

Nebraska High School Press Association Executive Board Meeting

Wednesday, June 15, 2022

Andersen Hall - CoJMC - University of Nebraska Lincoln

In attendance: Mark Hilburn, Diane Schieffer, Erica Brockmoller, Michelle Hassler, Marsha Kalkowski, Jean Brown, Brandi Benson, David Stevens

Approve Board Minutes 03.04.22 - Mark Hilburn, *NHSPA President*

- see minutes attached behind meeting agenda
 - Erica motions to approve meeting minutes. Brandi seconds. Approved.

Treasurer's Report - Angie Wolfe, *NHSPA Treasurer*

- Current budget
 - <not discussed>
- UNL reconciliation funds from the Fall Convention
 - Payment Processing System - reevaluate this process since we are close to the 2022 Fall Convention
 - Will try this system again
 - Try to work out the kinks
 - Keep track of who paid, who didn't
 - Michelle will reach out to Hailey (UNL Payment Processing System) for a meeting with Angie Wolfe.
 - Missing Tax Exempt Number
 - Contacted IRS
 - Form filled
 - 8-10 weeks
 - Michelle Hassler located EIN
 - EIN: 26-1145161
 - Found in the August 25, 2007 Minutes
 - Tracking NHSPA Membership
 - In-house registration
 - Use separate form: one for membership, one for Fall Convention
 - Google Form; send payment to Angie Wolfe

NHSPA Critiques - Brandi Benson, *NHSPA Critique Coordinator*

- Numbers are lower than last year, but it is still pretty consistent from previous years. Judges are lined up and submissions are trickling in.
- Broadcast information will be updated later this summer.

Summer J Camp - Diane Schieffer, *NHSPA Camp Director*

- ***Carpe Diem***, July 11-13, University of Nebraska Lincoln
 - 96 students are attending; last year there were 108.

- More students applied for scholarships this year – all students who applied got a scholarship.
- Budget - Summer 2022
 - Will need to be paid for State Journalism Swag Bags
 - Diane Schieffer says she over-budgets and over-plans as a precaution
 - Canceled the video track
 - Only 2 students signed up
 - Updated/increased payments for camp counselors and camp staff
- State Journalism Swag Bags
 - Successful!
 - Left over materials will be used as promos for Fall Convention

JEA Update - Marsha Kalkowski, *Nebraska JEA Liaison*

- JEA updates
 - 68 active members (as of March)
 - Membership Registration will be independent from Fall Convention to simplify process
 - Cost is \$65.
 - Marsha has access to expiration dates if needed.
 - Marsha encouraged Board and membership to be active nationally and recognize they have the same purpose NHSPA does, but they have a much bigger scale!
- Mentoring
 - Training is on a new platform called Participate
 - NHSPA encourages members to volunteer
 - For more information and to sign up, click here: [JEA Mentor Program](#)
- Critique Certification
 - List of certified judges was sent to NSAA
 - NHSPA encourages members to sign up for certification training
 - For more information and to sign up, click here: [JEA Critique Training](#)
 - Takes about two hours
 - Self-paced
- Conventions (Fall 2022 - St. Louis | Spring 2023 - San Francisco | Fall 2023 - Boston)
 - Kansas City - Spring 2024, Washington DC - Fall 2024
- Student Journalist of the Year
 - Marsha thanks NHSPA for the increase in scholarship funds
- JEA Adviser Institute, New Orleans - July 11-14
 - Most OPS advisers are attending
- National Conventions
 - Upcoming conventions:
 - St. Louis (Nov. 22) registration opens Sept. 13
 - San Francisco (April 20-22, 2023)
 - Boston (Nov 2023)
 - Kansas City (Spring 2024) *Make plans- this is the closest it will ever be!
 - Washington DC (Nov. 2024)

- Nashville (Fall 2025)
- Orlando (Fall 2026)
- Los Angeles (Spring 2027)
- Boston (Fall 2027)

