

Board Agenda – Oct, 17, 2024 Call to order 2:04 PM ET

Attendance: Priska, Doug, Sasa, LaToya, Lauren, Mary, Emily, Christine, Belinda, Scott

Slack decisions since last meeting: None

- Review minutes – [20240919 Board Minutes](#)
- ☐ Financial Report
- ☐ Old business from minutes
 - Knowledge Exchange Working Group – on hold until more curriculum work is completed
 - Curriculum Development Update
 - Survey going out next week
 - Followed by stakeholder interviews
 - Then report to board followed by focus groups
 - DEI Report Update
 - Scott heading up marketing plan and outreach
 - Fundraising Update
 - CPB interested in conference sponsorship and Editor Corps renewal with expansion
 - Sloan Foundation – still awaiting decision
 - Conference sponsorship discussions already started
 - Board Retreat November 18-23
 - Flights
 - Meals
 - Loose agenda
- ☐ New business
 - Committee Reports
 - Awards Committee – Emily
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 - Bylaws & Governance – Lauren
 - Approved self-evaluation, will send out before retreat
 - Succession planning next up
 - Board recruitment
 - Conference – Doug
 - Call for proposals out, deadline November 15
 - Improve agenda outreach timing after schedule built
 - Expect invitation to review proposals through Sessionize
 - DEI – LaToya
 - Reviewing committee charges, 2 more done
 - Awards
 - How can we partner with other national organizations to promote the awards competition?
 - Can NPR promo in the Scoop email?
 - Produce promotional assets like videos, audio clips, etc to share
 - How can we increase visibility to early career staff when frequently only News Directors make the entries?

- How to advocate for your work
- Be careful with messaging so as not to step on internal station processes
- Consider the demographics of the judges. Make sure there is a diversity of viewpoints, especially given the one judge per category structure we have today.
- We need at least some rubric/guidelines for judging to provide transparency in the process so that it's more than just one person's opinion with no insight into decision making.
- Provide feedback to entrants to elevate the learning aspect of the competition
- Lowering the barrier for student entries
- Consider where we can promote the competition, like on Handshake or through the Center for Community News
- How can we make it easier for students to enter?
- Lower cost?
- Direct entries?
- Identify stations that are student heavy for direct outreach
- Bylaws
 - Consider training or reading on governance best practices through an equity lens (both committee and board)
 - Evaluate our current governance structure to make sure we're keeping equity in mind
 - Make sure we are recruiting volunteers and board candidates from all levels of the newsroom
- Membership & Outreach – Mary
 - One-sheet of benefits to share in outreach
 - Targeting outreach with stations in 6-hour radius of Kansas City
- Training & Education – Sáša
 - AI series wrapped up and it was great!
 - Consider extending learning through notes, blog posts or links

Next Meeting: Board Retreat Nov. 18-23