

University of Michigan Board for Student Publications

Minutes of the April 14, 2025 Board Meeting

Board members present: Ann Marie Aliotta (Chair), Jillian Berman, John Copeland, Geoff Gagnon, Jewel Gopwani, Robin Luce-Herrmann, and Walter Middlebrook

Board members absent: Susan Douglas and Andrew Grossman

The Michigan Daily was represented by: Mary Corey, Ella Thompson, Zhane Yamin and Sophia Perrault

The Gargoyle was represented by: Luke Homans, Charlie Splete, Sabrina Barnes, and Xolo Hernandez-Herrera

SHEI Magazine was represented by: Erin Casey, Bobby Currie, Grace Donnelly, and Dana Gray

The Michiganensian was represented by: Mishal Charania, Averyl Cobb, Sydney Lount, Gabby Noble and Michael Reifman

The Student Publications Staff was represented by: Kathy Ciesinski and Dave Richmond

Others Present: None

Chair Ann Marie Aliotta called the meeting to order at 5:33 p.m.

Minutes

A motion to approve the March 17, 2025 meeting minutes was made by Robin, seconded by John, and passed without dissent.

Public Comments

None

Publication Updates

SHEI Magazine - Reporting by Dana and Grace

- Most recent digital issue - *Junk Drawer* - released
- Winter 2025 print issue finalized
- Launch event April 24th
- Applications for new board members were sent out and final decisions will be made later this month
- Independent projects issue will release by May 23rd
- Creating onboarding documents over the summer
- Introduction of incoming EIC, Bobby Currie
- Restructuring of new business board; interviews and final decisions made today
- Attended campus involvement focus group and gained insights on how other orgs on campus are operating
- SAMI/MESA grant banquet this evening
- Currently strategizing advertising and/or sponsorship opportunities for next year
- Creating a comprehensive revenue plan for next year

Gargoyle Magazine - Reporting by Luke and Charlie

- Issue 4 drops on April 16th
- Introduced incoming EIC, Sabrina Barnes
- Will select business manager soon
- Met fundraising goal for Giving Bluesday - Gargoyle Second Century Endowment Fund
- Pleased with staffing numbers for the academic year, as well as consistent page count of the magazine despite funding challenges

- Looking ahead: Fall reunion, potential merchandise sales, preparing incoming staff and planning for Festifall recruitment

The Michiganensian - Reporting by Mishal and Averyl

- Selected new section editors for 2025 - 2026
- Summer staff hiring will begin in June
- DO is wrapping up and summer assignments will begin soon
- Staff banquet is April 23rd and yearbook pickup is April 30th
- Introduction of 2025 - 2026 leadership: incoming Editor-in-Chief, Sydney Lount, Business Manager, Gabby Noble and Managing Editor, Michael Reifman
- Grad Extravaganza sales are going well
- Currently working on paid marketing content with partner Jostens
- FY'26 budget is being kept conservative

The Michigan Daily - Updates on the following items provided by Mary, Zhane, and Ella

- ME Retreat
- Reporting on cuts to DEI at U-M
- International students at The Daily; requests for anonymity/takedowns and interviews with WSJ, Neiman, and PBS NewsHour
- Visit with Bill Ruthhart from NYT
- Summer elections
- Baby ad sales complete and designs are wrapping up
- Filling positions for summer business staff
- Continued work on strategy proposals and in-person sales calls
- Edit/Business revenue brainstorming

Committee Reports

Operations Committee:

Geoff, Walter, and Jewel met with Kathy Received nine alumni applications, which were then narrowed down to five candidates. Calls will be set up during the spring and a slate of candidates will be presented for a summer vote. Student leaders are welcome to participate in the interviews. Looking at a variety of ways to involve those who do not fill the alumni position.

Campus community position: Susan shared several names of faculty members for outreach and Kathy sent an email asking them to consider applying. Ads seeking applications will appear in the University Record and the University Insider newsletter.

Ann Marie is standing for renomination to a second three-year term. A motion was made by Jewel to renominate Ann Marie Aliotta for a three-year term running from July 1, 2025 through June 30, 2028, seconded by Robin, and passed without dissent.

Finance Committee:

Jillian and Robin participated in review of the budgets prior to them going before the full board for review. Kathy discussed potential areas of concern, especially as they relate to tariffs. A motion to approve the FY26 budgets was made by Robin, seconded by Jillian, and passed without dissent.

Development Committee:

The Development position is open, and 30 people have applied so far. The position is open for another week. John and Ann Marie will help with in-person interviews. Student Publications have gotten some great exposure this year. Kathy and two students, Mishal and John spoke at one of the Development Council events in the fall. Zhane, Averyl, and Kathy were invited to speak at the Parent and Family Giving event in February. For Giving Bluesday, all four publications' program fund goals were met and the Ensign won a challenge.

Sales & Marketing Advisor Report

Dave provided updates to the group on commemorative ad revenue, assistance needed with handing out graduation papers at the Big House, recent conversations with other student media organizations, and the increase in in-person sales calls and results from them.

GM Report

Kathy provided personnel, the new Student Publications' website and building updates. She also shared the FY25 Publications Revenue and Net Income numbers and requested assistance with reviewing scholarships and award submissions.

New Business

Recognition of outgoing board members - Susan and Andrew

A motion to adjourn was made by Robin, seconded by Jewel, and passed without dissent.

At 7:05 pm Chair Ann Marie Aliotta closed the meeting.

Actions Taken:

Motion to approve the March 17, 2025 meeting minutes: Robin Luce-Herrmann

Seconded by: John Copeland

The motion passed without dissent.

Motion to renominate Ann Marie Aliotta for a second three-year term beginning July 1, 2025: Jewel Gopwani

Seconded by: Robin Luce-Herrmann

The motion passed without dissent.

Motion to approve FY'26 budgets: Robin Luce-Herrmann

Seconded by: Jillian Berman

The motion passed without dissent.

Motion to adjourn: Robin Luce-Herrmann

Seconded by: Jewel Gopwani

The motion passed without dissent.

Next Meeting Date: Sunday, September 14, 2025, following the scholarship and awards brunch.

Respectfully submitted,

Kathy Ciesinski

General Manager, Office of Student Publications