



college media association

dedicated to serving the needs of student media programs and their advisers

College Media Association
Membership Meeting Minutes
Washington D.C.
10/31/2019

Call to Order

Evans called the meeting to order at 3:35 pm and introduced the current and incoming Board members.

Financial Report

Chappell reported that CMA ended the 2018-2019 year in the black. The next fiscal year may not be as successful, since factors such as Day of Giving, the Louisville room block and unexpected Pinnacle revenue are reasons behind the surplus. Convention registration exceeded expectation. The total room block was at 109%. Current registration is at 1600.

Other Updates

The CMA logo was updated earlier this year. McNeil thanked Jessica Clary again for her help in the process. Board Elections were held in the spring. An anti-harassment policy was passed and can now be found on CMA's website, collegemedia.org.

Pavis reported on the ambassador program, which will be revamped with the inclusion of new board members. A diversity committee has been formed and will be meeting at the convention. More details will be posted on the listserv after the convention.

The CMA Board is aware that some members are unable to travel, so the association is will offer new teaching opportunities through a partnership with the College Media Network. New courses will take place on Nov. 1. Classes include political journalism, food writing, and other niche topics. If members would like to participate, please contact Kenna Griffin. CMN will offer a payment plan for the online courses.

Day of Giving

CMA's second Day of Giving is on Nov. 19. Members are asked to donate what they can.

Upcoming Events

CMA's Spring College Media Convention will be in New York City on March 11-14, 2020. Evans urged members to attend the Summer Mega Media Workshop in Minneapolis on July 23-27, 2020. The next Fall College Media Convention will take place in Atlanta on Oct. 21-25, 2020. Evans announced that CMA is approving a new partnership with the Broadcast Education Association (BEA) in the fall. This would add broadcast sessions at future conventions. This is currently a one-year trial.

Strategic Plan Update

Taylor went over the new objectives that the Board created with the help of a new facilitator in March. The new strategic objectives are as follows:

1. To create a solvent and sustainable organization that provides essential value to our members.
2. To provide our primary and secondary audiences with the skills they need to be successful advisers and media students in a changing and challenging multimedia environment.
3. To build and strengthen CMA membership so that the membership is more engaged and more diverse, and members volunteer for more projects and committees.

Board citations & Lifetime members

Evans thanked the program coordinators, Kelley Lash and Rachele Kanigel for their hard work in planning the fall convention. Evans also recognized CMA's newest Lifetime member, Paul Bittick, and thanked all the volunteers who made every aspect of the convention possible.

Induction of New Board Members

CMA inducted in their newest board members. Kenna Griffin was inducted in as president; Chris Whitley was inducted as president-elect; Tamara Zellars Buck was inducted as vice president for member support and Allison Bennett Dyche as vice president for member training. Bryce McNeil and Steven Chappell will continue as secretary and treasurer.

Adjournment

The meeting adjourned at 4:08 pm.