

# University of Michigan Board for Student Publications

## Minutes of the February 3, 2020 Board Meeting

Board members present: Neil Chase (Chair), Alan Broad, Susan Douglas, Cindy Goodaker, Peter Mooney, Stuart Emmrich and Jennifer Conlin

Board members/students video-conferencing: Jacob Smilovitz

Board members absent: John Copeland

The Michigan Daily was represented by: Lizzy Lawrence and Anita Michaud

The Michiganensian was represented by: Lily Jin and Isabelle Fisher

SHEI Magazine was represented by: Claire Dickerson and Alana Valko

The Gargoyle was not represented

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

Others Present: None

Chair Neil Chase called the meeting to order at 5:38 p.m., followed by a quick round of introductions.

### Minutes

A motion to approve the November 25, 2019 meeting minutes was made by Stuart, seconded by Jennifer, and passed without dissent.

### Public Comments

None.

### Publication Goals and Initiatives

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

#### ***SHEI Magazine***

Claire and Alana briefed the board on:

- Improving marketing efforts for launch party
- Continuing to bridge the gap between editorial & business board members (bonding events, email highlights, open photo shoots)
- Host a successful Work It event
- Raised over \$1,000 in ad sales revenue this semester
- Smooth transition to the Wolverine Media Group
- Crafting a larger narrative for our print issue this semester
- Increasing member engagement with the print magazine
- Adding an editorial social media coordinator who oversees our social imagery and content

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

Lizzy briefed attendees on:

- Working on audience engagement through online mediums (newsletter, social media) as well as live events to earn trust of community
- Having a polished, complete plan for a website redesign to implement Summer 2020

- Continuing to strengthen Daily-wide community, working on relationship between editorial and business staff

Anita's report included:

- Building robust brand for Wolverine Media Group to launch FA 2020
- Continuing to launch new media kit (launched Jan 2020)
- Reviewing readership survey data and use this information to strengthen our online presence (improve digital revenue streams)

### **Gargoyle**

- No report

### **Michiganensian**

Lily and Isabelle reported:

- A more comprehensive and serious hiring process for all staff members
  - Application and interview process
  - Currently have strong interest but have not properly vetted the past few years
- Finalizing a photo (copyright) contract
- Rebranding color palette to piggyback off of the existing strong University brand
  - Possible further rebranding efforts to establish more legitimacy in emails / marketing efforts (last semester we heard feedback that we came across as 'scam,' 'third-party esque')
- Continuing to win cap & gown sales
  - \$200,000+ revenue target for this semester
    - Better emails + more event dates

### **Committee Reports**

**Board Organization and Operations:** Alan briefed the board on the status of getting the revised board bylaws approved by the Regents.

**Finance/New Initiatives:** No report

**Board Recruitment/Nominations:** Board members whose terms end in June: Peter Mooney and Alan Broad are both seeking renomination, and Stuart Emmrich is not. Names for consideration for open positions should be submitted to Kathy by end of day Friday, February 7th, and she will prepare a package for the committee to review.

### **Stewardship & Alumni Relations**

Lisa shared a six-month update on her FY20 goals, which included donations, stewardship outreach and event attendance.

Additional items of note:

- Giving Blueday results
- January alumni talk by Sara Krulwich
- Confirmed and tentative alumni talk speakers for the remainder of the semester.
- Alumni Committee - 15 people have signed up to help plan the fall reunion event.

### **Student Media Group Update**

James updated the group on how the process is coming along. Meetings with all publications continue in order to be ready to launch in the fall. Collaboration between publications has increased as a result of this new structure.

### **GM Report**

Kathy reported on the following items:

- Roof/building update - walk-through next week
- Board consideration to enclose the Gillette Multimedia Room - After some discussion a motion was made by Cindy to give Kathy permission to proceed with enclosing the Gillette Multimedia Room provided the cost does not exceed the high end of the original estimate and seconded by Peter, and passed without dissent.
- Budgets & Review schedule
- Awards & scholarship applications and recruitment of judges
- Updating board roster
- CMBAM convention in San Francisco - Kathy, James and four Michigan Daily staffers will be in attendance.
- Photo/Content Ownership Review - Alan & Peter will review
- She was invited to and will be attending the annual WAUPM conference in Utah that is for student media General Managers and Publishers.

### **New Business**

None

### **Adjournment**

A motion to adjourn was made by Jennifer, seconded by Susan, and passed without dissent.

At 8:05 pm Chair Neil Chase closed the meeting.

### **Actions Taken:**

Motion to approve the November 25, 2019 Board Meeting minutes: Stuart Emmrich

Seconded by: Jennifer Conlin

The motion passed without dissent.

Motion to give General Manager permission to proceed with enclosing the Gillette Media Room provided cost does not exceed high end of original estimate: Cindy Goodaker

Seconded by: Peter Mooney

The motion passed without dissent.

Motion to adjourn: Jennifer Conlin

Seconded by: Susan Douglas

The motion passed without dissent.

Respectfully submitted,

Kathy Ciesinski

General Manager

Office of Student Publications