

# University of Michigan Board for Student Publications

## Minutes of the April 22, 2019 Board Meeting

Board members present: Alan Broad, Cindy Goodaker, Peter Mooney, Stuart Emmrich, Jennifer Conlin, Terry McDonald, Jacob Smilovitz and John Copeland

Board members video-conferencing: Neil Chase (Chair)

Board members absent: None

The Michigan Daily was represented by: Maya Goldman, Tommy Dye and Catherine Nouhan

The Michiganensian was represented by: Joseph Coates, Dylan LaCroix and Anirudh Hirve

The Gargoyle was represented by: Molly Miller, Jenny Ghose, Jessy Tinor and Max Lee

SHEI Magazine was represented by: Liv Velarde, Serena Pergola, Claire Dickerson and Alana Valko

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

Others Present: Cynthia Broad

Chair Neil Chase called the meeting to order at 5:36 p.m. and asked that everyone introduce themselves, since there were many new faces in the room.

### Minutes

A motion to approve the March 11, 2019 meeting minutes was made by Cindy, seconded by Stuart, and passed without dissent.

### Public Comments

None.

### Publication Reports

Reports for each publication were presented via a slide show. Highlights for each is as follows:

#### ***Michiganensian:***

Joseph reported:

- 961 total Master's regalia online orders this year, resulting in \$23,073 in new profit.
- All-time record for undergraduate seniors attending Grad Extravaganza events; increase of approximately 300 students.
- Put products on Student Pubs' online store for "Last Chance" sales.
- Looking for recommendations/assistance on developing a strategy for next year's book sales in order to achieve goal of 1,200 books, marketing for Senior Portraits and recruiting new staff.
- Launched a new website, with a new color palate and other branding elements.
- Testing some new marketing strategies and created a new video promoting cap & gown sales.

Dylan reported:

- The 2019 publication has arrived for pick up by International students and has shipped from Herff Jones to those with U.S. addresses.
- They have revamped the editorial design in a way that delivers content differently from years past.
- Currently working on slideshow for Big House graduation.

- Already gathering content for the 2019 - 2020 book, mostly photographers on assignment to capture events that take place during the summer months.

### ***Gargoyle***

- Pleased with consistent staff member attendance during fall and winter semesters.
- There has been an increased interest in layout of the publication.
- Published a more balanced ratio of writing and art
- Focusing on Gargtober event: merchandise, issue packages, subscriptions, and the first publication of the semester to come out just before event.
- Recruitment push for staff members to join business and layout.
- Working on plans to engage more with campus and the Ann Arbor community.

### ***SHEI Magazine***

- Second launch party of the semester went well.
- Will continue similar publishing schedule next year - one issue in the fall and two in winter semester.
- New leadership has been selected and transition period is in motion.
- Recruiting calendar for FY 20 has been set and more conversations among executive board and other members will be taking place throughout the summer.
- Exploring the possibility of a diag event the Wednesday before Festifall
- Once teams have been selected they will have a SHEI-wide bonding event.

### ***The Michigan Daily***

Maya reported:

- Successful panel and student leadership summit.
- Adopted a new crisis protocol in response to various situations on campus.
- Lots of work on Best of Ann Arbor section.
- Summer leadership elected.
- iPhone app officially launched.
- Looking ahead to fall: big marketing push for app, re-launch newsletter, set up speaker schedule in advance, revitalize investigative team, potential rivalry issue with OSU, continued student leader summits, changing up page layout and exploring how to make good use of analytics info.

Tommy reported:

- March and April revenue exceeded goal.
- Digital sales saw a large increase over the semester.
- Best of Ann Arbor revenue was double that of the previous year.
- New hires for summer and fall are being trained.
- Interviews for fall sales manager are taking place.
- Ryan Kelly named Summer Business Manager.
- Looking to increase more sports-related initiatives in the fall.

## **Committee Reports**

### ***Board Organization and Operations***

Alan, Pete and Terry have been working on revisions to the Regent's bylaws, and plan to continue their work over the summer. Such revisions would include the composition of the board, both in terms of number and background (alumni, campus community, at large), the change from non-profit corporation status and ongoing discussions on building repairs/roof with other members of the University community.

