**University of Michigan Board for Student Publications**

**Minutes of the April 20, 2015 Board Meeting**

Board members present: Steve Kagan, Co-Chair, Terry Kosdrosky, Co-Chair, Alan Broad, Neil Chase, Cindy Goodaker, and Peter Mooney

Board members teleconferencing: none

Board members absent: David Hawkins, Steve Henderson, and Cliff Lampe

The Michigan Daily was represented by: Jennifer Calfas and Rose Filipp

The Michiganensian was represented by: Kaitlin Schuler and Ally Kane

The Gargoyle was represented by: Phil Wachowiak and Evan Chavis

SHEI Magazine was represented by: Anna Fuller, Shannon King, Kirsten Ho and Samantha Zwick

The Student Publications Staff was represented by: Mark Bealafeld, Kathy Ciesinski and Sarah Paspal

Others Present: John U. Bacon, Board Member-elect

Co-chair Terry Kosdrosky called the meeting to order at 5:33 p.m.

Because of the number of first time attendees, everyone introduced themselves.

**Minutes**

A motion to approve the March 16, 2015 Board Meeting minutes was made by Peter, seconded by Steve and passed without dissent.

**Public Comments**

None.

**The Michiganensian**

Kaitlin said that they finished the book. She said that Sophie and the new design editor have started to design next year’s book.

Ally updated the Board on the Grad Extravaganza results. She said they are working on the slide show for Commencement and that they are still selling books. There was a discussion about the availability of scholarship money for Ensian students.

**SHEI**

Anna discussed their spring launch party and passed out copies of the magazine. They participated in the fashion show held at Spring Fest. She announced that the new board has taken over and held some bonding events. She stated that they have set a goal of contributing more funds to Student Publications next year. She introduced the new board members who were present.

Shannon, the incoming EIC, discussed SHEI’s goals for the summer: selecting a theme for the fall magazine and improving the website.

Samantha, the incoming Publisher, stated that her goals were to increase the sales of both the magazine and their merchandise.

Kirsten, the incoming Accounts Manager, said they wanted to work at coordinating their outreach to local businesses and to institute some form of CRM system.

**The Michigan Daily**

Jen discussed the articles they published a few weeks ago regarding the U’s policies with regard to sexual assault and the impact that it had on the administration and around campus. She announced that their beta site is up and that they have received a lot of positive feedback already. They hope to take it live in mid-May. There was a discussion about developing a Michigan Daily app. Jen discussed the soft launch of their campaign to raise funds for the 125th Anniversary of the Daily. She discussed their efforts to prepare the summer staff for their positions.

Rose discussed the business staff’s trip to CMBAM Convention. She thought it had been a great opportunity to share ideas with other student newspapers. Kathy stated that she had been elected VP of Membership. She made a pitch for additional donations to the Career Enhancement fund which is utilized to send students to such conferences. Rose hopes to institute some of the new ideas in the fall. She discussed the Commencement Issue and all the baby ads in the issue: 232 ads in a 52 page tab and about $34,000 in sales. It is now the second highest grossing special section, after only the New Student Edition. Kathy asked for help passing these editions out at Commencement. Rose discussed the success that they had with the Best of Ann Arbor issue this year. She said that they have added a new ad spot on the new website because of their success selling online ads this year. There will also be a website takeover ad feature. She discussed the events that they held recently – the Student of the Year dinner which tied in with The Statement’s Student of the Year issue and their booth at Spring Fest. She discussed the success that they have had with the new poster (a recap of the events over the last four years geared toward outgoing seniors). Finally, she discussed the personnel recruiting they’ve done for both next fall and the summer.

**The Gargoyle**

Phil introduced Evan, the incoming business manager. He stated that they published an issue in time for Hash Bash. He stated that the next issue will be reduced to 16 pages in order to stay on their publishing schedule. There will be a couple of ads in the issue.

**Finance**

Mark reviewed the year to date results for the enterprise. He discussed cash flow, accounts payable and accounts receivable. He discussed the changes to the FY’16 budget that are being requested for the Daily (revisions to printing and distribution costs), the Ensian (improved margin on cap and gown sales) and the Board (removal of the external audit fee). A motion to approve the changes was made by Steve, seconded by Neil and approved without dissent.

Mark passed out the Daily Flash Report for April which looked awesome. The cash balance on the report shows that we have a substantial amount of cash. Mark asked for authority to use his discretion to make the decision to sell shares or not at the end of May. This opened a general discussion about the timing of share sales. Neil made a motion to allow Mark to sell up to $100,000 worth of shares at the end of May based on the need to do so at that time based on the University’s parameters. This was seconded by Peter and passed without dissent.

**Development**

Sarah discussed the previous day’s Scholarship and Merit Award Ceremony. She told the Board about the Commencement Reception on May 2nd.

Then she moved on to the 125th Anniversary Event. She met with Tom Beard from the Office of University Development and they had discussed naming opportunities. In addition to rooms, she discussed her plans to tile the entryway of the newsroom and also that the benches around the building could be named. She agreed that she would inform the Board of the price points for each of the naming opportunities once they were established. Next she discussed leadership gifts from alumni who have the capacity to give larger amounts.

She discussed the results of the Telefund effort. The gross was $22,000, the expenses came to $400 so the net was around $18,000. We will reevaluate the calling pool before undertaking the program again next year.

She discussed the NYC event, which has been put on hold because of issues with Andy Sak’s film release. The event will likely be redesigned and rescheduled.

She has a mailing scheduled to go to last year’s graduates asking them to make a pledge now that they are out in working world and while they still have fond memories of their experiences at Student Publications.

The discussion circled back to the 125th Anniversary Event. There will be a happy hour here followed by a sit down, plated dinner in the League Ballroom on Friday. On Saturday, there will be a tailgate in the building before the football game for which we are arranging a block of discounted tickets. Sarah discussed the restrictions on having visible alcohol in the parking lot during the tailgate.

**CSJ Suit against the Daily Editors**

Jen said that she heard from Peter Shahin, the former EIC and one of the named defendants. We have yet to hear back from the President’s Office. CSJ has told Peter that they won’t do anything until they hear from President Schlissel.

**Out-going Board Members**

Mark thanked Steve and Terry for their service to the Board, nine and six years, respectively, and presented them with framed watercolor prints of the Student Publications Building.

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

At 6:59 Terry closed the meeting.

**Actions Taken:**

Motion to approve the March 16, 2015 Board Meeting minutes: Peter Mooney

Seconded by: Steve Kagan

The motion was passed without dissent.

Motion to approve the proposed changes to the FY ’16 Budgets: Steve Kagan

Seconded by: Neil Chase

The motion was passed without dissent.

Motion to allow Mark the discretion to sell up to $100,000 of the Student Publications Quasi-Endowment account at the end of May, if needed to stay within the parameters of the University’s guidelines: Neil Chase

Seconded by: Peter Mooney

The motion was passed without dissent.

Motion to adjourn: Steve Kagan

Seconded by: Terry Kosdrosky

The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld

General Manager

Office of Student Publications