



## CMA Spring Board Meeting

Date: March 8, 2023

*Board members present:* Chris Whitley, president; Jackie Alexander, president-elect; Sacha Bellman, treasurer; Joe Gisondi, secretary; Hillary Warren, vice president for member support; Fred Batiste, vice president for member training.

*Staff present:* Brad Pryba, Kellen Management; Jennifer Stone, Kellen

Management. 1. Call to Order at 9:05 a.m. p.m. (EST) by President Chris Whitley

### 2. Review of Minutes – Joe Gisondi

The minutes from the February meeting were unanimously approved. (Sacha Bellman moved, Jackie Alexander seconded).

### 3. Financial Report – Sacha Bellman

There are few changes in financials because CMA still awaits numbers from the fall 2022 CMA/ACP conference in D.C. The hotel has not been as responsive, plus the combined partnerships with ACP and SPJ created confusion regarding registration and room blocks.

CMA's Day of Giving is schedule for March 23.

Sacha has started to investigated potential grants for student journalists related to mental health in order to develop programs for our student journalists and advisers.

A check for \$1,000 was paid to the Journalism and Women Symposium (JAWS) to help sponsor their conference. JAWS had previously been a sponsor for CMA's fall conference.

### 4. Critical issues

**Membership and engagement:** Hillary says the membership committee will analyze the database of student media organizations across the country to identify and recruit additional members. The committee has also been responding to list-serve questions from members, more so for queries that lack other feedback.

**Contests/Awards:** The Apple Awards chair is going to continue running the awards for 2024. Several additional members have volunteered to help. CMA's adviser award applications will be advertised starting in spring, right after the conference. The committee is trying to tighten and better format award applications so materials are more comparable to one another.

Hillary is going to step aside from the Council for the Advancement of Standards, an organization

that assesses higher education. She suggested the Board should find someone to replace her since members are college administrators and student life directors who know little about college media but who can often have direct impact on student journalism. It was suggested that this delegate receive compensations for travel. That issue was tabled for a meeting later this year.

**Advanced Adviser Certification:** Fred has been talking with his committee to develop three separate advanced certifications – in Finance, Operations and Assessment. Fred said he would have a timeline in place to develop the program after the Spring NYC 23 conference. Some aspects of the program are being piloted within several Hot College Media Summer sessions, starting in June.

**Diversity & Inclusion Certification:** The Board plans to recruit a CMA member to take over as D&I chair and to help develop this certification program. Names of candidates are expected by April.

**Advocacy:** The Board would like to develop a more robust program to address ways to help advisers deal with potential problems before they arise. Might look into building on Freedom Day next year as part of this plan.

**Partnerships:** The Board discussed expanding connections with our organizations that overlap with CMA's mission. It was suggested that we invite representatives from journalism organizations, such as NABJ, NAHJ, NAAJ, so they can offer sessions at conferences. Jackie is speaking with the Birmingham Association of Black Journalists next month and has spoken with the Northeastern First Amendment Center, hoping they might offer educational resources that can be linked on our new website.

**Website:** WordPress emailed this morning saying they had integrated the Rhythm program, who's development and integration into WP had been delayed for months, thus delaying the new website's launch. Jackie said she and Rhys would be among those checking and verifying links, pages and content before it gets rolled out – perhaps within a few weeks. CMA's member pages will go straight to Rhythm.

The Board voted unanimously to adjourn at 10:54 a.m.  
(Jackie motioned, Sacha seconded)