**University of Michigan Board for Student Publications**

**Minutes of the February 15, 2016 Board Meeting**

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

Board members teleconferencing: Peter Mooney

Board members absent: David Hawkins

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

The Michiganensian was represented by: Sophie Ruf and Ally Kane

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 5:28 p.m.

**Minutes**

A motion to approve the January 25, 2015 Teleconference minutes was made by Cliff, seconded by John and passed without dissent.

**Public Comments**

None.

**The Gargoyle**

Evan stated that their upcoming issue will probably be late, hopefully out by the middle of March. Their final issue will likely be 4 pages smaller and come out right before finals. They have fallen behind in distributing the last issue. They have collected the money from their alumni ads.

**SHEI Magazine**

Shannon said that the January issue of SHIFT was well received and that it had an ad in it. They have been reviewing their online analytics and are trying to minimize their bounce rate. They are going to add an event listing to the SHEI site. They are going to list events for other organizations as well as their own. She stated that one of their members will be in Paris during Fashion Week and they have asked her to do an Instagram take over.

Samantha reported that they have four speakers confirmed for their upcoming Work It (this year’s Fashion Speaks) event. They are still working on getting a fifth. They have arranged $400 of funding to date and they are trying to line up additional sponsors. They had over $1,000 in ad sales in January. They have a fund raiser at Sadako on Thursday where they receive 10% of all the proceeds.

**The Michigan Daily**

Shoham discussed the upgrades to their website. They plan to launch their Daily Newsletter the next morning and it will feature four stories and some engagement content. They have a space for an ad. They are trying to add more fun audience engagement features to their blog sites and social media.

Rose discussed the marketing efforts that they are making to promote the daily newsletter. They want to run house ads in the newsletter until they have a better idea of how many impressions they are getting. Then they will begin promoting it to advertisers. She passed around copies of the football season recap issue and stated that the launch party went really well and that they raised $180 for the Chad Carr Foundation. They have only sold a few copies other than those they sold wholesale but they intend to start promoting it this week. They are placing ads on the MGoBlog site. Rose has been soliciting placements on other, similar blogs. They have the Best of Ann Arbor survey up and they are starting to promote that as well. They are planning to put out a March Madness special page with a bracket surrounded by ads around the perimeter. Hussein stated that they are planning on producing the football round up issue again next year. Rose said that they hoped to sell it at the Spring Game, if the Athletic Department will allow it.

Neil asked about online revenue and inventory. Rose said it was down and that they thought it was because the banner ad didn’t appear on the mobile page. Now they have one but the staff isn’t used to selling it. Neil asked about the new sales staff and new sales techniques. Rose explained that they had lost four AC’s to Ross’s new semester abroad program and that they had replaced them with inexperienced new hires. They are also changing their emphasis to consultative selling techniques. She stated that they had a record number of spec ads in house and that February was shaping up better than January.

**The Michiganensian**

Sophie said that they have submitted all their pages. They received positive feedback from Herff Jones. The ship date for the book is April 4th.

Ally stated that they have Grad Extravaganza coming up in March. She has just finished ordering the inventory for the event. They have prepared both an email blast and a postcard mailing to promote the event and the book. She stated that the third party they use to sell business ads sold 25 pages this year compared to 20 budgeted and that they had received the check a month earlier than usual. They are also planning to do an index mailer.

**Finance**

Mark asked if anyone had questions about the publications’ financials and variance analyses. There were none. He discussed the cash flow from the previous month, the current cash balance and the projection for FY ’17. The numbers would indicate that we will need to sell shares sometime in the upcoming year. He passed around the Daily’s Flash Report which wasn’t looking good for making budget. There was a discussion of why they were missing their numbers for the second month in a row. This included the staff’s efforts to go out and contact the U accounts. This lead to a discussion of the upcoming Advertiser Survey and how they plan to execute it. Rose distributed the questions they plan to ask and requested that everyone review them and provide her with feedback.

Mark discussed how the FY ’17 budgets were prepared. He stated that he is comfortable with all of the budgets. He briefly review each of them. He discussed the cost increase he expects for Systems Support. This lead to a discussion of how the University is consolidating administrative services and how they price it. Mark stated that he’s run out of alternatives and will have to hire the U to do it.

Neil asked everyone to have another look at the budgets with an eye towards approving them at the next meeting.

**Development**

Sarah stated that she has been meeting with some of our alums trying to find out how engaged they are, what their giving capacity is and whether they know of any internship opportunities and job opportunities. She is asking them to reach out to their contacts on our behalf. She has contacted some of our alums with Campbell Ewald and Kelly Blue Book. She has been trying to arrange small venue events and has received a positive response from Judy Marks. They are planning to hold the event in early summer. Sarah asked for feedback from the Board about whether they need to have a speaker as a draw for these events. There was a consensus that we need to have students there but no consensus was reached as to speakers.

There was a discussion about whether we should have a tailgate every year, every other year or every five years. It was suggested that Sarah email those who attended the tailgate last fall and ask them what they think. She said that she’d also ask the U’s Development Office for their thoughts and about the availability of football tickets.

**Daily Alumni Association**

Sarah mentioned that she and Mark will be meeting with Alan Fanger who is putting this group together. There was a discussion about the use of the U’s and the Daily’s trademarks. It was agreed that we should license the Daily’s trademarks to this group. There was a discussion about how some of the cost sharing might work out.

**Nominations**

The slate of candidates was briefly discussed. Each candidate was assigned to a student leader and to a Board Member for interviews. Neil discussed his desire to achieve some level of engagement with all of the candidates at the end of the selection process. This generated a discussion about who might fit best on the committees that we are forming.

**Strategic Plan**

Neil briefly reviewed how he envisions the process working going forward. There are three committees. The one chaired by Peter about student pay was put on hold due to his absence. Kevin will lead the group on revenue opportunities and another group looking at brand, audience and alumni will be led by Alan and John. Neil asked everyone to join one of the groups and to try to identify the goal for the group and to identify up to three actions that we can undertake relatively soon.

**Adjournment**

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

At 7:10 Chair Neil Chase closed the meeting.

**Actions Taken:**

Motion to approve the January 25, 2016 Board Teleconference minutes: Cliff Lampe

Seconded by: John Bacon

The motion was passed without dissent.

Motion to adjourn: Alan Broad

Seconded by: John Bacon

The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld

General Manager

Office of Student Publications