

NINA Board minutes
10 a.m. Nov. 22, 2013
Northern Star office

Present: Roger Ruthhart, Larry Lough, Kathy Gresey, Shelley Hendricks, John Etheredge, Dirk Johnson, Lonny Cain, Jason Akst, Penny Wiegert, Sharon Boehlefeld

Absent: Jason Schaumburg, John Puterbaugh, Jim Killam, Wally Haas, Randy Swikle, Jim Slonoff

Lough called meeting to order at 10:07 a.m.

Quorum not present to approve minutes. (Three members arrived late.)

President's report: Lough read Treasurer Slonoff's report. Discussion about Communications Department money owed to NINA. Akst thought Comms owed NINA \$1500 from last year. Wasn't sure. Hendricks will talk with Comms Chair Gary Burns about debt to NINA for subsidizing banquet tickets for Comms staffers.

Executive Secretary report: Johnson unsure how valuable the spring gathering was for NINA because Comms Dept. staffers don't show up much. Discussion followed. Ruthhart suggested we talk about it was part of a marketing plan. Discussion included suggestions to:

- write Op/Eds
- have a plan to set up a yearlong schedule of events.
- determine priorities and set up three-month and six-month plans

New business

"What do we need to do to get this board functioning?"

Discussion followed. Akst suggested being a support group not just a contest group. Also reiterated Swikle's idea from previous meetings about surveying high school advisers. Suggested setting up an online survey. Said he would find a list of advisers. Ruthhart suggested reaching out to college advisers, too.

Boehlefeld suggested creating a speakers bureau. We could market ourselves to schools as such.

Hendricks suggested a listserv similar to the one used by the College Media Advisers group.

Lough suggested we get data from high schools on who has programs and who doesn't. Said Boehlefeld should send a list of the six to 12 common core standards. Get list of advisers and curriculum.

More discussion followed about NINA's priorities.

Ruthhart: It was suggested we establish and reinforce our brand by doing things. Once we do something, we can promote it. Let's do things in our own newspapers.

Cain said Illinois' school counselor association is looking for workshop ideas for April in Springfield. Ask if they're interested in pro journalists presenting.

Johnson suggested maybe having news organizations call on NINA as someone to quote. We could do editorials.

Cain suggested we recruit to niche publications.

Gresey said she'd put a list of colleges together.

Contest

Discussion of how to move forward with next year's contest. Cain moved we use the software to manage entries, absorb the \$1 fee and continue to judge as in previous years with paid judges recruited by Hendricks.

Passed unanimously via voice vote.

Meeting adjourned 12:12 p.m.