

AAJA Board Meeting - Summer 2020 - APPROVED

Saturday, September 26, 2020
On Zoom

Officers present: President Michelle Lee, Senior Vice President Nicole Dungca, VP of Communications Shirley Qiu, VP of Finance Ted Han, VP of Civic Engagement Pia Sarkar, VP of Journalism Programs Kris Vera-Philips (joined later). Officers-elect: VP of Civic Engagement Julia B. Chan and VP of Finance Jin Ding.

Governing Board members present: Large Chapter Representative Henry Fuhrmann, At-Large Chapter Representative Yuri Nagano, Small/Medium Chapter Representative Bobby Caina Calvan, Small/Medium Chapter Representative proxy Hannah Chinn, At-Large Chapter Representative Elizabeth Yuan (also NY chapter representative)

Board members present: Arizona Chapter Representative Aric Johnson, Asia Chapter Representative K. Oanh Ha, Atlanta Chapter Representative Julia M. Chan and President Mallika Kallingal, Chicago Chapter President Nader Issa, Florida Chapter Representative Moni Basu, Hawai'i Chapter Representative Wes Nakama (joined later), Michigan Chapter Representative Dorothy Hernandez, Minnesota Chapter Representative Nancy Yang, New York Chapter President Frank Bi, Portland Chapter Representative Peter Wong, San Francisco Bay Area Chapter Representatives Kristen Hwang and Jocelyn Duffy Tabancay (joined later) and President Lauren Kawana (joined later), Seattle Chapter Representative Amy Wong and President Ramon Dompur, Washington, DC Chapter Representative Kelyn Soong

Board members not present: New England Chapter Representative Daigo Fujiwara, San Diego Chapter Co-Presidents Justine Saldana and David Jones

Affinity Group directors present: Freelance Co-Directors Erin Chan Ding, Heather Chin and Ellen Lee, Features Forum Co-Director Mariecar Mendoza, Photo Co-Director Darrell Miho, News Nerds Directors Madison Dong and Alex Lim (joined later), Radio and Podcasting Director Rahul Bali, Sports Task Force representatives Michael Huang, Vivian Lin and Josh Tolentino, Video Co-Directors Dolly Li and Ang Li (joined later), Women & Non-Binary Voices Co-Directors Jin Ding and Corinne Chin, Yung AAJA Director Beena Raghavendran

Affinity Group directors not present: Enterprise Director Sally Ho, Small Market Broadcast Director Stella Sun

Staff present: Executive Director Naomi Tacuyan Underwood, Heather Aguilar, Jessica Xiao, Daniel Garcia, April Siruno, consultant Julie Truong

Michelle Lee called to order at 10:37 a.m. ET. Shirley Qiu called roll at 10:37 a.m. ET.

Michelle's President's report

2020-2021 immediate needs: COVID-related members support, media diversity, virtual programming + AAJA's 40th anniversary next year

Long-term planning: Where will AAJA be in 2023? What will our members need? How will AAJA be viewed by the news industry, civic engagement space, society at-large?

Naomi & Ted's financial update

Membership at 1699 (as of 9/25), highest number in the past 6 years at least. Financially in good shape, despite the uncertainties this year, thanks to convention revenue, foundation support.

What are the risks coming up in the next year? E.g. We're on the hook for the hotel next year.

Pivoting to year-round engagement to appeal to sponsors: AAJA can play the role of facilitating these sessions and events throughout the year.

Michelle: How does AAJA level up in the work that we do? AAJA 3.0?

Launching AAJA Speakers Bureau / AAJA Studio. Still accepting member self-nominations for subject matter expertise. A way to accumulate soft power -- who are the bookers, editors making decisions behind the scenes? Making it so that you can't find an excuse for not finding diverse candidates and sources in your coverage.

Pia and Henry: Style guide overhaul

Has recruited a new committee. Want to collaborate with other minority groups, subject matter experts. How can we be more proactive rather than reactive?

AAJA Fest survey topline findings

1466 unique users. Opening/closing ceremonies and plenary on Asians for BLM had the highest attendance (500+ concurrents); other plenaries had high attendance as well.

#AAJA21 planning

Successfully deferred Mayflower contract, but we likely won't have an in-person convention next year. Try to look into a fully-virtual option next year and lean on chapters/AGs to have in-person gatherings if possible. Look into options for renegotiating the hotel contract again. Would like a solution on the contract by December.

N3CON recap from Oanh

10th N3CON, and the biggest. 400+ attendees from 18 countries. Continuing these kinds of sessions year-round. Working on converting attendees into full members.

Break at 12:10 p.m. ET; reconvened at 12:17 p.m. ET

Long-term strategic planning with Julie Truong

3-year plan brainstorming in breakout rooms

Break at 1:13 p.m. ET. Reconvened at 1:23 p.m. ET.

Group discussion:

Who will our members be? What will our members need? How will AAJA be viewed by news leaders, civic leaders, the broader journalism community & the American society? What will be our impact in journalism and in society?...And how can chapters, affinity groups, programs, and national work together to get there?

Break at 2:53 p.m. ET, reconvene at 3 p.m. ET

AAJA support during COVID

Sacramento is engaging more with members via Zoom. Hired Ron Brown to hold a coaching session.

Photo AG holds bi-monthly Zoom calls.

At Cronkite (ASU), created a parent group to support each other.
People are feeling lots of uncertainty in this time. Career advice/coaching would be good.
Freelance AG is working more with editors.
Desire for mental health support in this time.

