

University of Michigan Board for Student Publications

Minutes of the December 6, 2021 Board Meeting

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

Board members absent: Jacob Smilovitz

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

The Gargoyle was represented by: Madylin Ebertstein

SHEI Magazine was represented by: Alex Andersen and Mackenzie Fleming

The Michiganensian was represented by: Lily Jin

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 5:35 p.m.

Minutes

A motion to approve the September 13, 2021 meeting minutes was made by John, seconded by Susan, and passed without dissent.

Public Comments

None

September Meeting Action Items Updates

Kathy reviewed list of action items from the September meeting and those to whom the item had been assigned provided a status update.

Publication Goals and Initiatives

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

SHEI Magazine - Reporting by Alex and Mackenzie

- Print Release/Launch Party scheduled for December 10th
- SHEI Digital released November 8th
- Street Style released November 29th
- SHEI Digital to be released on December 17th
- DEI Committee finalized - two coordinators and eight general members
- Collaborating with NOiR and UMMA for a runway show on February 11th
- In the process of transitioning Business Board members who are studying abroad in the winter term
- Alumni networking panel held on November 15th - included five alumni

Gargoyle Magazine - Reporting by Madylin

- Issue one released October 27th
- Issue two released December 1st
- Website still in the works
- Social media has been going well, better than in previous years
- New Gargoyle merchandise will be worked on next semester
- Sending out application for next year's leadership soon to allow for shadowing next semester.

The Michiganensian - Reporting by Lily

- Met page deadlines 1 and 2
- Completed November Grad Extravaganza events
- Started working on Recollection Magazine, Volume 2, Issue 2 (photo-book style)
- Transitioning back to in-person Grad Extravaganza events. November's GE revenue lower than budget.
- December grad extravaganza in progress.
- 1,079 yearbooks sold so far through October from senior portrait marketing. This is more than what was ordered last year.
- Continuing to solicit Student Media Submissions for Deadline 3.
- Facilitating discussions on staff member workload.

The Michigan Daily - Updates provided by Claire and Tara

- Claire reminded the board that this is the last meeting for her and Tara as their terms come to an end this week.
- Introduction of Jasmin, incoming EIC for 2022.
- Claire is seeking an explanation for why staff need to sign contributor agreement.
- Claire will work on flowchart on who to turn to for legal support over winter break.
- Culture, Training and Inclusion (CTI) has created fantastic all-staff orientations this semester
- Claire is very proud of the 24-hr Anderson project and front page from the OSU game.
- Tara reported that sales have been strong and sales goals are being met.
- Highlights from the Rivalry edition were shared
- 2022 Business Manager is Aaron Santilli
- Exploring other channels for sales of items related to the December issues.
- Exploring engagement with an outside consulting group

Committee Reports

Board Organization and Operations:

Alan updated the board regarding the following items:

- Permissions requests and copyright authorization: two forms have been developed and are currently being used.
- Work still to be done on contributor agreements.
- Election of Board Chair on an annual basis.
- General Manager and Board annual consensus building session
- Updates on proposed edits to the Regent's bylaws

Finance and New Initiatives:

Andrew updated the board regarding the work being done by Student Publications' Accountant, Kim Tackett, on reworking/improving some of the financial statements to make it easier for the board to see what the results are for the various businesses in order to have relevant and meaningful conversations on items the board can control, such as cash flow.

Board Meeting Format Committee:

Jewel provided a recap of items that have been addressed since the September meeting. One item that still needs to be addressed is having a couple of members volunteer to touch base with leaders from a publication between meetings.

Stewardship & Alumni Relations - Lisa

Lisa reported on the following items:

- Recent and upcoming giving opportunities: Rivalry Challenge, Giving Tuesday, CYE appeal with Barb McQuade as signatory, and Giving Bluesday
- YTD giving totals
- Alumni relations high points: Jonathan Chait's visit with his daughter, new Joey Porcelli endowed scholarship, Gargoyle Zoom reunion

Sales & Marketing Advisor Updates - James

James reported on the following items:

- Tapping into all areas of marketing for each publication
- Working with the Daily edit staff on being more strategic with page count, distribution, design feedback
- Sales efforts focused on University accounts and larger agency accounts
- Creating more experiential learning components for students and connecting leaders across publications

General Manager's Report - Kathy

Kathy reported on the following items:

- Thanked everyone for additional support during the final months of 2021
- Updated YTD publications revenue and net income charts and graphs
- Key endowed funds update and continued discussion about MCard reader
- Cash flow

New Business: None

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

At 7:24 pm Chair Peter Mooney closed the meeting.

Actions Taken:

Motion to approve the September 13, 2021 Board Meeting minutes: John Copeland

Seconded by: Susan Douglas

The motion passed without dissent.

Motion to adjourn: Andrew Grossman

Seconded by: Jennifer Conlin

The motion passed without dissent.

Next Meeting Date: Monday, January 24, 2022, 5:30 pm. This will be held virtually.

Respectfully submitted,

Kathy Ciesinski

General Manager

Office of Student Publications