

Texas AAJA Conference Call, Feb. 9, 2011

Present: Iris Kuo, Ted Kim, Tom Huang, Saerom Yoo, Priscilla Luong, Lee Ann O'Neil

Agenda Items:

- Tom's Update from National
- Losing Saerom
- Spelling out job duties/responsibilities for each Board Member
- Treasurer's Report
- Austin event
- Membership efforts
- Social media workshop

--Tom's Update from National

Tom gave the board an update regarding the convention and AAJA National's finances.

--Losing Saerom

The board discussed Saerom's planned move to Oregon. Iris praised Saerom's work as web editor. She thanked Saerom for agreeing to stay on as web editor until the board finds a replacement.

Iris asked Saerom about closing down our old website domain. Saerom said she thinks National has the information about the old website's host.

The board also talked about closing the old Facebook group. Iris said she would email all the remaining members to make sure they know about the group's new Facebook page.

--Spelling out job duties/responsibilities for each Board Member

Iris talked about the need to make clearer board member responsibilities. She noted that the Yahoo! Listserv has become a significant responsibility and it would make sense to have one person responsible for. Iris asked someone to take over the Yahoo! Listserv duties. Ted volunteered.

Priscilla noted that scholarship distribution briefly fell through the cracks last year because the chain of command wasn't clear.

Regarding events, Priscilla suggested splitting up duties by parts of the state. Iris said the chapter needs someone to help plan events in San Antonio. Iris said she knew someone in Austin who had expressed interest in getting more involved with the group.

Iris asked if the chapter needs a fundraising chair. Tom noted that Maricar had organized a successful banquet dinner/silent auction several years ago. Tom said the chapter used to

have a state convention and have media contribute money to help fund it. The chapter also used to screen Asian American documentaries

Given that the chapter hasn't hosted a fundraiser in so long, Ted said he thought appointing a fundraising chair right now would be too much pressure for one person.

--Treasurer's Report

Priscilla told the board that the board's net worth was \$31,792. She said the chapter's goal should ideally be to raise \$2,000 a year.

Tom said film screenings used to make \$400-\$500 and state conventions would make \$2,000-\$3,000. The board discussed the feasibility of attracting sponsors for chapter events.

Priscilla suggested we might get sponsorship of our scholarships if we split them into broadcast and print scholarships. Tom said he thought that was a good idea.

Aman suggested perhaps broadening the scholarship to be available to more students in order to attract more applicants. The board discussed making the scholarship a "diversity scholarship."

Saerom asked how much of a reach we have with students. Iris asked for ideas on how to recruit more students into the chapter's leadership. Priscilla suggested holding an event to give advice to college students from working journalists, perhaps some article critiques.

Saerom suggested hosting such an event with TCU. Tom said he thought the Morning News or KERA would be willing to host the event. Board members said they would reach out to contacts at different colleges.

--Austin event

The board talked about trying to tie in UT's J-school into a chapter event later this year. Ted said the key would be to find a contact at UT's J-School. He said he would check with his contact at SMU's J-School about finding a contact in Austin.

The Board talked about logistics for the event and how many activities to plan. Next key issue: the date. Tom said he thought a realistic goal was April.

Aman and Ted talked about the impact of the legislative session on the planning of the event.

Priscilla recommended avoiding the last week of April because of the start of May Sweeps.

Board tentatively scheduled the event for April 16.

--Membership efforts

Sandy reminded the board about the membership campaign, encouraged board members to contact current members and ask them to “Friend” or “Follow” the board members.

--Social media workshop

Ted talked to the board about holding another social media workshop later this year, possibly with the chapter as the sole sponsor. Tom agreed to be the point person for the Dallas event.

Ted and Iris agreed to share leadership planning for the Austin event.

Iris said she would be following up with the board members regarding the two events.