

University of Michigan Board for Student Publications

Minutes of the January 24, 2022 Board Meeting

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

Board members absent: Jewel Gopwani, Walter Middlebrook, and Jacob Smilovitz

The Michigan Daily was represented by: Jasmin Lee and Aaron Santilli

The Gargoyle was represented by: Nick Dabagia and Madylin Ebertstein

SHEI Magazine was represented by: Mackenzie Fleming

The Michiganensian was represented by: Dyanna Bateman and Lily Jin

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

Others Present: None

Chair Peter Mooney called the meeting to order at 5:36 p.m.

Minutes

A motion to approve the December 6, 2021 meeting minutes was made by John, seconded by Susan, and passed without dissent.

Public Comments

None

Publication Updates

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

SHEI Magazine - Reporting by Mackenzie

- SHEI Digital to be released February 11th
- UMMA x SHEI x NOiR Fashion Show February 11th
- Work-It Networking Event is February 12th
- Thrift Store fundraiser will be held on Sunday February 13th
- Increased collaboration on digital issue - Design, Video, PR
- Working on grant applications for the next print issue
- Meeting with WMG to discuss print and digital ad sales

Gargoyle Magazine - Reporting by Madylin and Nick

- Working on recruitment & mentorship for next year's executive board
- Attempting to fix new website
- Working on Giving Bluesday messaging to expand the reach of Gargoyle content
- Would like to connect with Garg alums more this year
- Looking at new merchandise options for staff and to sell to alumni in the fall

The Michiganensian - Reporting by Lily and Dyanna

- 210 pages (of 384) have been submitted to the printer
- Recollection Magazine, Volume 2, Issue 2 (photo-book style) launched in December
- November & December GradExtrav revenue was less than projected
- Senior Portrait sittings - 2,496 booked (roughly double that of last year)
- Yearbooks sold: 1,735 (732 more than last year)

- Transitioning to a new WordPress-based website.
- 2022 yearbook completed by the end of February with Recollection Volume 3, Issue 1 launching by the end of April.
- Commemorative ads currently on sale.

The Michigan Daily - Updates provided by Jasmin and Aaron

- Planning for a High School Journalism Workshop
- Launching the Michigan Daily mobile app
- Implementation of DEI strategies from the CTI team
- Text-to-Voice software for the Daily's website
- Restructuring purpose of MDesk
- Implementation of a Strategy team
- Examining current WMG structure
- Looking to move Best of Ann Arbor to the fall semester
- Looking at ways to monetize the new Daily mobile app
- Strengthening communication between Business and Edit
- Business presentations for MDesk
- Planning a banquet for Daily staff

Committee Reports 48:40 / 19:32:36

Board Organization and Operations:

Alan updated the board regarding the following items:

- Contributor agreements or content creator pre-authorization form
- Election of Board Chair on an annual basis and adding a possible Co-Chair, or Vice Chair
- New leadership at U-M and the importance of the Student Publications Board structure within the University and relationship with the Regents

Finance and New Initiatives:

Andrew continues to work with Kim and Kathy on overhauling financial reporting. He and Jake have offered to connect with student leaders between meetings on business and strategy issues for their respective publications.

Board Recruitment/Nominations Committee:

- Jennifer will be not seeking renomination for FY23, leaving a Campus Community position open
- Discussion of process was shared with students and all on the call
- Deadlines for possible candidates will be decided by the committee and shared with the group

Stewardship & Alumni Relations - Lisa

Lisa reported on the following items:

- Focus on stewardship reports and thanking donors for EOY gifts
- Calendar year-end email through Annual Giving featured Barbara McQuade
- Preparing for Giving Bluesday - March 16, 2022
- Tentative events related to Student Pubs including: U-M Commencement, Summer Satellite Reunion, Possible Fall Reunion weekend and Gargoyle Reunion Weekend
- Strategic outreach to Regional Gift Officers to facilitate their efforts with our donors
- Change in email platform from Constant Contact to MailChimp

General Manager's Report - Kathy

Kathy reported on the following items:

- Review of December meeting action items
- YTD Publications Revenue & Net Income
- Financial Snapshot through December 2021 and Cash Flow
- Michigan Daily Photo Book
- FY23 Budget Schedule
- Scholarship & Awards Assistance

New Business: None

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

At 7:21 pm Chair Peter Mooney closed the meeting.

Actions Taken:

Motion to approve the December 6, 2021 Board Meeting minutes: John Copeland

Seconded by: Susan Douglas

The motion passed without dissent.

Motion to adjourn: Alan Broad

Seconded by: Jennifer Conlin

The motion passed without dissent.

Next Meeting Date: Monday, March 21, 2022, 5:30 pm. This will be held virtually.

Respectfully submitted,

Kathy Ciesinski

General Manager

Office of Student Publications