

# University of Michigan Board for Student Publications

## Minutes of the April 15, 2018 Board Meeting

Board members present: Neil Chase (chair), Jennifer Conlin, Stuart Emrich, Cindy Goodaker, Terry McDonald, Peter Mooney and Kevin Tottis

Board members video-conferencing: Alan Broad and Jacob Smilovitz

Board members absent: John Bacon

The Michigan Daily was represented by: Alexa St. John, Nathan Gupta, Bob Lesser and Dayton Hare

The Michiganensian was represented by: Matisse Rogers, Claire Bartosic, Joseph Coates and Dylan LaCroix

The Gargoyle was represented by: Molly Miller

SHEI Magazine was represented by: Maggie O'Connor, Lauren Ayers, Liv Velarde and Serena Pergola

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

Others Present: none

Chair Neil Chase called the meeting to order at 4:45 p.m.

### Minutes

A motion to approve the March 19, 2018 meeting minutes was made by Peter, seconded by Cindy and passed without dissent.

### Public Comments

None.

**Publication reports were presented via a slide show. Highlights for each is as follows:**

#### The Michiganensian

Claire reported:

- Books arrived and have been successfully delivered. Thanks for approving the extra expense for the glossy photo spreads in the front of the book.
- The spring project "Recollection" has been published, however they are struggling to sell the magazine.

Matisse reported:

- April Grad Extravaganza event brought in approximately \$70,500 in revenue. 1,660 students came through Student Pubs the week of April 9<sup>th</sup>. This compares to \$68,000 in revenue and 1,600 students during the same period in 2017. Increased revenue attributed to higher package prices. Diploma frame sales were lower than expected.

Joseph reported:

- He spoke with some people at Barnes & Noble and they are not planning a satellite location during the closing of the Michigan Union, which may increase graduation regalia sales even more.
- He and Dylan just launched their application process for the next academic year.

Dylan reported:

- They are looking at increasing the number of staff and reassigning responsibilities.
- They have secured a table at Festifall.

#### The Gargoyle

Molly reported:

- Both she and Jenny will be returning to their respective leadership positions in 2018 - 2019
- Issue four published and distribution has begun
- The succulent sale on March 28th was successful - \$140 profit. Looking to do it again in the fall.
- They are petitioning for rack placement in the dorms
- Looking to restructure staff meetings (possibly a different day of the week) and improve senior staff communications

### **The Michigan Daily**

Nathan reported:

- Best of Ann Arbor web template - recognized Bob Lesser and the web team for their efforts. This template can be replicated for other uses, like fall housing.
- Online Grade Guide - was not sold immediately to advertisers, but is a foundational piece for further monetization in the fall. Discussion about whether to offer it on a subscription basis took place. Since the data is publically available the initial decision was made to not charge for it in its current form.
- Media Consulting - developing a pipeline for fall. Presented to Kerrytown Market & Shops in April.

Alexa reported:

- Still working on logistics for greater minority representation and possible scholarships.
- Successful transition with the summer staff. Main plans in the summer will focus on recruitment, like the summer bridge programs, orientation, etc.
- Recent restructuring of MDesk. Want meetings to be more intentional. Divided into four specific tasks - one focused on recruitment.
- Considering an increase in FOIA requests to support more data visualization projects.

### **SHEI Magazine**

Maggie and Lauren reported:

- Launched spring issue
- SHEI's photos were featured in a Cosmo article, but not credited to SHEI.
- Michigan Fashion Media Summit event very well. Huge turnout and a great exposure opportunity for SHEI.
- Big push for print and digital subscription sales this week.
- Staff transition days happening this week.
- Launch party turnout was between 150 - 200 attendees.

### **Publication Budget Review & Approval**

Budgets are due to the University by May 1st. Budgets for SHEI, The Gargoyle and The Michiganensian - both annual and monthly were shared. The Daily's budget was just shared and Kathy recommended the review and approval be done at a later date, especially given the upcoming discussion on revenue challenges.

A motion to approve the FY 19 budgets for SHEI, The Gargoyle, and The Michiganensian was made by Terry, seconded by Stuart, and passed without dissent.

### **The Michigan Daily's Revenue Challenges in FY 18**

Kathy began the discussion by sharing March numbers for the Daily and April YTD versus 2017. They were lower than 2017 actuals and even lower than budget. Discussion continued about the actual budget process and the responsibility of the Board.

Nathan shared reasons for some of the misses: internal operations issues, too much optimism on initiatives that were either never executed or executed on a level lower than what was envisioned. He also shared a document at the meeting highlighting revenue challenges and plans for the upcoming year.

Neil suggested Nathan look at the budget again and the board will schedule a teleconference for questions for final review and approval on Monday, April 23rd at 5:30.

### **Development**

Lisa reported:

- The scholarship Awards event was successful. John Madigan was able to attend and see the newsroom, which bears his and Holly's names. She is also giving John and his grandson a campus tour on Monday.
- Preparing for the commencement event, which immediately follows the ceremony at the stadium.
- Summer satellite reunions are her next project after commencement. Reunions will be held in Chicago, Detroit, San Francisco, Washington D.C. and New York
- Fall tailgate on September 22nd - Nebraska game.

### **GM Updates**

Kathy reported:

- Summer staff transition meeting for the Daily.
- Advisor position was posted. Set to close on April 24th. Interviews will include board members and students.
- FOIA request for the Daily's budget from State News
- Estimate for the roof project came in at \$1.5 - \$2 million.

### **Meeting Schedule for FY 19**

Will be discussed and voted on at the upcoming teleconference.

### **Strategic Plan and September Retreat**

Neil asked Stuart to recap his recent email regarding a retreat. Stuart offered to plan the retreat with the assistance of a few others. It was decided that the retreat would be held on Sunday, September 23rd.

Kevin was recognized for his years of service on the Board for Student Publications.

### **Adjournment**

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

At 7:00 Chair Neil Chase closed the meeting.

### **Actions Taken:**

Motion to approve the March 19, 2018 Board Meeting minutes: Peter Mooney

Seconded by: Cindy Goodaker

The motion passed without dissent.

Motion to approve FY '19 budgets for the Gargoyle, SHEI Magazine and the Michiganensian: Terry McDonald

Seconded by: Stuart Emmrich

The motion passed without dissent.

Motion to adjourn: Kevin Tottis

Seconded by: Terry McDonald

The motion passed without dissent.

Respectfully submitted,

Kathy Ciesinski  
General Manager  
Office of Student Publications