

# 2015 Report to the Membership

Another year is nearly in the books.

Thank you to MIPA's other Jeremy, President Jeremy Whiting, who is wrapping up his first year of a two-year term, and to the entire Executive Board and committee chairs. MIPA's volunteer board members and committee chairs do a great deal of work to keep things moving forward.

Thanks, too, to my MIPA office minions, Alex Everard, Haley Kluge and Kelsey Parkinson.



**Jeremy W. Steele**

## DEMAND UP FOR FALL EVENTS

The fall conference remains MIPA's most popular event, with attendance topping 2,000 in 2014 for the first time in several years. MIPA's Middle School Conference, too, saw strong attendance, topping 300 students. We ran out of chairs in the Union Ballroom!

Challenges exist, however, for our spring conference, the Spring Awards & On-Site Contests. With state standardized tests moving to the spring — and much uncertainty remaining over scheduling — we expect to see more schools with conflicts that prevent them from making the trip to Lansing. It may be time to try something different, and MIPA will be seeking your help to see what, if any, changes are made.

## MIPA HONOR CORDS

Last year, MIPA launched an honor cord program to recognize graduating seniors for academic achievement and superior work in journalism or school media. We were thrilled with the response. We had about 5 cords left in stock by the end of May out of our order of 300.

## CONTESTS GO DIGITAL

MIPA also completed a move of its contest system to a digital platform, eliminating paper entries in nearly all categories. While we have some tweaks to make, things went fairly smoothly for

## MEMBERSHIP

### MEMBERSHIP TRENDS, 2003-2015

Membership numbers have stabilized, after declining since 2007-08.

Year	Media	Advisers	Schools	Associate Members
2003-04	260	187		
2004-05	340	260	200	
2005-06	340	260	180	
2006-07	340	260	180	
2007-08	355	270	195	
2008-09	340	260	180	
2009-10	320	240	160	
2010-11	280	210	140	
2011-12	320	240	170	
2012-13	234	178	130	3
2013-14	233	178	132	3
2014-15	233	178	132	3

  

### MAKEUP OF MIPA'S MEMBERS

Newspapers have been the largest block of members since 2008-09.

Category	Count
Newspaper	233
Yearbook	178
Video	132
Web	3

Membership remains largely flat, at 233 media outlets this year. Challenges remain for journalism, however, including funding uncertainties in K-12 education and increasing demand on students' class schedules.

MIPA continued its "first-year free" campaign, picking up 43 first-time members. New MIPA members received a print packet outlining key programs. We hope this information will help new advisers access MIPA programs and encourage a higher renewal rate among first-timers.

Video membership grew to 45 media outlets, up seven from a year ago thanks in large part to the outreach efforts of Video Chair Roger Smith.

those entering contests. Our judges also embraced the new system, trading stacks of papers for computer screens on Judging Day. Thank you to everyone who was able to pitch in!

## SEAL OF DISTINCTION

In an effort to raise awareness about the educational harm of prior review, MIPA this year created the Seal of Distinction

MIPA also added a new membership level for individuals and organizations that support the organization but don't qualify for full membership. We picked up three associate members in the first year of this effort.

for our Spartan critique contest. Student media free of prior review may receive their award "with Distinction." The seal will appear on all levels of awards in the contest — Bronze, Silver, Gold and Spartan. Eighty student media outlets submitted documentation, signed by their principal, stating they are not subject to prior review, to receive their award "with Distinction."



Participants of the 2014 MIPA Summer Journalism Workshop at Michigan State University. (Photo by Ike Lea)

### FALL CONFERENCE

The Fall Conference was held Monday, Oct. 20, at the Lansing Center, featuring nearly 70 breakout sessions. Attendance was at 2,005 students and teachers, up 283 people from 2014. Our guest speaker was Sarah Nichols, vice president of the national Journalism Education Association and student media adviser at Whitney High School in Rocklin, California.

### MIDDLE SCHOOL CONFERENCE

MIPA hosted its 11th annual Middle School Conference on Tuesday, Nov. 11, at the MSU Union. There were 307 students and teachers in attendance, up 105 from the previous year. Fritz Klug of MLive Media Group was the event's keynote speaker.