### ***Finance/New Initiatives***

Proposal was made by Catherine Nouhan for changes to Gillette Multimedia Room to make it sound proof, or as close to it as possible, for primary use by the podcast and video teams. Currently they are producing five different podcasts, which fits into the larger digital initiative by the Daily. A rough budget was presented and then a discussion followed.

Annual Budget Review and Approval: Cindy and Jake shared the process the committee took this year, including the snapshot document which gives an overall picture of the financial health of Student Publications. A conversation about selling shares in the upcoming fiscal year took place as part of the budget discussion. Building depreciation expenses were also a topic of discussion. A motion to approve the FY 20 budgets was made by Terry and seconded by Peter. The motion passed without dissent. An additional motion was made giving the General Manager permission to sell up to \$100,000 in shares during the upcoming fiscal year by Terry and seconded by John. The motion passed without dissent.

### ***Development/Advancement***

Lisa informed the group that Ann Marie Aliotta is interested in joining this committee and helping with the mentorship-matching project.

### ***Board Recruitment/Nominations***

Neil provided an update to everyone as to the status of the open board position. There is still some vetting of another candidate that needs to take place before moving forward with the position. Other names came up in this discussion, whether as board members or part of a committee. Jennifer offered to work on identifying what types of committees Student Pubs might need, both long-term and project-based.

## **Stewardship & Alumni Relations**

Lisa reported on the following items:

- Annual giving results report from OUD - # of donors and gifts are up
- Collaborated with OUD and U-M News & Info services on the Madigan/Lipinski gift
- Creating templates and planning documents for all major events and procedures
- Graduation - May 4th
- Summer Satellite Reunions
- Tailgate party set for September 28th at Student Publications
- Scholarship brunch event on September 29th at the Trotter Multicultural Center
- Gargtober event on October 25th

## **GM Report**

Kathy reported on the following items:

- Additional financial overview documents are in the board folder
- GM recap document went out to board members
- Kimberly (Kim) Tackett was hired as the new Accountant, and started on April 15th.
- Pat's last day on staff will be April 30th and will be hired as a temp for periodic work with Kim as she cycles through her first year of financial documentation and reporting.
- Working with Lisa and Garg donors on a rewrite of one of the gift agreements. Others are rethinking intent of their gifts, so there may be some additional rewrites.
- Thanked those who reviewed scholarship and award submissions. Evaluating the overall process for next year.
- Working with the Bentley on getting the archives up to date
- Recruitment for handing out graduation papers at the Big House.
- Update on progress with a unified sales team and a Student Publications' media kit
- Partnership with Free Press Apprentice program for summer '19.

## **New Business**

Meeting schedule for FY20

Neil suggested four in-person meetings, with the first being September 29th - after the scholarship brunch. Kathy will identify any date conflicts and send out a list of proposed dates.

Terry was recognized for his years of service as an outgoing member of the board.

## **Closed session**

A motion was made to move to a closed session by Cindy, seconded by Stuart and passed without dissent. The board discussed personnel matters and then voted to return to open session.

## **Open session**

A motion was made to return to open session by Stuart, seconded by John and passed without dissent.

## **Adjournment**

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

At 8:30 pm Chair Neil Chase closed the meeting.

## **Actions Taken:**

Motion to approve the March 11, 2019 Board Meeting minutes: Cindy Goodaker

Seconded by: Stuart Emmrich

The motion passed without dissent.

Motion to accept FY 20 budgets as presented: Terry McDonald

Seconded by: Peter Mooney  
The motion passed without dissent.

Motion to give General Manager permission to sell up to \$100,000 in shares during FY 20:  
Terry McDonald  
Seconded by: John Copeland  
The motion passed without dissent.

Motion to move to closed session: Cindy Goodaker  
Seconded by: Stuart Emmrich  
The motion passed without dissent.

Motion to return to open session: Stuart Emmrich  
Seconded by: John Copeland  
The motion passed without dissent.

Motion to adjourn: Stuart Emmrich  
Seconded by: John Copeland  
The motion passed without dissent.

Respectfully submitted,

Kathy Ciesinski  
General Manager  
Office of Student Publications