AAJA reacting and leading during industry tumult

How can AAJA be a better support network for members in their workplace? E.g. AAJA's support for employee at Bloomberg. Corinne shares Seattle Times' unionizing drive -- what would help is getting connected with other people in AAJA who have gone through this process.

What is AAJA's role in allyship?

UNITY disbanded years ago for financial reasons. Executive Directors of AAJA/NABJ/NAHJ came together to talk last year. Mini strategy session on our groups' needs and how Democracy Fund (funds all three of our orgs) can support us all. We maintain a good relationship with them and continue to collaborate with them. How can we get precise around our goals, and come together around those shared goals?

What can AAJA lead on at the National level re: collaboration with other journalism groups?

Job fairs, joint statements, town hall led by a powerhouse panel organized by all these groups.

Break at 4:04 p.m. ET. Reconvene at 4:10 p.m. ET.

AAJA's 40th anniversary

Tapping alumni relations & digitizing AAJA history. Will send info soon on how to submit snippets of history.

Advisory board revamp -- Nicole

Working on reshaping advisory board to be more representative of these growing groups. E.g. growing affinity groups like Yung AAJA and Sports Task Force. National staff plans to evolve with the organization as well.

Camp AAJA -- Shirley

Existed in the past, discontinued due to lack of funding. Want to bring it back to better support current AAJA leaders and bring people into the leadership pipeline. Clear need now for career training and support as well. Next steps: talk to alumni of Camp AAJA and figure out how we can better adapt it to this time.

Veterans outreach -- Yuri and Bobby

How can we better support our veteran members? Mentorship for mid-career members. Don't necessarily want new programs; just want veteran members' needs integrated in existing programming.

Feedback from Jonathan and Julia from campaign trail

Jonathan and Julia share listening tour feedback from members.

Jonathan: Supporters during campaign were lapsed members in broadcast who reengaged. What can we expect from our national staff? More clarity in communication and setting expectations.

Questions about UNITY. It's been vital for broadcasters for finding jobs (we don't have the same recruiters at AAJA conference).

TV Broadcast Advisory Group

Broadcasters consistently a third of our membership. Michelle has reached out to potential group, lots of energy and interest around this from them.

One concern: haven't seen the broadcast recruiters going to NABJ and NAHJ at our job fair.

Data management/Nation Builder -- Ted and Naomi

What are the product features we need and how can we better manage them?

Priority for us: integrity of our data and member history. Looking at WordPress, but open to ideas.

Goal: move off Nation Builder and migrate data by end of year.

April helped us migrate from Microsoft to Google Suite.

AAJA programs update -- Kris

J Camp cancelled this year due to COVID; partnering with Yung AAJA for support

2021 = 25th anniversary of ELP. How can mid-career folks pivot in careers or be entrepreneurs?

Mentor Match -- working out cohort for next year. Ruth stepping back, wants to add another person into leadership.

VOICES -- can rollover applications to 2021 or submit new ones.

Develop a shared events calendar

Pacific Islander Task Force -- Anita Hofschneider

2 sessions at convention, highly attended. Working on source list, style guide, updating AAJA's calendar of events.

AAJA Awards -- Naomi and Daniel

Decoupled awards from convention this year. In the past, selection committee rotated arbitrary among chapters; this year it's volunteers.

Hall of fame

Start with our founders

Kris motions to adjourn at 5:25 p.m. ET. Ted seconds.

Sunday, September 27, 2020
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Staff present: Executive Director Naomi Tacuyan Underwood, Heather Aguilar, Jessica Xiao, April Siruno, Glenn Sugihara, consultant Julie Truong

Michelle calls to order at 12:08 p.m. ET. Shirley calls roll.

Strategic planning with Julie Truong continues.

Timeline: board meeting and listening in September; data analysis in October; board strategy session in November; final review in December; vote to approve plan in January 2021.

Dream up a vision for where we'll be in 2030.
What does leveling up look like? AAJA 3.0

Break at 1:18 p.m. ET. Reconvene at 1:28 p.m. ET.

What is AAJA's voice? What should our policies be?

Break at 2:50 p.m. ET. Reconvene at 3:05 p.m. ET.

Internal and external communications

Shirley has opened lines of communication between chapter leaders via Slack and email.

Naomi establishing feedback mechanisms for transparency via social media, email. Building in automated welcome message.

Jessica has worked on newsletter since Feb. and building hype on social during AAJA Fest. Focus now: what is AAJA's voice? Members don't always know what our value add is. Community engagement, starting conversation. Showcasing and amplifying our members' work. Chapter and AG group cohesion. What should engagement metrics look like for AAJA?

Heather and April thinking through data-based design, how regularly we should be communicating.

Membership levels, benefits, value proposition -- Naomi

How do we define "journalism-adjacent"?

Elections policy

Shirley, Nicole, Michelle, Ted Kim and Naomi working on a new elections policy.

Core values: clean elections, transparency, respect, empathy, open and constructive debate, rooted in quest for organizational and financial stability

Should board members be allowed to endorse candidates?

Break at 4:37 p.m. ET. Reconvened at 4:41 p.m. ET.

New business

Next board meeting to discuss strategic plans (~2.5 hrs): Nov. 15

Fall/winter board meeting: Saturday-Sunday, Dec. 12-13

Kris motions to move into a closed session, Ted seconds at 4:45 p.m. ET.

Ted motions to come out of closed session at 6:05 p.m. ET, Kris seconded.

Kris motioned to adjourn the meeting at 6:06 p.m. ET, Yuri seconded.