### ONE-DAY WORKSHOP

MIPA hosted a workshop on Friday, March 20, at MSU offering classes in InDesign, Photoshop, Smartphone Journalism, Building Next Year's Staff, Newspaper Design Clinic and Jumpstart Your Yearbook.

About 136 students and advisers participated, up 21 people from 2014.

### SPRING CONFERENCE

The 2014 MIPA Awards & On-Site Contests was held Tuesday, April 22, at the Lansing Center and 1,044 students and teachers were on hand for the awards and on-site contests, down 296 people from the previous year.

### SUMMER WORKSHOP

Led by Workshop Director Chad Sanders, the MIPA Summer Journalism Workshop attracted 351 students to MSU, down 27 students from the previous year. In addition to funds from MIPA, the workshop received support for student scholarships from the Michigan Press Association Foundation, Detroit Free Press, MSU School of Journalism and The Argus-Press in Owosso.

## CONTEST PARTICIPATION

### 2014-15 SPARTAN CRITIQUES

The Spartan Award is MIPA's highest honor for student media. Student media outlets submit their newspapers, yearbooks, video programs or websites for critique by out-of-state judges who are nationally recognized in their fields. Publications are scored, and based on those scores a publication may receive a Bronze, Silver, Gold or Spartan Award.

Media Type	'14-15 Entries	'13-14 Entries	'12-13 Entries	'14-15 Spartans	'13-14 Spartans	'12-13 Spartans
Newspaper	56	55	69	18	20	14
Yearbook	45	48	31	8	11	12
Video	11	9	20	3	2	4
Website	30	31	11	4	5	4

\*awarded at the Spring Awards. Media outlets have 60 days to request re-judges, which are not accounted for in these figures

### 2014-15 INDIVIDUAL CONTEST ENTRIES

MIPA has a variety of contests to recognize individual students for their work on a school newspaper, yearbook, video program or news website. Entries were judged during MIPA's annual Judging Day, held on Saturday, March 7.

Category	2014-15	2013-14	2012-13
News*	2,918	3,124	3,203
Yearbook	1,149	1,302	1,137
Video	318	278	278
Digital Media	79	121	84

\*Formerly Newspaper. Includes news writing, news design & info graphics, news photography and art & illustration categories

## FINANCIAL SUMMARY

MIPA remains a financially healthy organization.

Smart budgeting and the creation of several new revenue-generating programs have allowed the organization to weather the financial tumult of the past decade.

MIPA ended its 2013-14 fiscal year, which runs from July 1 to June 30, with estimated net income of an nearly \$17,000 from general operations. The summer workshop ended the fiscal year with a slight loss of \$3,189.22, largely from a decrease in attendance at the 2014 program. Even after the small loss, the workshop has adequate reserves to prepare for the 2015 event.

The table at right shows a snapshot of MIPA's financial position as of Feb. 28, 2015. Detailed financial statements are provided monthly to the executive board and are available to members upon request.

The following pages include a look at the fiscal year to date for MIPA and for the summer workshop.

A copy of MIPA's most recent annual IRS 990 tax form, which provides a more details look at the operations of a 501(c)3 nonprofit, is kept on file in MIPA's office and is available for public view during normal business hours. Previous years of this form also are available from Guidestar.org.

MIPA's bookkeeping is handled by Executive Director Jeremy Steele, with oversight by Treasurer Betsy van der Zee.

