

# University of Michigan Board for Student Publications

## Minutes of the September 18, 2022 Board Meeting

Board members present: Peter Mooney (Chair), Ann Marie Aliotta, Alan Broad, John Copeland, Susan Douglas, and Jewel Gopwani

Board members absent: Andrew Grossman, Jacob Smilovitz and Walter Middlebrook

The Michigan Daily was represented by: Paige Hodder and Aaron Santilli

The Gargoyle was represented by: Nick Dabagia and Gautham Jayaraj

SHEI Magazine was represented by: Sophia Gajdjis, and Melina Schaefer

The Michiganensian was represented by: Dyanna Bateman

The Student Publications Staff was represented by: Kathy Ciesinski and Brennan Lafferty

Others Present: Cynthia Broad (in-person) and Alan Fanger (virtually)

Chair Peter Mooney called the meeting to order at 1:35 p.m.

### Introductions

Given there were several new student leaders in attendance, introductions of all meeting participants took place.

### Minutes

A motion to approve the March 21<sup>st</sup> and April 25<sup>th</sup> meeting minutes was made by John, seconded by Alan, and passed without dissent.

### Public Comments

Michigan Daily alum, Alan Fanger shared his worry about the Daily and disappointment about there being no in-person reunion this fall and asked the board to seriously consider investing more time/personnel/financial resources be focused on events in the future. A discussion followed.

### Publication Updates

#### ***SHEI Magazine - Reporting by Sophia and Melina***

- Successful Festifall event
- Meet the Board digital release coming Friday, September 23<sup>rd</sup>
- Print release planned for December 9<sup>th</sup>
- New member interviews taking place September 19<sup>th</sup> - 23<sup>rd</sup> and decisions released September 25<sup>th</sup>
- SHEI-wide kickoff event to take place October 2<sup>nd</sup> or 9<sup>th</sup>
- DEI Committee is planning more events throughout the semester
- Looking to drive more traffic to the website through advertising, exclusive content like digital features, covering press conferences, etc.
- Working to identify ways to profit off of the sales of old magazines

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

- Recruiting new staff to replace those who graduated or left.
- Historic turnout at Festifall and mass meeting
- Connecting with Garg Alumni at GargFest on October 7<sup>th</sup>
- Digitize and archive our collection of past issues
- Order and distribute new Gargoyle merchandise
- Looking at new distribution locations at local businesses

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

- CMA Pinnacle Awards Design Finalist (six spreads in four categories)
- Completed hiring and onboarding over the summer
- Working on cover design and deadline one
- Brainstorming marketing and sales ideas for Grad Extravaganza to make the Ensian more competitive
- Increasing customer retention across products through bag stuffers/flyers/promotional materials
- New(ish) positions on staff: Social Media Chair and Staff Historian
- Increasing awareness of the Ensian brand and continuing the trend of student-inclusive, award-winning content

### ***The Michigan Daily - Updates provided by Paige and Aaron***

- Developing systems of support and structure with the consultants to prevent the burnout that has been plaguing newsroom leadership.
- Strengthening professional development resources, student to TMD alumni network as we return to a more in-person experience.
- Recruiting for and establishing Daily Business's Future State Architecture: added two new positions at the start of the semester - Digital Specialist and Operations Lead
- Sales Innovation: exploring new revenue streams like sports merchandise and podcast advertising
- Strengthen TMD Business culture and development
- Continue to strengthen edit/business relationship, including presentations at MDesk
- Moved Best of Ann Arbor to the fall and beginning work on Rivalry edition

## **Committee Reports**

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

Alan reminded the board that it was time to officially elect the Chair for FY23. After a brief discussion, Alan made a motion to elect Peter Mooney as Board Chair for FY23. It was seconded by John and passed without dissent.

The second item for discussion was the election of a Vice Chair for FY23. No one at the meeting expressed interest in filling the position at this time. The topic will be discussed again at the November meeting.

The third item for discussion was salary adjustments. A motion to approve the recommended salary adjustments sent to the board by Kathy on was made by John. It was seconded by Ann Marie and passed without dissent.

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

In Andrew's absence, Kathy provided a broad overview of the work being done by the Cash Flow/Endowment project team. Jewel added to the conversation to provide more clarity to those present. The committee will continue on this project and more details will be shared with the board as things progress, as well as how these efforts align with goals for the upcoming University campaign and future fundraising/messaging. Alan asked that notes be kept from committee meetings for legacy purposes.

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

Kathy shared with the board the current matchups between board members and publications and identified where the open spots exist. There was also a review of the meeting schedule for the remainder of the academic year. Dates are November 21<sup>st</sup>, January 23<sup>rd</sup>, March 20<sup>th</sup> and April 24<sup>th</sup>.

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

Kathy reported on the following items:

- Personnel updates: Welcome to new Sales & Marketing Advisor, Brennan Lafferty, and the departure of Alumni Relations & Stewardship Officer, Lisa Powers.
- Review of outstanding action items
- Bentley digitization project is current through April 2022
- Updates on: the Daily newsroom consultant project, MCard reader for the back door, Vox Media project, new funds since the April meeting, YTD publications revenue and net income and the FY22 financial snapshot.

### **New Business:**

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

At 2:42 pm Alan Broad closed the meeting.

### **Actions Taken:**

Motion to approve March 21<sup>st</sup> and April 25<sup>th</sup> meeting minutes : John Copeland

Seconded by: Alan Broad

The motion passed without dissent.

Motion to elect Peter Mooney as Board Chair for FY 23: Alan Broad

Seconded by: John Copeland

The motion passed without dissent

Motion to approve salary adjustments beginning September 2022: John Copeland

Seconded by: Ann Marie Aliotta

The motion passed without dissent.

Motion to adjourn: Ann Marie Aliotta

Seconded by: John Copeland

The motion passed without dissent.

**Next Meeting Date: Monday, November 21, 2022 at 5:30 pm.**

Respectfully submitted,

Kathy Ciesinski

General Manager

Office of Student Publications