

College Media Association
April Board Meeting Minutes
April 22, 2022 3 p.m. (CT)

Board members present: Chris Whitley, president; Steven Chappell, treasurer; Sandra L. Combs, secretary; Jacqueline Alexander, president-elect; Fredrick Batiste, vice president for member training; Hillary Warren, vice president for member support

Staff present: Meredith Taylor, interim executive director, Ian Clements, Marla Schragger, Brendan Eckstein

I. Call to Order

The meeting was called to order at 3:01 p.m. (CT) by President Chris Whitley.

II. Review of Minutes

Sandra Combs

The March 8-9, 2022 Board Meeting minutes and the March 10, 2022 Membership Meeting minutes were posted in the April Board package. It was moved by Steven Chappell and seconded by Fredrick Batiste that the minutes from both meetings be approved. All voted Yes.

III. Financial Report

Steven Chappell

- A. Financial Statements through February 2022 – The Spring Convention was budgeted for \$75,000 but collected \$65,027. The reserves will “cover the red.”
- B. Day of Giving – At the time of the meeting, there were 63 donors. Last year there were 42 donors. There were \$2,542 donated and \$3,166 with the matching. (Both President Whitley and President-Elect Alexander volunteered to make a \$1 matching donation for each donation of at least \$22.)
- C. Budgeting Update -- The Finance Committee will meet next week to start working on the budget. {Finance Committee members: Steven Chappell (chair), Isobel Breheny-Schafer, Andrea Lewis, Roderick Wilson, Tiffany Edwards Hunt, Sacha Bellman, Jacqueline Alexander (ex-officio).}

IV. Strategic Plan

A. Approval of Strategy Session Report

Meredith Taylor

It was moved by Jacqueline Alexander and seconded by Hillary Warren that the revised Strategic Plan be approved. All voted Yes.

B. Next steps: Implementation and Communication

Meredith Taylor

The Strategic Plan will be sent to the CMA membership.

V. Conventions and Events

Chris Whitley

- A. Summer (online) Workshop – Fredrick Batiste said registration will open on April 25 and will start in mid-June. Some of the sessions are Sports, Newsletters, and Podcast.

- B. 2022 Fall Convention – Grand Hyatt Washington, Oct. 25-30 – There have been a few meetings between CMA, ACP and SPJ. There are four keynote speakers selected so far. Pinnacles open May 1.
- C. 2023 Spring Convention – New York Marriott Marquis – Recruiting will begin soon for this convention director.

VI. Other Projects

A. Executive Director Transition

Chris Whitley

It was moved by Steven Chappell and seconded by Fred Batiste to approve the Executive Director transition. All voted yes. (While Meredith Taylor is on a mini-sabbatical starting May 5, 2022, Marla Schragger, who has been with Kellen for seven years, will serve in that position until Meredith Taylor returns.)

B. Oregon State University

Chris Whitley

The board discussed the timeline of the Oregon State University case, including a member email. Whitley will send an email to stakeholders.

C. Board Committee Liaisons

Chris Whitley

It was moved by Jacqueline Alexander and seconded by Steven Chappell that the chart presented be approved. All voted Yes.

VII. Old Business/New Business

- A. Job descriptions probably should be added to the Board's document of committee charters.
- B. A reminder is that the Confab is free for members.

VIII. Adjourn

At 3:57 p.m., it was moved by Hillary Warren and seconded by Jacqueline Alexander that the meeting be adjourned. All voted Yes.