

# University of Michigan Board for Student Publications

## Minutes of the September 13, 2021 Board Meeting

Board members present: Peter Mooney (Chair), Alan Broad, Jennifer Conlin, Susan Douglas, Jewel Gopwani, Andrew Grossman, Jake Smilovitz and Walter Middlebrook

Board members absent: John Copeland

The Michigan Daily was represented by: Claire Hao and Tara Moore

The Gargoyle was represented by: Madylin Ebertstein and Nick Debagia

SHEI Magazine was represented by: Alex Andersen and Mackenzie Fleming

The Michiganensian was represented by: Dyanna Bateman

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

Others Present: None

Chair Peter Mooney called the meeting to order at 5:32 p.m.

### Minutes

A motion to approve the April 12, 2021 and April 26, 2021 meeting minutes was made by Jennifer, seconded by Jake, and passed without dissent.

### Public Comments

None

### Publication Goals and Initiatives

Reports for all four of the student publications were presented via slide show.

#### ***SHEI Magazine - Reporting by Alex and Mackenzie***

- "Meet the Board" SHEI Digital release is September 24th and will be combined with a Street Style issue featuring Game Day photos
- Fall Semester print release is scheduled for December 3rd
- Recruiting for fall semester
- Looking to establish a DEI Committee
- Website updates

#### ***Student Publications New Meeting Format Committee***

Jewel provided a recap of items discussed on the committee meeting that took place over the summer. Materials were also shared with the board prior to the September meeting. Ideas included: having each publication paired with a board member or two for the purpose of having check-ins between scheduled board meetings, putting together a directory of board members and their skill sets for referral, using a timed agenda and keeping track of action items to be addressed between meetings.

#### ***Gargoyle Magazine - Reporting by Madylin and Nick***

- Finalize and launch new website
- Recruitment - great turnout at recent mass meeting
- Hired a new Social Media Manager
- Working on new Gargoyle merchandise
- Applied for grant funding for printing and distribution of Issue 1 - October 27th

### ***The Michiganensian - Reporting by Dyanna Bateman***

- Selected as a design finalist for multiple CMA Pinnacle Awards
- Completed hiring over the summer and began the fall semester with a full staff
- Launching Student Media Submissions to encourage more student engagement with the yearbook
- Looking to increase marketing to freshmen and their parents for Freshman Fourpack
- New senior portraits vendor - Lauren Studios
- Working to increase awareness of the Ensian brand and continuing the trend of student-inclusive, quality content
- Encouraging Ensian staff to take more artistic and innovative risks in our print publication and digital platforms

### ***The Michigan Daily - Updates provided by Claire and Tara***

- Finalizing copyright agreement for staff to sign
- Need greater clarity for who to turn to for legal support
- Wants to strengthen journalism-related, professional development resources, student access to TMD alumni network
- Continuing to capitalize on strong sales from the summer
- Tara is working on a long-term strategy for the business staff
- First print paper of the semester ran in full color and had over \$5,000 in ad revenue
- Payroll consulting project is still ongoing

## **Committee Reports**

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

Alan, Pete, Claire, Kathy & Jack have had monthly meetings during the summer to discuss processes for reprint permissions. A spreadsheet of requests, their status, as well as two response letters have been created in response to the requests.

Additionally a copyright agreement form is in the works for students to sign.

### ***Finance and New Initiatives:***

Jake spoke about the current financial statements and that they don't serve the purpose the board needs them in order to carry out its fiduciary responsibilities. It was recommended that Student Publications bring in an outside accounting firm to help.

Daily photo compilation book: Two members of The Daily's photo - Becca Mahon and Dominick Sokotoff staff shared a presentation on the possibility of putting together a coffee table-style book from the 1960s to present.

### ***Board Meeting Format Committee:***

Dates for the remaining board meetings of 2021 - 2022 were finalized. They are: Monday, November 22, Monday, January 24th, Monday, March 21st, and Monday, April 25th.

## **Stewardship & Alumni Relations - Lisa**

Lisa reported on the following items:

- Fall virtual reunion this weekend: Friday - filmmaker panel, sports panel on NIL discussion and Claire leads keynote conversation with Mara Gay (NYT) and Jacqueline

Howard (CNN), followed by breakout rooms; Sunday - Scholarship and Awards luncheon (hybrid format)

- FY '21 Annual giving report: revenue, number of gifts and number of donors were all up over last year
- In-person Gargoyle fall reunion cancelled
- Alumni committee suggested dates for 2022 satellite reunions, 2022 fall reunion and 2023 fall reunion

#### **General Manager's Report - Kathy**

Kathy reported on the following items:

- FY21 and FY 22 YTD Publications Revenue and Net Income
- Financial Snapshot for FY21
- Vox Media Update
- Building Security: Information about current building access and security was shared, and a recommendation for the installation of a MCard reader was made.

Based on the building access and security discussion, a motion to approve the purchase and installation of a MCard reader was made by Alan, seconded by Jewel, and passed without dissent. Kathy will also have a representative from DPSS conduct a more thorough evaluation of the building and make additional security recommendations. Any additional investment requests will be brought to the Board for review.

#### **New Business:**

Board members remained on the call to discuss any changes to staff salaries for the year. It was determined that more time was needed to make a final decision on this matter.

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

At 7:33 pm Chair Peter Mooney closed the meeting.

#### **Actions Taken:**

Motion to approve the April 12, 2021 and April 26, 2021 Board Meeting minutes: Jennifer Conlin

Seconded by: Jake Smilovitz

The motion passed without dissent.

Motion to approve the purchase and installation of an MCard reader for the back door of the Lipsey Student Publications Building: Alan Broad

Seconded by: Jewel Gopwani

The motion passed without dissent

Motion to adjourn: Walter Middlebrook

Seconded by: Alan Broad

The motion passed without dissent.

**Action Items:**

- Board members to complete the new board member directory
- Claire to generate a list of instances for which the Daily might need legal counsel
- Kathy to send relevant reprint permissions letters to requestors on list created by Claire
- Peter and Alan to review staff copyright release form language recommended by Jack, which will then be turned into an electronic signature document.
- Kathy to proceed with installation of MCard reader for the back door, and report to board with recommendations by DPSS for better security throughout the building
- Kathy & Kim to work with Jake and Andrew on new financial reports and possible engagement with an outside accounting firm
- All board members - voting and ex-officio - to update the board roster with current contact information

**Next Meeting Date: Monday, November 22, 2021, 5:30 pm. This will be held virtually.**

Respectfully submitted,

Kathy Ciesinski  
General Manager  
Office of Student Publications