CoJMC Updates - Michelle Hassler, *NHSPA Executive Director*

- CoJMC updates
 - Hiring around 6 new staff members
 - 2 investigative journalists - endowed professorships
 - Experience Lab
 - New requirement for freshmen
 - Students will work with journalism/media professionals
 - For more information, visit [The Experience Lab](#).
 - CoJMC receives gift for depth reporting
 - Deepe Family Endowed Chairs in Depth Reporting was established with the sale of the \$4.65 million farmlands
 - Read about it here: [Sale of \\$4.65 million farmlands supports depth reporting at UNL's College of Journalism and Mass Communications](#)
- NHSPA Fall Convention - Oct. 17th
 - Keynote Speaker, Break-out Sessions, etc.
 - Working on a list of possible speakers
 - Session Ideas:
 - Invite local reporters to lead sessions
 - Outside Perspective Quick Critiques
 - Sign up during registration
 - Offered during sessions 3 and 4
 - Use the Keynote room/Food Court/Adviser Room
 - Limited 15-20 minute sessions
 - Conversational
 - Feedback
 - Yearbook sessions taught by yearbook advisers
 - Kelly Lange - Design - Ralson
 - Diane Schieffer - Theme Expansion/Development - Elkhorn -
 - Erica Brockmoller - Team building and leadership - Lexington
 - Walsworth - How to sell yearbook
 - Chloe Healy - Social Media - Elkhorn North
 - Mark Hillburn - SNO/Online - Millard West
 - Aaron Stueve - SNO/Online - Papillon West
- Fall Conventions Ideas:
 - Fall Convention Shirts
 - Discussed briefly
 - Design will be inspired by Summer Camp shirts
 - Trivia - Promo Videos - Music

- To be played during the convention to promote more engagement and recognition
 - Would need journalism staff photos
 - Angie Wolfe volunteers to start this
 - Adviser Luncheon
 - Register
 - Same room as adviser/NHSPA meeting
 - Adviser Networking and Socializing

NHSPA Hall of Fame | Administrator of the Year - Mark Hilburn, *NHSPA President*

- Hall of Fame
 - Requirements | Dates | Award Type
 - Modeled after NSPA Hall of Fame - suggestion
 - [NSPA Hall of Fame Criteria](#)
 - Discussion was tabled
 - Board members were not present to discuss
 - Provide perspective on Hall of Fame criteria
 - Discussion points and ideas to explore:
 - Criteria
 - Recognition for program or publication
 - Big Schools - Medium Schools - Small School – does criteria benefit one more than the other?
 - Especially with small school adviser retention rate
 - Include people for nominations into Hall of Fame
 - Does the award actually serve students or is it for the program/school?
 - Pertaining to the 10 year requirement
 - Erica express concerned that the criteria shouldn't be “watered down” for some schools
 - Publications could use past Cornhuskers to qualify
 - Erica created a Google Form: [NHSPA Hall of Fame](#)
 - Committee of NHSPA advisers will select nominations to be inducted into Hall of Fame
- Administrator of the Year
 - Requirements | Dates | Award Type
 - Similar to Friend of Journalism
 - Send out during the same time
 - Letters of Recommendation
 - More than just a plaque
 - Framed certificate
 - Visa Gift Card
 - Board will vote on nominations
 - Erica Brockmoller created Google Form

- Erica motions to include a \$100 VISA gift certificate for the recipients of Administrator of the Year, Friend of Journalism, and Distinguished Adviser, in addition to the award. Jean Brown seconds.
 - Vote will be sent out via email.

Updates - Mark Hilburn, *NHSPA President*

- New NSAA Assistant Director - Taryn Retzlaff - Journalism
- State Journalism
 - Feedback
 - Tight time frame for lunch
- Radio Project - Nebraska Broadcasters Association - starting Fall 2022
- Bylaws - working with Erica to make corrections/changes **from Nov. 19, 2021 meeting
- Critiques - Broadcast, Newspaper, Online, Yearbook - ALL UPDATED
 - Need to: review | check | align - Board Members
 - Send out at the beginning of the school year so membership is aware of the changes
 - Request feedback
 - Awareness that changes were made
- New Voices Legislation
 - No updates

New Business

- Erica would like board to begin the process of creating workshops for advisers
 - Will discuss at the next meeting

Adjourn

Erica makes a motion to adjourn. Jean seconds. Approved.

Lunch

BisonWitches

They have grilled PB&Js.

David gives it 3 bisons outta 5 Witches.