

AAJA National Advisory Board Meeting, March 6, 2015
Hyatt Regency

Paul Cheung began the meeting at 1:02 p.m., PT

Roll Call:

President Paul Cheung, Vice President Broadcast Niala Boodhoo,
Treasurer Shawn Nicole Wong, Secretary Michelle Lee

Board members present:

Oanh Ha, Jacqueline Gulledge, Marian Liu, Wes Nakama, Joz Wang,
Denise Poon, Anjana Schroeder, Nancy Yang, Brooke Camp, David
Limm, Pamela Wu, Kevin Lee, Venice Buhain, Tom Huang, Scott
Wong

Proxies: Amy Wang (Arizona), Irene Byon (San Diego), Niala Boodhoo
(Chicago)

Absent: Vice President Print Yvonne Leow, Abe Kwok, Lorene Yue,
Hanah Fadrigan, Bao Ong, Frank Vinluan, Peter Wong, Jane Lee,
Nicole Dungca

Staff present:

Executive Director Kathy Chow, Accountant Glenn Sugihara

Amy Wang, Arizona proxy for Abe Kwok, introduced Abe's
challenge to the board, to reach 100% participation in Power of One.
If board meets the goal, Abe pledges to pay \$1,000 and get a
matching Gannett gift. We hit 100% last year. Out of the diversity
associations, we're the only one that has 100% Power of One
participation from the advisory and governing boards.

The board's giving goal is \$20,000 for 2015. We have about \$1,000
so far.

Paul Cheung gave the president's report. The next two years will be
pivotal for AAJA, not only about setting up the new national
structure but also modernizing chapter structures, he said. That's a
primary goal for this board: sustainability.

Convention registration has opened, with earlybird rates until April
12. We're reimagining programming using the convention slogan

this year, and all of the programming is tied to the theme of Create, Ignite, Innovate. This year will be ELP 20th anniversary, J-Camp 15th anniversary and Voices 25th anniversary.

We have a renewed partnership with IRE, with membership rates for conventions for both groups. We have a new UNITY president coming in, and Neil Justin is appointed AAJA UNITY representative. We have one spot available if anyone is interested.

Kathy Chow gave the national office report. The Heartland grant, our partnership with NLGJA, was completed on Feb. 28, 2015. The goal was to produce 40 stories, and Bobby Calvan and the freelancers produced 51 stories. University of Nebraska-Lincoln hosted Bobby, and the university is looking to continue the class for Heartland next year even without the project. Media partners want to join future projects like this, so we are putting together a final report for the Ford Foundation.

Kathy said the next goal is to seek a \$1 million grant with AAJA being a main facilitator, and work with sister organizations, to provide them sub-grants. We could write as a unit from different points of the U.S. on one topic.

There are a lot of AAJA scholarship deadline coming up, Kathy said. AAJA has given out more than \$2 million in scholarships, to invest in students. We're always looking for applicants, and Kathy encouraged the board to spread the word to students so they can apply.

Shawn Nicole Wong gave the treasurer's report. Our financial picture is healthy. We are going through the national audit, and the external firm didn't find any difficulties or report significant findings in the audit. It's important for chapters to turn in documents on time for federal and state audits, Shawn said. We also need to complete our investment policy as soon as possible, and are working on that now.

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Donna Tam gave the convention update. Co-chairs are working on locking down sponsorships and partnerships for the convention. Donna asked what chapters need to help promote, and board

members suggested a list of sightseeing and food recommendations to share with members. Many of our members are looking to make a vacation out of it, and there's a lot to see and do in the city. The keynote speakers are in progress. Co-emcees for the gala banquet are Raj Mathai and Kathy Park.

The silent auction will be similar to last year. The strategy is to secure key items — travel packages, high-end unique items, technology items, beauty basket. There will be a raffle again. We are working on hosting an MGM casino night fundraiser, with a Mardi Gras theme.

