

NORTHWEST SCHOLASTIC PRESS

MINUTES

For Saturday, April 30, 2011

1:30 p.m.

Turnbull Center, third Floor Conference Room

- I. **Call to order** – Meeting was called to order by Rob Melton.
- II. **Present** – Frank Ragulsky, Al Stavitsky, Patty Turley, Bill Flechtner, Tim Gleason, Lisa Lacy, Mike Forrester, J.D. McIntire, Rob Melton

Excused – Erin Simonsen

- III. **Reports**

Executive Director's Report – Melton

- The interview committee of Mike Forrester and Patty Turley interviewed and subsequently hired me as Executive Director on April 1, 2011, to fill the Executive Director position of Northwest Scholastic Press. In the interview, it was clear the NWSP board needed someone to organize and run the programs of NWSP that serve students and teachers. With the fall press day coming up in October and the necessity of announcing it through a mailer this spring, as well as the popular Publications Olympics program, the committee didn't want to wait any longer to fill the position. A stipend of \$500 per month was offered and accepted.

- I immediately began looking for organizational bylaws, minutes, tax statements, financial information, and documents related to the major programs. I consulted with Mike Forrester, who at the meeting delivered a box of folders that contains our nonprofit determination letter, IRS filings as a nonprofit, minutes, and historical information. I was given a copy of the current bylaws at this meeting. I have not received any information regarding Fall Press Day, Publications Olympics, or other activities, and at this point am proceeding without it. If anyone has any of this information – especially Publications Olympics — I would appreciate seeing it, but I am proceeding without it.

- I had several conversations with Ann Robinson and Maggie Anderson at Oregon State, who were helpful in providing background and information on press day. They were looking for additional information on their computers and said they would send it to me. If you happen to get that box or CD, please let me know. In the meantime, Frank Ragulsky is helping me with the budget I created for press day and NSPA.

- One of my first duties was to contact our bookkeeper Ronnelle, who was recommended by Hoots, Baker & Wiley, the Salem CPA firm that handles our nonprofit tax filing each year. I briefed her on my background working as a board director with nonprofit organizations and she told me about her work with other nonprofits as a bookkeeper who provides the information the CPA firm needs to file our tax documents. She uses the industry-standard QuickBooks entry system and is a signer on the account. I will become a signer on the account next week, and Mike Forrester has asked to be removed as a signer on the account. Ronnelle spent time checking the records OSU gave her for the NWSP checking account and has reconciled the bank statements with the checking account and the IRS nonprofit filings. I authorized writing off a small discrepancy of about \$150 that was due to a problem on one of the tax filings, which had been checked as "accrual" rather than a "cash basis" accounting system. We also had two CD's of \$5,000 each. As they expired, they were rolled over into our checking account, which now represents the complete assets of the organization. As of April 1, 2011, the NWSP checking account balance is \$29,703.40 after being reconciled with the bank statements by the bookkeeper. Ronnelle set up a code system as she was checking the bank statements and OSU checkbook information that will help us track income and expenditures by event, which has not been the past practice. I believe this system will help us make better decisions about specific programs in the future.

- I have been in close contact with Patty Turley regarding the site visit to WOU. We will meet at WOU on May 9 with the admissions staff to go over details for the press conference.

- I have been in contact with Career and Technical Education teachers who teach and advise radio, television, and web publications who are interested in participating in NWSP events that are targeted at electronic media.

Fall Press Day site report – Turley

Patty Turley and Nancy Hartley visited several mid-Willamette valley sites for possible consideration for Fall Press Conference. Willamette University was not considered a viable site. University of Oregon cannot, at present, host a conference of this size. Oregon State University has been a good site for the conference, but rental fees would be about \$6,500. Western Oregon University was recommended as the best site, with room for 650+, a cafeteria, auditorium, 10-12 classrooms, and other amenities. In addition, there would be no rental fees for the conference. Audiovisual and catering would be additional. WOU was available on Oct 5 or Oct. 26. The later date would give teachers and students more time to meet deadlines and NWSP more time to prepare.