	2015	2014
<b>CASH ACCOUNTS</b>	<b>MIPA</b>	<b>MIPA</b>
MIPA Accounts		
Checking	\$2,828.30	\$4,878.83
IMMA	\$30,229.59	\$25,189.25
CDs	\$10,066.52	\$8,022.82
<b>Total MIPA Accounts</b>	<b>\$43,124.41</b>	<b>\$38,090.90</b>
Workshop Accounts		
Checking	\$6,315.21	\$4,178.34
IMMA	\$20,286.07	\$13,337.93
CDs	\$5,876.67	\$5,843.63
<b>Total Workshop Accounts</b>	<b>\$32,477.95</b>	<b>\$23,359.90</b>
MSU Account	\$3,141.95	\$3,786.21
Petty Cash	\$500.00	\$111.44
Undeposited Funds	\$1,152.50	\$10,599.75
<b>TOTAL CASH ACCOUNTS</b>	<b>\$80,396.81</b>	<b>\$75,948.20</b>

IMMA = Insured Money Market Account, which provides a higher interest rate than MIPA's check or savings accounts

## Mich Interscholastic Press Association

MSU School of Journalism  
404 Wilson Road, Room 305  
East Lansing, MI 48824

### Category Profit & Loss Statement

July 2014 through February 2015

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Account Name	Year to Date
<b>MIPA</b>	<b>MIPA</b>
<b>Income</b>	
Dues	\$7,035.75
Restricted Donations	\$900.00
Fall Conference	\$23,051.00
Middle School Conference	\$2,515.00
Advertisers & Exhibitors	\$813.75
Spartan	\$4,155.00
Individual Contests	\$7,088.40
Postage Fee Income	\$5.00
Retail Sales	\$18.00
JEA Partnership	\$155.00
Miscellaneous Income	\$100.48
Total Income	<u>\$45,837.38</u>
<b>Expense</b>	
MIPA Supplies	\$780.36
Postage & Shipping	\$746.66
Printing	\$1,310.45
Discounts Taken	\$8.20
Facility Rental	\$7,441.25
Legal & Accounting	\$20.00
MSU 31 Account	\$40.00
Credit Card Processing Fees	\$433.05
Gifts & Doorprizes	\$89.71
All-MIPA	\$1,250.00
JEA Journalist of the Year	\$250.00
Other Scholarships	\$900.00
Student Labor (Office Staff)	\$2,553.20
Executive Director	\$1,800.00
Contest Judging	\$1,650.00
Airfare	\$614.70
Parking	\$311.25
Lodging	\$152.55
MIPA Food	\$2,638.24
Tech Service Fees	\$179.77
Hardware	\$709.00
Software	\$149.00
Speakers	\$400.00
Total Expense	<u>\$24,427.39</u>
<b>Other Income</b>	
Interest Income	\$59.88
Total Other Income	<u>\$59.88</u>
Net Profit (Loss)	<u><u>\$21,469.87</u></u>

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Account Name	Year to Date
<b>MIPA</b>	<b>MIPA</b>
<b>Income</b>	
Dues	\$6,064.05
Restricted Donations	\$700.00
Fall Conference	\$22,009.00
Middle School Conference	\$1,409.00
Advertisers & Exhibitors	\$675.00
Spartan	\$5,910.00
Individual Contests	\$9,358.60
Postage Fee Income	\$10.00
Retail Sales	\$22.00
JEA Partnership	\$95.00
Late Fees Collected	\$25.00
Total Income	<u>\$46,277.65</u>
<b>Expense</b>	
MIPA Supplies	\$951.53
Props & Decorations	\$63.48
Postage & Shipping	\$656.64
Printing	\$984.30
Discounts Taken	\$7.40
Facility Rental	\$10,546.10
Legal & Accounting	\$415.00
MSU 31 Account	\$40.00
Credit Card Processing Fees	\$345.29
Gifts & Doorprizes	\$392.09
Other Scholarships	\$700.00
Maintenance	\$0.75
Student Labor (Office Staff)	\$5,242.84
Executive Director	\$2,100.00
Contest Judging	\$1,530.00
Parking	\$245.70
MIPA Food	\$306.51
Tech Service Fees	\$820.30
Hardware	\$97.50
Software	\$38.24
Bad Debt	\$466.70
Total Expense	<u>\$25,950.37</u>
<b>Other Income</b>	
Interest Income	\$45.18
Total Other Income	<u>\$45.18</u>
Net Profit (Loss)	<u><u>\$20,372.46</u></u>