There will be no UNITY convention in 2016. Instead, the idea is to have a conference partnered with the AAPI Chamber of Commerce and Entrepreneurship (ACE). ACE's vision is realize visions and goals of AAPI business owners, entrepreneurs and corporate leaders. AAPIs are emerging as a key demographic but there is not the same cohesion on issues like other groups.

Convention assignments: Justin started on the awards process with Minnesota, Asia and Hawaii. A lot of the chapter convention assignments have been absorbed by national. The one that still remains is Media Access Workshop programming, headed up by Los Angeles and involving the chapters that received Media Access grants. We are also looking to do Media Institute again this year, it was very popular last year.

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For programs update, Paul focused on the ELP summit, which will be held late October/early November. The theme: Inspire. Imagine. Influence. It will elevate ELP to a bigger level, by inviting industry members to train for generational and cultural leadership. We are inviting non-ELP leaders and targeting generational and cultural leaders. Journalism has changed and ELP also needs to evolve.

The meeting recessed at 4:30 p.m.

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AAJA National Advisory Board Meeting, March 7, 2015
Hyatt Regency

Paul Cheung began the meeting at 9:05 a.m., PT

Roll Call:

President Paul Cheung, Vice President Broadcast Niala Boodhoo, Treasurer Shawn Nicole Wong, Secretary Michelle Lee

Board members present:

Oanh Ha, Jacqueline Gullledge, Marian Liu, Wes Nakama, Joz Wang, Denise Poon, Anjana Schroeder, Nancy Yang, Brooke Camp, David Limm, Pamela Wu, Kevin Lee, Venice Buhain, Tom Huang, Scott Wong, Nicole Dungca

Proxies: Amy Wang (Arizona), Irene Byon (San Diego), Niala Boodhoo (Chicago)

Absent: Vice President Print Yvonne Leow, Abe Kwok, Lorene Yue, Hanah Fadrigalan, Bao Ong, Frank Vinluan, Peter Wong, Jane Lee

Staff present:

Executive Director Kathy Chow, Accountant Glenn Sugihara

Wes Nakama gave the Sports Task Force update. The group set up a governing board, and had meetings at the DC conference. There was a good turnout of sports reporters, who felt there wasn't enough sports programming. The group started a mentorship program and will have a mixer at the San Francisco conference. The group also wants to start a scholarship for college students, named after Al Young, the first Asian American sports reporter at a major daily.

Michelle Lee discussed the new affinity group structure under the reorganization. The purpose is to make sure our members' various needs are represented, via the new senior vice president. It will provide leadership training for the director(s) and develop a leadership pipeline. The application process will start this spring, to formalize the current affinity groups that already exist. The advisory board indicated a 50-member threshold would be better than the 100-member threshold.

Michelle also discussed 2015 elections. This is the first year we will hold elections under the new AAJA structure. Chapters are free to

mirror this structure, as well — but the only positions chapters are required to have on the board is a president, secretary and treasurer. The spots open for election this year are: Senior Vice President (new position), Vice President of Journalism Programs (formerly VP for Print), Secretary.

Speaker Lakshmi Rengarajan spoke to the board about event design and ways to have the most effective event.

The board split up into three groups to discuss three key pain points that chapters have: re-engaging lapsed members, engaging mid-career/advanced journalists, and developing a leadership pipeline. Paul led the board through a multi-part exercise called human centered design, of identifying the characteristics of members who fit each description, brainstorming ways to solve challenges we face in each area, and narrowing down a specific project that can be accomplished by the 2015 convention. These projects will be carried out through committees in 2015.

Mid-career journalists: We are focusing on cross-platform training, providing recognition and highlighting their experiences with e-mails and events. We also want to host an AAJA speakers bureau, featuring influential members. We also want to provide a discount for convention, for loyal members who have attended five consecutive conventions as full members. They would get a discounted rate for the earlybird period as an appreciation rate. People who went to five consecutive conferences also could be rewarded in some way, perhaps through raffle tickets at the silent auction.

