exactly is needed.
  - Kevin mentioned that Regina had asked to move the deadline to the judges back a week (one week less) to allow more time for things (i.e. the certificates to be printed).
  - Both Bruce and Denise said that they had provided a list of judges to be used for the contest and the judges were not used. They wanted to know if something different needed to be done (in regards to submitting names).
  - Kevin said he will check and see what happened so that it can be corrected.
  - Amber asked if we got feedback on the judges' comments
  - Mike said that he had not seen any.
  - Kevin said an important aspect of the contest is for the students to get feedback.

- In regards to the contest system:**

- Mike thought that it was challenging to get into. He had to find someone to help him.
    - Julie address the concern about differentiating the print and digital categories.

- **Spring Contest Considerations:**

- Adding categories for other types of writing such as press releases, broadcast scripts, ad copy, marketing materials, etc.
  - Meg suggested adding categories to the contest such as general writing- press release, marketing and copy writing.
  - Thad said that there is an interest in podcasts. Entries in a contest that he currently enters judges the first 5 minutes of the show.
  - Kevin wanted to know how the group moves forward. He also questioned if the organization does these this spring or wait. He said that there is currently an audio category which could include podcasts.

- Thad thinks it may be cheating if a podcast is edited. So, specifications need to be established for what will be judged regarding podcasts.
- Expanding the social media category to include interactive posts, polling, analytics and other forms of strategic communication.
  - Kevin asked if the social media category needs to be redefined. He said that the contest committee can explore the specifics relating to the category.
  - He said that we may need to expand existing categories rather than create new ones.
- The challenges of accessibility in student media i.e. closed captioning for newscasts and maybe the use of things like Facebook live or streaming content.
  - It was questioned which category this would fall.
  - Kevin asked if the membership wanted to create a new category for this or redesign a category.
  - Thought it could fall into the innovation category.
- Keynote speaker suggestions
  - Jason, a legislator suggested by Brad. He had both a journalism and a legislative background.
  - Stacy suggested Ron Sylvester who recently became a judge. He was a former journalist.
  - Bruce suggested having both the KPA president and someone in government affairs. Get the perspective of clear communication. State of government and media relations.
  - Denise suggested Tom Shine, the news director at KMEW (public radio station). He oversees internships at Wichita State.
  - Meg suggested Avery Osen from Kansas State. He has both print and broadcast experience. Speaks on the importance of versatility.
  - Brad suggested Michael Stovall and Carley Willis. They discuss the need to be multimedia journalists and the required skills.
  - Denise also suggested Chance Swaim who was the editor at Wichita State and now works for the Wichita Eagle.
  - Kevin questioned how we decide who to choose.
  - Stacy said that we need to trust Amber and see who is available.
  - One speaker will need to be chosen for Sunday and another for Monday.
- Other new business from the floor
  - No new business

### **General Announcements**

No announcements.

At 11:30 am, the group took a break for lunch.

After lunch, the group broke up into two groups- conference and contest.