

**Minutes of the Dec. 10, 2015, meeting
of the Journalism Association of Community Colleges Board of Directors**

Attending: President Patricia Stark, Santa Barbara City College; Northern California Faculty Rep Judy House, College of the Sequoias, Visalia; At-Large Rep Walter Hammerwold, American River College, Sacramento; Student Northern California Rep Joseph Daniels, American River College, Sacramento; Student Southern California Rep Evan Solano, Citrus College, Glendora; Communications Director Alicia Edquist, Cerritos College. Norwalk; Joe Wirt, CNPA Services Inc. Absent: Four-Year Rep Dave Waddell, CSU Chico; Industry Rep Joey Berumen, Los Angeles News Group.

Stark called the meeting to order at 4 p.m. Approval of minutes of the Nov. 5 meeting was postponed to Jan. 7.

Edquist reported on association communications. She said social media was used broadly by students at SoCal. She noted that dismayed students had tweeted about the early disposal of student newspapers at day's end. There was some discussion regarding availability of winning entries for students and advisers to view. Stark noted that a more nimble contest platform might allow that affordably.

Edquist said the events' Sched app had good use. She said an earlier schedule release would be better for State convention. She said she was hamstrung by a lack of detail regarding a misread by staff on the method of naming winners in the General Excellence categories.

Edquist said she was proceeding with publishing board minutes to the website. She said the faculty Google group is building interest, the student Facebook group is working very well and that she is admitting more members to the faculty Facebook group.

Hammerwold suggested board decorum on the General Excellence communication issue. Stark said the board should focus on consensus and common sense. House suggested that such issues would best be codified in the board of directors' guidebook.

Stark reported that a donor had pledged to make a gift to JACC in service of the deficit but contingent on a match. After giving the board a short primer on hotel contract negotiation, Stark said the attrition (\$13,000) from Cliffs Resort at Pismo Beach in 2015 was unrecoverable.

Stark then asked directors to consider 20 rooms and food and beverage minimum at Dolphin Bay Resort in Pismo Beach for a faculty conference Jan. 8-9, 2016. After discussion, Stark said she would survey member advisers regarding format and date and include descriptive wording that would comply with requirements to obtain Perkins-type funding.

Wirt reported that JACC's invoices and payments are flowing properly. He showed directors an income report that showed over a calendar year how income flows in and goes out. A broader matrix of every transaction will continue to be compiled. Still, the brief income report and the profit-and-loss statement are made to be more user-friendly.

Wirt said registrants for NorCal Conference totaled 220 and registrants for SoCal came to 252. A few invoices for on-site additions and changes are pending. Total invoices due (as of Dec. 10) were \$4,900.

Wirt confirmed that accountant Ed Pierini would begin the tax work early in the New Year.

Staff is prepared to administer the next contest on the BetterBNC site, procure judges and produce awards and the awards show. Staff is also ready to work with JACC on overseeing the on-site contests and their various logistics.

Staff reported that 186 of the backlog of JACC shirts were sold at the two conferences, leaving a total of 186. The actual count north vs. south is undetermined yet. SoCal shirts were reduced to two for \$5. Sales of shirts will be accounted for and sales tax paid.

Stark asked directors to consider a plan to identify liaisons to staff for Contests, Speakers/Presenters and Vendors. She said she would create descriptions and reach out.

Stark, citing a report from the Contest Committee in October 2104, noted that the use of AlphaSmart devices had been abolished. She also shared recommendations for culling and condensing categories and proposed language that affirmed that entries were solely students' work before it could be included on the BetterBNC site. Two categories were changed and the language affirmed if no extra cost from BetterBNC. The motion passed unanimously.

Stark called time and reminded the group that the next meeting would be at 4 p.m. Thursday, Jan. 7. She called adjournment at 5:42 p.m.

Respectfully submitted by Joe Wirt, CNPA Services Inc.