



college media association

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

**College Media Association
October Board Meeting Minutes
October 29, 2019**

Board members present: Chris Evans, president; Kenna Griffin, president-elect; Theta Pavis, vice president; Allison Bennett Dyche, vice president of member services; Steven Chappell, treasurer; Bryce McNeil, secretary
Incoming board members present: Tamara Zellars Buck, vice president for member support, Chris Whitley, president-elect
Staff present: Meredith Taylor, executive director

Call to Order

The meeting was called to order at 9:07 a.m. ET.

True Color Icebreakers

The board conducted the True Color icebreaker activity.

Transition conversations

The board separated into three groups to broadly discuss transitions for outgoing and incoming members. Among priorities that were set for the new board were developing adviser certifications, improving diversity training, redesigning the CMANYC website, improving social media outreach, and developing outreach to programming committees.

Review of Minutes

Evans motioned to approve the September minutes. Griffin seconded. The Board was all in favor.

Financial Report

Financial Statements through September 2019

Chappell reported a slight decrease in membership dues from September 2018. The November financials will likely contain convention revenue. Taylor added that there would be no attrition costs attributed to the DC hotel.

CMA Day of Giving

Chappell stated a goal of 20 incentives for the Day of Giving website, with 13 listed at the time of the meeting. The board discussed a series of ideas to fill the list. Chappell volunteered to monitor the website during the midnight deadline and remove the bidded incentives.

Conventions

NYC20

Nanci Healy has agreed to program the convention for March 11-14 and one keynote speaker has been confirmed. Two other keynote requests are pending. Hillary Warren will assume the Iron Reporter management duties for 2020. The committee will consider T-Shirts with convention registration and a CMA anniversary t-shirt design contest. The committee will also consider discounts for advisers that register a certain number of students; this number will be determined by Kellen research. A student-led newsroom for the convention is also being considered. Taylor reminded the board that Wifi will be a challenge in NYC: would require cuts in other spending areas. Evans has reported that he is hoping the programming committee will be able to work with the Deadline Club to provide speaker leads as well.

Mega Workshop 2020

Evans reported that Mega Workshop will be moved to later in the summer (July 23-26). The board agreed to place it as a priority for discussion in the shared meeting with the ACP board on the Sunday of the convention. Evans and Griffin stated the growth needs to be managed according to the resources to keep individual classes small, plus the consideration of adding tracks would mean paying for more rooms.

Atlanta 2020

The board discussed a variety of possibilities for CMA's coordinator for this convention. Evans reported that CMA is moving forward with formalizing an agreement with BEA to provide broadcast sessions in Atlanta; they want 3-5 rooms for programming and ACP has approved the idea. Evans intended to announce this initiative at the membership meeting.

Future spring conventions

The board may want to explore future models for the spring convention. The board shared a variety of ideas for future discussion including rotating from the NYC site as well as partnering with other organizations.

Other projects

Online Course Program

Griffin reported that the next online courses would launch on November 11, including several podcasting courses. The board discussed the possibility of offering shorter sessions to better entice participation for both presenters and for enrollment. Taylor also suggested creating more "on-demand" content to minimize time conflicts among potential registrants. Everyone agreed to encourage members to provide feedback on the CMN partnership during the membership meeting.

Pinnacle Awards

Evans raised the question if there should be a board liaison to the Pinnacle Awards committee. Griffin suggested it fall under Zellars-Buck's area and she agreed to discuss the idea with Nora Keller. The board agreed to present an award for the top research paper but to only present an Apple if entry fees are attached, in fairness to other Apple Award entrants. Griffin agreed to discuss this idea with the research committee.

Ambassador Program

Pavis reported that the concept likely needs remodeling. She suggested a telethon model, such establishing an annual "Call CMA Members" day, although she noted that she has received mixed feedback on this idea from members.

Diversity Committee

Pavis reported that a full committee call took place and that the first in-person meeting would be held at the convention. The first discussion point for the committee will be how to better reflect diversity with convention programming.

Strategic Plan

Review progress on strategic plan objective

Taylor reviewed strategic plan objectives, including previously discussed items such as evaluating adviser certification. McNeil was still looking for a social media coordinator. CMN has provided a response to the objective of providing distance education options. She added that the evaluation of spring programming and the evaluation all current programming needed future prioritizing under the umbrella of solvency.

Guests: Rachele Kanigel and Laura Widmer

Rachel Kanigel reported on convention progress. All exhibit space has been sold and the convention exceeded its sponsorship goals. At the time of the meeting there were no cancellations from speakers. The number of registrants as of the meeting was 1,610. Widmer confirmed these numbers were up over 300 from the 2016 ACP standalone convention. Everyone present discussed potential sites for conventions beyond 2021 with support for keeping DC in mind as a rotating location.

Old Business/New Business

The committee discussed future fundraising at conventions and how to balance them with SPLC auctions and staffing. The board thanked Evans and Pavis for their service.

Adjourn

The next meeting will be held on December 2. The meeting was adjourned at 4:24 pm ET.