

**College Media Association
March Board Meeting Minutes
March 8-9, 2022**

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; Erin Erickson, Group Vice President at Kellen

Tuesday Agenda 1-5 p.m. (ET)

- I. Call to Order Chris Whitley
- II. Strategy session Brad Pryba
 - A. Strategic board service
 - B. Planning overview
 - C. Association analysis
 - D. Discussion and development of objectives
- III. Break

Wednesday Agenda 9 a.m.-Noon (ET)

The meeting was restarted at 9:11 a.m.

- IV. Review of Minutes Sandra Combs
 - A. Review and approval of February 2022 Board minutes

It was moved by Steven Chappell and seconded by Fredrick Batiste that the minutes be approved as printed in the Board package.

(A secretary will have to be appointed in October for a term that will end October 2024.)

- V. Financial Report Steven Chappell
 - A. Financial Statements through January 2022

Chappell reported that the \$42,220 ACP check had been received; more than \$ 7,000 was collected by January for the Spring Convention; and \$2,200 for new adviser training by January.

- B. Budget process for upcoming FY
- “We haven’t had a year in the red during the pandemic and that’s a win,” said Meredith Taylor.

Chappell reported that the budget process for 2023 will start in May, once the March financial reports are available. There is a need for two more members on the Financial Committee to be complete. Also a new treasurer will need to be appointed in October. Chappell is term-limited according to the bylaws.

VI. Strategy Discussion Continued Chris Whitley

Four key items were formulated during Tuesday's session with Brad Pryba.

Continued discussion included:

- Reviewing categories in the Pinnacles;
- Whether to have a consent agenda to make meetings more efficient;
- The use of electronic voting;
- Whether there is a need to meet monthly or every 90 days and during conventions as stated in the bylaws;
- The structure of communication between the Board and CMA committees; what committee actions require board approval; and board operations with committees;
- Organizational chart will be presented at the next meeting; and
- The strategic plan for governance will be implemented over three years.

VII. Conventions and Events Chris Whitley

- A. NYC22 – There are 590 registered convention attendees as of 9 a.m. today. There is no program book, fewer sessions and one media tour at Bloomberg News.
- B. Summer Workshop – F. Batiste will have a list of speakers and topics by the next meeting. Attendees will pay for each track rather than pay for one fee.
- C. 2022 Fall Convention, Washington, D.C., with partners ACP and the Society of Professional Journalists (SPJ).
- D. NYC23 – The application process for convention director will open soon.
- E. Fall 2024 – New Orleans

VIII. Other projects

- A. Website and technology project Sandra Combs

The Town News contract expires in August. (The non-profit has a different need than a student media, Hillary Warren said.) Communications Committee members have been researching servers and one suggestion was Sno. Some at the meeting

suggested WordPress. More research will be done by Board members and Committee members.

B. Diversity and Inclusion Committee Jackie Alexander
Grant funding is being looked at for a DI (Poynter) playbook. CMA might be able to partner with making this happen.

C. Awards -- Hillary Warren No report

IX. Old Business/New Business

- A. Board committee assignments are unbalanced and must be reviewed/restructured, Alexander reported. She said for instance the Secretary/Parliamentarian assignments should be Hall of Fame, Communications Committee, Bylaws Committee and College Media Review.
- B. It was moved by Chappell and seconded by Batiste that the Gold Leaf Memorial Award be given to Kelley Lash. A plaque will be presented to her family during the Fall Convention in Washington, D.C.

X. Next meeting – Friday, April 22, 2022 4p.m. (ET)

XI. Adjourn – 11:15 a.m.