

Cooper Point Journal

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1)What is the area's current method for tracking client data (e.g. who is using the services)? If this is not currently being tracked what is your proposed plan for doing so (e.g. how and when)?

BACKGROUND

Evergreen Policies and Procedures establishes the Cooper Point Journal as a student organization with two primary purposes:

- compile submissions from students at large to create a weekly newspaper distributed to students. The newspaper – also named Cooper Point Journal – serves as a medium for informing and entertaining students and as a forum for the ideas and opinions of students and others.
- provide a learning laboratory for
 - ▶ effective, responsible expression and communication, whether the expression or communication is in a publication, with an individual or within a group. This includes the discipline of journalism.
 - ▶ developing and maintaining effective and responsible managing of operations and finances of an endeavor (newspaper) and organization.
 - ▶ dealing with such life challenges as:
 - organizing efforts to develop and maintain an inclusive organization
 - establishing a group culture of inclusive and responsible decision making
 - personal and collective accountability
 - leadership that focuses on fulfilling organization goals and objectives by fostering an environment of consensus and cooperation rather than focusing on the decision-making authority and responsibilities of leadership

Evergreen policy requires that “providing learning experiences and situations for students . . . shall include qualified media advisors. . . who shall provide advice, guidance and instruction at least equal to the level of responsibility shouldered by the students.”

The advisor and associate advisor – members of the Student Activities Administration staff – provide support and instruction for the student leadership and membership of the CPJ organization and newspaper in regards to:

- ▶ the responsibilities and obligations involved in print communication, the production of the newspaper and the student-managed business and finance operations
- ▶ developing and maintaining effective and responsible managing of operations and finances of an endeavor (newspaper) and organization.
- ▶ dealing with such life challenges as:
 - organizing efforts to develop and maintain an inclusive organization
 - establishing a group culture of inclusive and responsible decision making
 - personal and collective accountability
 - leadership that focuses on fulfilling organization goals and objectives by fostering an environment of consensus and cooperation rather than focusing on the decision-making authority and responsibilities of leadership

The editor-in-chief and the business manager coordinate the student organization Cooper Point Journal. Organization leadership also includes the students in the positions of associate editor, online managing editor, print edition managing editor and association business manager.

In relationship to the publication CPJ, the editor-in-chief is ultimately responsible for all non-advertising content of the print and online publications, for appointing and supervising all CPJ members to/in positions of extra responsibility connected to creating and producing the

online/print publication, and all operations regarding production of the non-advertising content of the online and print publications.

The business manager is ultimately responsible for all advertising content of the print and online publications, for appointing and supervising all CPJ members to/in positions of extra responsibility related to business and advertising, and all operations regarding business and advertising, including the selling, creation and billing of all advertising, maintaining per-issue accounting of advertising revenue, printing and distribution of the print newspaper and mailing subscriptions.

CLIENT TRACKING

The client of the Cooper Point Journal advisors is the student members of the Cooper Point Journal organization.

organization leadership: Starting the Monday three weeks before Orientation Week, all members of leadership must attend Monday through Friday, 9 a.m. to 5 p.m., intensive trainings in all of the aspects being a leader involves. Throughout the trainings the advisor provides guides and some assessments leadership can use to gauge success and continuing challenges.

organization members: All members in positions of extra responsibility are required to attend three all-day trainings-seminars (Orientation Week, Saturday of Week 1 of Winter, second Friday of Spring quarter). Members who are not in a position are encouraged to attend. At the trainings-seminars the advisor engages members in exercises focuses on strengthening intergroup and interpersonal communication, on examining the benefits and challenges of a consensus-based organization and on the ways in which the members singly and as a group can fulfill the goals and objectives the students set for the organization.

The trainings-seminars include guides for decision-making and some of the guides include ways to assess.

members and the publication: Members are required to attend two-hour-long seminars are ethics and legal matters. Again, the advisor provides guides and assessments members can use in decision-making and assessing the by-product of decisions.

2)What is the area's current method for tracking client satisfaction and/or needs? If this is not currently being tracked what is your proposed plan for doing so (e.g. how and when)?

In the aforementioned leadership trainings throughout September we collectively discuss our individual needs and challenges and agree upon how we will communicate with each other about same during the year. We develop strategies for leadership to establish the same sort of lines of communication with each member.

In the aforementioned group trainings, the advisors emphasize that they are advisor to all, not leadership, and that every member should feel free and comfortable seeking out an advisor to discuss concerns and challenges. I repeatedly tell members that I will help them analyze their concerns and problems, help them develop ways to address those concerns and problems, and even rehearse with them what to say to someone, if need be.

Throughout the year I work to speak to every member when s/he enters the room, to try to discover some interest or what s/he's studying so I can talk with each human being to human being. That most often is why students come to me with concerns or to talk with me about their achievements at the CPJ.

Every member every Thursday must submit a written learning evaluation in which each writes about what s/he achieved that week, what s/he learned from achievements, what s/he was challenged by and what s/he intends to concentrate on in the coming week..

Leadership facilitates a weekly organization meeting where matters pertaining to the operation of the organization (as opposed to the publication) are planned, discussed and evaluated. Almost

every week an advisor offers a sort of workshop, almost always about the interpersonal and communication.

Finally, I keep my eyes and ears tuned to the chatter and vibes in the room. When I perceive someone is having a problem, I invite them into my office and ask how they are doing. When it is evident to me that some member fosters conflict within the group, I meet with the leadership, ask whether what I think I am seeing is really happening and then we talk about how to address the problem.

3)What is the area's current method for utilizing and integrating data that is currently being collected? If this is not currently being done what is your proposed plan for doing so (e.g. how and when)?

I think my previous answers provide part of an answer to this. Leadership and I weekly read the evals because most often a member will reveal feelings of dissatisfaction or concern in an eval. I then work with leadership to determine how best for them to discuss the concerns with the member.

I believe the leadership, members and the advisors collectively take seriously the mandate to communicate openly and civilly in order to get ahead of any problems and to promote success. I particularly work with leadership to remain cognizant of the "data," so that at the first hint of missteps and obstacles we can collectively discuss how to get past or around hazards, potential and real. We emphasize desired outcomes, rather than focusing on process, which affords students endless opportunities to develop their own methods for achieving a goal.

The students quarterly determine whether and how the CPJ organization and publication have satisfied the organization's goals and objectives and develop ideas and plans for the current quarter to fulfill the goals and objectives. That same information is used to report to the S&A Board so the board will be aware of what student money "buys" for students.