**University of Michigan Board for Student Publications**

**Minutes of the January 25, 2015 Board Meeting**

Board members present: Neil Chase (chair), John Bacon, Alan Broad, David Hawkins, Cindy Goodaker, Steve Henderson, Cliff Lampe, Kevin Tottis and Peter Mooney

Board members teleconferencing: none

Board members absent: none

The Michigan Daily was represented by: Shoham Geva, Rose Filipp and Hussein Hakim

The Michiganensian was represented by: Sophie Ruf, Ally Kane and Alison Zimmer

The Gargoyle was represented by: Evan Chavez

SHEI Magazine was represented by: Shannon King and Samantha Zwick

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

Others Present: none

Chair Neil Chase called the meeting to order at 5:32 p.m.

**Minutes**

A motion to approve the December 21, 2015 Teleconference minutes was made by Peter, seconded by Cliff and passed without dissent.

**Public Comments**

None.

**The Michiganensian**

Ally introduced Alison as next year’s Business Manager and indicated that they had already started training. She discussed the December Grad Extravaganza – the numbers were up. For Senior Portraits and yearbook sales the numbers are very similar to last year. They plan to send out their postcard mailer in the next few weeks as well as an email blast. They plan to collaborate with the Ginsberg Center, which promotes community involvement on campus, to distribute the Ginsberg’s red community service cord.

Sophie said they were about to submit their last pages. They have already begun planning next year’s book and producing content. They plan to celebrate the bicentennial with a theme of “Celebrate” or “Pride”.

**The Gargoyle**

Evan stated that their most recent issue was intended to come out before Christmas but didn’t. They plan to start distribution in the upcoming weeks. Both the issues to date have been funded by grants and alumni advertising. Their next issue is scheduled to come out at the end of February.

**SHEI Magazine**

Shannon discussed their fall issue and stated that they had started work on their winter issue. They plan to put SHIFT up on their website the second Sunday of every month. They are on track for the February issue. They are cleaning up their web presence, as their web team is the fastest growing member group. They plan to cover the Ann Arbor Film Festival in March.

Samantha stated that all the membership dues were due in by the next day. Thereafter there will be a $5 late charge. Their upcoming events are:

* February 6 – Charity Fashion Show at Necto with the proceeds going to MRelay
* February 18 – a fundraiser at Sadako on South University from 5 to 10, and they encouraged everyone to buy sushi that day as they receive 10%
* March 22 – Fashion Speaks, a panel discussion of the fashion industry
* April 16 – launch party for the winter issue of SHEI

They have been working with Hillel, who has been giving them free space for their mass meetings. They will include Hillel in all their advertising. They raised $750 from giving Blue Day and they will use it to compensate the speakers at Fashion Speaks. They plan to look for a new printing company.

There was a discussion about what media contests SHEI should be entering and how we might most efficiently enter all our publications.

**The Michigan Daily**

Shoham discussed their most recent mass meeting and that they had reporters in Iowa this past week covering the rallies leading up to the caucuses. They are still working on the Football Issue. They have also been tweaking their front page design. They have been trying to develop a strategic plan for their social media.

Rose introduced Hussein as the Business Manager for FY ’17. She stated that she thought that both staffs have been working very hard on the Football Issue. The ad sales haven’t been what they hoped but they will cover half of the printing costs. They hope to recoup the rest through sales to retail outlets like the bookstores, the MDen and online. Neil suggested that some of the sports blogs might also promote it online. They are doing a launch event at Charley’s on South University on February 9th. It will also be a fund raiser with 15% of the proceeds going to the Chad Carr Foundation. They hope to get some of the football team to appear. John Bacon suggested that it would be easier to get former players for such events as the current players are insulated by too many layers of team bureaucracy. They are also working on reviving the Daily’s weekly newsletter. They hope to increase the subscription list via social media and then they should be able to sell advertising in the letter. There was a general discussion about making it a daily newsletter and what it might cost to do so. Rose stated that the blast to sell the Baby (Commencement Commemorative) ads was going out that evening to the seniors’ parents. They have also started work on the year end commemorative poster similar to the one they did last year. They are ramping up the marketing efforts on this product. They are sending three students to CMBAM, including Hussein. She mentioned that Neil would also be participating as a speaker. The web team has been selected to be part of the user experience testing program at the School of Information. This was followed by another discussion of the possibility of creating a daily Daily newsletter.

**Finance**

Mark opened the discussion up for Q & A on the financial results. There were none. Then he discussed the Accounts Receivable which are up from this point in prior years. This led to a discussion of the National Accounts and then to the Daily’s Flash Report which indicated that the Daily was going to substantially miss their budget for the month. He mentioned that the cash balance looked good. He discussed the cash flow projection. Both the Daily and Ensian had updated their projections with somewhat offsetting adjustments. He mentioned that the returns on the endowment accounts were disappointing again this quarter.

**Development**

Sarah discussed the Career Enhancement speakers past and upcoming. She discussed the internship program. She reminded everyone about the Scholarship Event and the Commencement Reception. She discussed her plan for a Gargoyle stay at home black tie gala. She asked for a Board volunteer to write an introduction to her upcoming Student Publications Newsletter. Pete did so. She discussed Board centered prospecting. There was a discussion about marketing the last of the tiles to the parents of the graduating seniors.

**Nominations**

There was a brief discussion of whom we should approach to apply. Both positions have to be filled from the campus community. Neil stated we should concentrate on people with fund raising, finance and/or new publishing revenue backgrounds. There was a discussion of specific candidates.

**SWOT Analysis**

Neil discussed the three major areas that he thought needed to be addressed long term. He wants to work towards establishing a long term, stable operating financial model. First, how do we arrange things so that everyone who wants to work here can afford to do so? Second, how do we identify and implement new revenue streams. Finally, what can we do to make operations here easier? He stated that he wanted to form committees to address each of these questions. Pete volunteered to lead the group addressing student pay. Alan and John volunteered to head a committee on brand awareness and alumni engagement. And Kevin agreed to chair the group on revenue diversification. Hussein volunteered to work on revenue opportunities.

**Daily Alumni Association**

Sarah pointed out that some of the alums have decided to start their own 501(3)(c) and how this is problematic with the University model. The discussion centered on how we might steer this group to be helpful to us. It was agreed that the issue here is coordination between the organizations and the source of sponsorships. Mark agreed that he would contact Donna Snyder in the General Counsel’s Office to let them know about this situation.

**Scholarship Schedule**

Neil indicated that he’d like to use the scholarship judging process as a means to reach out to others outside the Board to contribute. Mark walked through the schedule.

**Budgeting Process**

Mark walked everyone through schedule which is primarily geared toward the student business managers.

**Adjournment**

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

At 7:27 Chair Neil Chase closed the meeting.

**Actions Taken:**

Motion to approve the December 21, 2015 Board Teleconference minutes: Peter Mooney

Seconded by: Cliff Lampe

The motion was passed without dissent.

Motion to adjourn: Alan Broad

Seconded by: Kevin Tottis

The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld

General Manager

Office of Student Publications