Leadership pipeline: The plan is two-fold — a tool kit and a convention package. The goal is to connect chapter leaders, recruit new leaders and provide resources and training. The tool kit will consist of the following:

- Wiki training guide / test
- digital calendar of key dates (Google Calendar)
- message from national president – welcome and duties/expectations
- testimonials from board leaders
- assigned buddy by chapter
- Q&A, FAQs, helpful links

At the convention, we will provide:

- one-hour bootcamp/training session
- appreciation event (can be a meal or a sightseeing experience)
- guest speakers from the AAJA programs

Re-engaging lapsed members: The members we have trouble engaging are those who don't see AAJA as a priority anymore, mainly because they are burned out and/or have started a family, so their priorities have changed. But there is a way to make the AAJA an enhanced experience for those members and their families, rather than a burden. We can do this by:

- Offering family rates at convention
- Family- and kids-friendly programming at convention, mainly something the kids can do while adults are at the gala (idea: Voices Jr., a kids newscast show developed during the gala and played at the end of the banquet)
- Simple ways to engage families on chapter level (work-life balance programming, family-friendly chapter events, house parties, kids clothing swap, etc.)
- #AAJAFamily - promote AAJA family and invite members to share their family photos
- #AAJATBT - re-engage former chapter leaders by inviting them to share old photos of AAJA events

For the Finance Committee, new members joined for the audit and investment policy sub-committees to work with Shawn.

Meeting adjourned at 5:03 p.m.

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AAJA National Governing Board Meeting, March 8, 2015
Hyatt Regency

Paul Cheung began the meeting at 9:19 a.m., PT

Roll Call:

President Paul Cheung, Vice President Broadcast Niala Boodhoo,
Treasurer Shawn Nicole Wong, Secretary Michelle Lee

Board members present:

Joz Wang, Denise Poon, Brooke Camp, Tom Huang, Nicole Dungca

Proxy: Michelle Lee (for Abe Kwok)

Absent: Vice President Print Yvonne Leow, Abe Kwok,

Staff present:

Executive Director Kathy Chow

The board discussed the 2015 membership challenge, to focus on the #AAJAFamily idea from the previous day's committee brainstorming. It's a positive campaign with lasting power, and the idea of an AAJA family is something that people already identify with. The goal is to re-engage veterans and also get to know newer members through something personal. People can share photos of their family with the hashtag. We would encourage people to donate and renew, in the spirit of #AAJAFamily. We will promote the convention as a family reunion, and share some of the photos through a slideshow at the gala banquet or opening reception. We can curate the photos and share it on Storify. There may be sponsorship ideas here.

Michelle discussed policy handbook, a project for 2015. The board put together a list of areas that need to be included in the policy handbook, with the purpose of codifying common practices and standards to ensure continuity for future leaders.

Joz voted to go into closed session to discuss chapter finances, at 9:57 a.m. Nicole seconded. All approved. None opposed. None abstained. Kathy stayed for the chapter finance discussion.

At 10:35 a.m., Niala made a motion to return to open session. Brooke seconded. All approved. None opposed. None abstained.

One of the committee discussions was loyalty rate for convention. Kathy said she will research the feasibility of loyalty, spouse and family rates. We want to welcome spouses and family to be a part of the convention, and we can do this through messaging and providing something for children to do during the gala.

At 10:47 a.m., Brooke made a motion to go into closed session for personnel discussion. Denise seconded. All approved. None opposed. None abstained. Kathy left.

At 11:36 a.m., Brooke made a motion to return to open session. Nicole seconded. All approved. None opposed. Brooke and Niala left the meeting. None abstained. Kathy returned.

Paul continued the discussion about family and loyalty rates. The board agreed to work with national office and the committee to move forward on this for the 2015 convention.

Denise made a motion to adjourn the meeting. Shawn seconded. All approved. None opposed. None abstained. Meeting adjourned at 12:06 p.m. ET.