

# University of Michigan Board for Student Publications

## Minutes of the October 23, 2017 Board Meeting

Board members present: John Bacon, Jennifer Conlin, Stuart Emmrich, Cindy Goodaker, Peter Mooney and Kevin Tottis

Board members video-conferencing: Neil Chase (chair) and Alan Broad

Board members absent: Terry McDonald

The Michigan Daily was represented by: Emma Kinery, and Jueui Hong

The Michiganensian was represented by: Matisse Rogers

The Gargoyle was represented by: Jenny Ghose and Molly Miller

SHEI Magazine was represented by: Maggie O'Connor and Lauren Ayers

The Student Publications Staff was represented by: Mark Bealafeld, Kathy Ciesinski and Lisa Powers

Others Present: Kevin Devine

Chair Neil Chase called the meeting to order at 5:35 p.m.

### **Minutes**

A motion to approve the September 17, 2017 meeting minutes was made by Peter, seconded by Jennifer and passed without dissent.

### **Public Comments**

None.

### **The Michigan Daily**

Jueui provided a brief recap of the September results and discussed the difficulty they've been having recruiting for the business staff.

Emma discussed the upcoming release of their app (next week) and their redesigned website (next month). She discussed their new podcasts: "Standing Room Only" and "The Sit Down" and their content. Then she discussed their partnership with Axios News and their upcoming event on November 14<sup>th</sup>. She made a pitch for the Business staff to make more of an effort to sell their new online products. This generated a lengthy discussion about priorities and the future of the Daily.

### **Gargoyle**

Jenny stated that they sent their first issue to the printer earlier in the day and that they expect to get it back in time for the Gargoyle reunion on Friday. She discussed some of the difficulties they are having with staffing, especially in layout and on the business side. Overall, she was happy with the quality of the issue given the compressed timeframe they had to produce it.

Molly discussed the products that they hope to sell to the alumni at the reunion. There was a discussion of the events planned for the weekend. She said that afterwards the emphasis for the staff will be to establish a sales plan. There was a general discussion about page counts and press runs.

### **The Michiganensian**

Matisse discussed their upcoming Grad Extravaganza work flow. They have submitted their cover design and the pages for their first deadline to the publisher. They have designed a quarter zip sweatshirt that they have sold to their staff and plan to put up on the store. Early next semester, they hope to start an overhaul of their website. They, too, have had issues with turnover and recruiting.

### **SHEI Magazine**

Maggie stated that they have finished all their recruiting. They have 150 general members. She stated that the timeframe available for the first issue of SHEI Digital was very tight but they managed to launch on time. They have had 2,000 reads and the same number of impressions. The number of impressions was roughly half what it was the prior year. There was a general discussion about how they might increase these numbers beyond their members and their friends. Stuart suggested that they give away copies of the magazine to the hotels around town and to the libraries on campus. Maggie discussed their two new initiatives: (1) Street Style Beat which will occur every Friday and consist of SHEI photographers shooting photos of students they consider to be fashionably attired and then linking them to their social media accounts and (2) a monthly student spotlight article in SHEI Digital each month.

On the business side, they are looking for ways to diversify their revenue stream beyond advertising, grants and fund raisers. This morphed into a discussion about SHEI's events and ideas for raising brand awareness.

Lauren arrived at the meeting and discussed their efforts to reduce the inventory they have of older issues.

### **Finance**

Mark briefly discussed the year to date results and the cash situation.

### **General Manager Search**

Mark ran through the number of applicants and the number of applicants that he thought might be qualified enough to be considered for the position. Neil stated that the goal was for the selection committee to have a recommendation ready by the next Board Meeting on November 27<sup>th</sup>.

### **Long Term Financial Plan**

Neil tabled this discussion until the November meeting as he felt that the topic had been discussed sufficiently during Emma's presentation.

### **Development**

Lisa thanked everyone who participated in the Bicentennial Weekend Reunion. Mark stated that Student Publications made \$4,600 for the weekend. She mentioned that we have a new merit scholarship fund in memory of Rick Freeman '00. She has donors for half the amount needed for an endowment account and will be organizing a campaign to raise the remainder. She discussed her goal of getting out newsletters to alumni of each of the publications. She proposed the September 22, 2018 Nebraska game for next year's annual tailgate. She mentioned that she just sent out the survey of the attendees from the Bicentennial Weekend. She discussed the Alumni Talks held the previous week - two of them by Molly Stevens '94, the Director of Uber Experience Research. Jack Bernard from the U's Office of the General Counsel is scheduled for tomorrow, October 24<sup>th</sup>. He will be discussing copy rights and usage. She has Robert Yoon lined up for October and several others for upcoming months. She mentioned that she has been in contact with Judi Lipsey.

### **Adjournment**

A motion to adjourn was made by Kevin, seconded by Stuart and passed without dissent.

At 7:31 Chair Neil Chase closed the meeting.

### **Actions Taken:**

Motion to approve the September 17, 2017 Board Meeting minutes: Peter Mooney

Seconded by: Jennifer Conlin

The motion was passed without dissent.

Motion to adjourn: Kevin Tottis  
Seconded by: Stuart Emrich  
The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld  
General Manager  
Office of Student Publications