

University of Michigan Board for Student Publications

Minutes of the November 21, 2022 Board Meeting

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

Board members absent: Jewel Gopwani, Andrew Grossman and Jacob Smilovitz

The Michigan Daily was represented by: Paige Hodder, Aaron Santilli, Shannon Stocking and Kate Weiland

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, Ella Goulet and Averyl Cobb

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

Others Present: None

Chair Peter Mooney called the meeting to order at 5:35 p.m.

Minutes

A motion to approve the September 18th meeting minutes was made by Ann Marie, seconded by John, and passed without dissent.

Introductions

With new students in attendance, a brief round of introductions took place.

Public Comments

None

Sales & Marketing Advisor Report - Brennan

- Relaunch of social media advertising options as a revenue stream
- New additions to digital advertising units
- Marketing collaboration between publications
- Working with Wolverine Media Group sales team on more in-person customer visits
- Building-wide open house scheduled for Tuesday, November 29th

Publication Updates

SHEI Magazine - Reporting by Sophia and Melina

- November digital release - November 25th
- Street Style release - December 2nd
- Print release - December 9th
- Launch party - December 9th
- DEI Committee is looking for ideas on speaker events + activities
- Thrift shop fundraiser was a success
- Second fundraiser was a bake sale in Mason hall with cider and donuts donated by Bake Shop
- Some editorial teams will recruit in the winter semester, but not broadly. Will spend the end of the semester on transitioning people into new roles for those who will be abroad.
- Looking for low-cost SHEI bonding ideas for winter 2023.
- Hosted a collage event on November 18th

Gargoyle Magazine - Reporting by Nick and Gautham

- Return to pre-pandemic staff levels continues
- Issue One published October 26th
- Issue Two scheduled to publish November 30th
- Regained access to back end of website
- GargFest was a successful gathering. 2023 event is 30th anniversary of the first official Garg Reunion
- Digitize and archive our collection of past issues ~20% complete
- Working on approving new designs for Garg staff merchandise
- Looking at new distribution locations at local businesses
- Looking to recruit an individual to run social media channels and maintain website
- Considering expansion from 16 pages to 24 pages contingent on W23 staff participation

The Michiganensian - Reporting by Dyanna and Ella

- Two staff members attended MediaFest 22 in Washington D.C.
- Received several awards including: 1st place cover design, two 1st place spreads, one 3rd place spread, three honorable mention spreads and 4th place in Best Graphic Designer category
- Deadline two submitted; deadline three in progress
- Looking to increase the page count of the book for additional winter content and senior portraits/ads
- November Grad Extravaganza was a success; higher attendance than same time last year
- Offering cap & gown orders for pick up in December
- Looking for a local business to sponsor Grad Extravaganza for the spring
- New GE offerings: LGBTQ+ cords, First Gen stoles and possibly International stoles

The Michigan Daily - Updates provided by Paige and Aaron

- Working with consultant group
- Prioritizing professional development including speakers and events with Wallace House, Penn America, Student Press Law Center, SAPAC and the Spectrum Center.
- Sent three edit staff members to MediaFest 22 in Washington D.C.
- Business working on leadership transition for CY23
- Increase in social media advertising opportunities for advertisers
- Business and Edit continue to strengthen working relationship, including regular meetings and streamlining systems of communication
- Successfully published Best of Ann Arbor in late October and published fourth annual Rivalry edition last week
- EIC elections were November 18th: New EICs for 2023 - Kate Weiland and Shannon Stocking

Committee Reports

Board Organization and Operations:

Regarding the Vice Chair position, Pete spoke with Andrew and he is considering the position. Due to living out of state, he would be more comfortable working with a co-Chair who lives locally and can be physically present for most meetings. Pete asked that anyone who may be interested should reach out to him prior to the January meeting.

Finance and New Initiatives:

Nothing new to report.

Recruitment and Nominating Committee:

John reported that the committee is looking for candidates to fill both Peter's (publication alumni) and Alan's (at large) positions, as they are term-limited. Jewel will also be part of the committee. Jewel's first three-year term expires in June. She would like to be considered for a second term.

General Manager's Report - Kathy

Kathy reported on the following items:

- Recognized Paige's contributions during the fall semester
- Working on posting the development-related position. John and Ann Marie will help with interviews
- Updates on consultant project.
 - Discussion about making materials available to other publications and how to memorialize this project and the accessibility of training modules for future leaders.
 - Alan asked that there be a more formalized engagement agreement, as well as the overall cost, even though the scope of the work is somewhat fluid.
- Review of YTD publications revenue and net income, first quarter financial snapshot, cash flow and key endowed funds

New Business

None

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

At 7:09 pm Chair Peter Mooney closed the meeting.

Actions Taken:

Motion to approve September 18th meeting minutes : Ann Marie Aliotta

Seconded by: John Copeland

The motion passed without dissent.

Motion to adjourn: John Copeland

Seconded by: Ann Marie Aliotta

The motion passed without dissent.

Next Meeting Date: Monday, January 23, 2023 at 5:30 pm.

Respectfully submitted,

Kathy Ciesinski

General Manager

Office of Student Publications