UO offers NWSP home and staff – Gleason

School of Journalism Dean Tim Gleason offered a home for NWSP and an administrative position that would be located at the Turnbull Center in Portland, Oregon.

The position would be half time devoted to NWSP and half time given to outreach for the UO School of J and Communications. He explained the proposal that would be fully developed over the next several months. Under Tim Gleason's proposal, he said that Fall Press Day and other events would not necessarily be held at UO facilities but moved around the state in consideration of limits on schools' transportation budgets. At its previous meeting in early 2011, some discussion was given whether NWSP and OJEA should merge. At this meeting, JEA state director JD McIntyre's said that OJEA had not been taking care of its business the way it should. He and OJEA president Lisa Lacy said they'd like to preserve OJEA as a chapter of the national organization. In considering the UO offer, there were questions about which programs would be run by which organization and how that would work. Tim Gleason said he would be talking soon with the j-school faculty and that it would take several months. He said discussions would occur to work out details. Rob Melton pointed out that his role is to provide stability in running the programs so those discussions can occur. He also pointed out that the discussions will determine the extent of joint projects between the organizations. Rob Melton asked the teachers in the room what the signature events of NWSP were. J.D. McIntire said that most people would probably say the press conference, but he actually felt it was the Publications Olympics. Rob Melton said in his conversations with journalism teachers, he discovered the same thing. Some hadn't been to the press conference in five years, but they depended upon the Publications Olympics partly for political reasons at their school, especially in times of program cuts. Mike Forrester said that he hoped the organization could look at doing regional events so that more students and teachers could attend. J.D. McIntire said he had tried a number of things to revive the OJEA adviser workshops to no avail. One of the big needs of teachers is to learn how to use blogs and social media in their classrooms, as principals are not so willing to pay for the cost of printing, for example. Al Stavisky said a new multimedia journalism major for the Turnbull Center had just been approved for the state, and that when classes weren't full, they offer the community to fill the empty seats at a discount. Distance learning may be another way the NWSP program could reach more parts of the state through the UO Turnbull Center. -Erin Simonsen is working with several other advisers to assemble a directory of advisers statewide. This used to be done every fall by NWSP. Update will be provided by next meeting, as well as an efficient way to gather this information.

IV. Discussion

State of journalism in Oregon – Roundtable

A lively discussion centered around what journalism teachers and students would like to do, have, and become and what they think they need to get there. Members evaluated the following list of NWSP/OJEA activities as essential programs and services.

Conclusion was that Publications Olympics was the signature event because of its importance to teachers in validating their program. A brief discussion was held on new ways to deliver the programs listed below:

Fall Press Day

*Publications Olympics

JOY, JTOY

Mentor Program

Adviser Workshop

Student Workshops

CTE: newspaper, yearbook, radio, video, new media

The importance of mentoring newer journalism teachers, and how best to deliver that followed. The importance of a strong web and social media presence was identified as a way to reach new teachers, as well as person-to-person contact.

VI. NWSP Board Business Agenda

- **Motion:** Hire Rob Melton as interim Executive Director for \$500 a month until the transition to UO is complete. Moved: Patty Turley. Seconded: Lisa Lacy. **Motion carried.**
- The NWSP Board accepted the resignation of Nancy Hartley.
- The NWSP Board invited Kate Moore from Franklin H.S. in Portland, and Trisha Farver in South Albany, to the next meeting to consider serving on the NWSP board as teacher representatives, per NWSP bylaws.
- **Motion:** The NWSP Board supports locating NWSP at the UO Turnbull Center with a half-time administrative position that would be located at the Turnbull Center in Portland, Oregon. Moved: Patty Turley Seconded: Lisa Lacey. **Motion carried.**
- **Motion:** The NWSP board approved the Fall Press Conference budget. Moved: Patty Turley. Seconded: Tim Gleason. **Motion carried.**

VII. There being no further business, the meeting was adjourned at 3:10 p.m.

Respectfully submitted,

Rob Melton
Executive Director
Northwest Scholastic Press