## Category Profit & Loss Statement

July 2014 through February 2015

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Account Name	Year to Date
<b>WK</b>	<b>Workshop</b>
<b>Income</b>	
Summer Workshop	\$19,794.00
Parking Fee Income	\$60.00
Retail Sales	\$60.00
Late Fees Collected	\$310.00
Miscellaneous Income	\$10.00
Total Income	<u>\$20,234.00</u>
<b>Expense</b>	
Workshop Supplies	\$438.24
Workshop Classroom Supplies	\$43.33
Workshop T-Shirts	\$1,996.43
Workshop Name Tags	\$1,278.49
Props & Decorations	\$192.84
Postage & Shipping	\$13.60
Printing	\$297.98
Copying	\$199.04
Telephone	\$19.12
Discounts Taken	\$102.00
Refunds	\$199.50
Equipment Rental Expense	\$403.00
Facility Rental	\$70,513.83
Credit Card Processing Fees	\$1,057.54
Gifts & Doorprizes	\$320.90
Certificates	\$250.74
Student Labor (Office Staff)	\$715.36
Executive Director	\$4,500.00
Workshop Director	\$3,750.00
Workshop Faculty & Staff	\$43,137.50
Mileage	\$2,849.85
Bus Transportation	\$1,256.55
Airfare	\$1,259.40
Parking	\$734.60
Lodging	\$712.93
Workshop Staff Food	\$93.41
Workshop JEA Food	\$81.53
Workshop ThinkTank Food	\$83.43
Workshop Student Food	\$408.69
Entertainment	\$1,282.18
Hardware	\$179.00
Board & Staff Training	\$320.00
Total Expense	<u>\$138,691.01</u>
<b>Other Income</b>	
Interest Income	\$45.41
Total Other Income	<u>\$45.41</u>
Net Profit (Loss)	<u><u>-\$118,411.60</u></u>

## Category Profit & Loss Statement

July 2013 through February 2014

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Account Name	Year to Date
<b>WK</b>	<b>Workshop</b>
<b>Income</b>	
Summer Workshop	\$23,469.50
Parking Fee Income	\$50.00
Retail Sales	\$40.00
Late Fees Collected	\$270.00
Miscellaneous Income	\$75.00
Total Income	<u>\$23,904.50</u>
<b>Expense</b>	
Workshop Supplies	\$943.95
Workshop Classroom Supplies	\$40.71
Workshop T-Shirts	\$1,753.25
Props & Decorations	\$25.54
Postage & Shipping	\$62.05
Printing	\$747.17
Copying	\$156.66
Discounts Taken	\$208.00
Equipment Rental Expense	\$343.00
Facility Rental	\$71,349.10
Credit Card Processing Fees	\$493.57
Advertising & Promotions	\$26.01
Gifts & Doorprizes	\$769.00
Certificates	\$116.19
Maintenance	\$105.98
Student Labor (Office Staff)	\$1,602.46
Executive Director	\$4,500.00
Workshop Director	\$5,000.00
Workshop Faculty & Staff	\$44,205.55
Mileage	\$3,130.61
Bus Transportation	\$531.32
Airfare	\$1,545.57
Other Transportation	\$27.05
Parking	\$665.90
Lodging	\$751.92
Workshop Staff Food	\$330.64
Workshop JEA Food	\$206.00
Workshop ThinkTank Food	\$58.54
Workshop Student Food	\$717.27
Workshop Misc. Food	\$8.00
Entertainment	\$1,211.45
Tech Service Fees	\$1,089.00
Hardware	\$47.69
Board & Staff Training	\$285.00
Speakers	\$400.00
Total Expense	<u>\$143,454.15</u>
<b>Other Income</b>	
Interest Income	\$48.30
Total Other Income	<u>\$48.30</u>
Net Profit (Loss)	<u><u>-\$119,501.35</u></u>

While these figures indicate a 2014-15 workshop loss for the year-to-date, that is due to the cycle of the summer workshop, which straddles MIPA's fiscal year. Most of the revenue from the workshop comes in late in the fiscal year (May and June), but most expenses are paid at the beginning of the next fiscal year, after July 1. So the figures here show the most of the expenses of the 2014 workshop but not all of the income.