

# University of Michigan Board for Student Publications

## Minutes of the February 20, 2017 Board Teleconference

Board members present: Jennifer Conlin and Peter Mooney

Board members teleconferencing: Neil Chase (chair), John Bacon, Alan Broad, Cindy Goodaker and Kevin Tottis

Board members absent: Steve Henderson and Terry McDonald

The Michigan Daily was represented by: Emma Kinery, Hussein Hakim and Nathan Gupta

The Michiganensian was represented by: Allison Zimmer and Matisse Rogers

The Gargoyle was represented by: Caleb Nusbaum, James Mackin and Molly Miller

SHEI Magazine was represented by: Aaron Pelo and Kassie Wallace

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

Others Present: none

Chair Neil Chase called the meeting to order at 5:42 p.m.

### Minutes

A motion to approve the January 16, 2017 meeting minutes was made by Jennifer, seconded by Peter and passed without dissent.

### Public Comments

None.

### The Michiganensian

Allison introduced Matisse, the incoming Business Manager. She discussed the upcoming deadlines for publication and that they intend to do an index mailer to target sales to students that are in the yearbook but who have yet to purchase a copy. They are making arrangements to sell some of their photos online through the new store. They have placed their order for goods to sell at the upcoming Grad Extravaganza.

### Gargoyle

James introduced Molly, the incoming Business Manager. They are trying to push out their next issue before Spring Break. They are still frustrated in their efforts to sell advertising. They are planning to attend a College Humor Conference in early April. They are considering alternate means of raising revenue - bake sales and tee shirt sales. They have been working with Lisa to try to sell ads and subscriptions to their alumni. Kathy said that they have added Garg artwork on the new store. They are updating their website too.

### SHEI Magazine

Kassie discussed Work It and the changes they made to the event since last year. They want to have a more tightly focused audience in future years. They plan to work with other campus fashion organizations rather than advertising on social media. They are ordering merchandise for their members and will add some inventory for sale on the store. They are planning to switch to a consignment model for placing

magazines for sale in local stores. Their launch party is scheduled for Saturday, April 8<sup>th</sup>. They are planning to hold it at either the Study Hall Lounge or at the Pretzel Bell.

Aaron said they are finishing up the winter issue. They are also reworking their website. They are participating in SpringFest. All the fashion organizations on campus are going to work together to present a fashion show at UMMA, from 8 to 11 on March 30<sup>th</sup>. SHEI will be doing the styling and publicity. The latest SHIFT was due to come out before spring break and they are planning a bicentennial issue for April.

They are holding Board elections soon after Spring Break. They are losing a lot of their staff to graduation, particularly on the edit side. They have been promoting the open positions to the existing staff and are fairly confident that they will be able to fill all their slots. They are also documenting their policies and procedures.

### **The Michigan Daily**

Emma discussed their ongoing cross training efforts. They are planning some social events so that the staff gets to know one another. They have been working with Anthology, a local news aggregator that publishes a daily newsletter. The Daily is often the most prominent news source in the letter and they think that this is driving additional traffic to their website, especially with off campus readership. They have been updating their own website and newsletter in incremental steps. The Arts staff has begun to work on The Best of Ann Arbor. They are also starting work on a series covering local beer culture and a review of all the local coffee shops. Sports is starting a series which will cover a different women's sport each week. Emma and Rebecca are going to a conference in San Francisco over break.

Hussein discussed the Look Back magazine and the launch party that they had for it. It was featured on MGoBlog and that created a bump in the orders. They have started the Baby Ad sales for the Commencement issue. They have also launched their March Madness Slam Dunk special issue sales. They have started to solicit participants for the Focus Groups to discuss the Readership Survey.

Hussein introduced Nathan, the incoming Business Manager. Nathan discussed his process for selecting the other managers and the budget. He is planning on including the media consulting business in the budget.

There was a discussion of organizing a conference on how to run a college newspaper and charging for attendance. This led to a discussion of the CMBAM survey and their upcoming conference.

### **Digital Archive**

Hussein discussed the download option and the discussions of the Archive Subcommittee. The subcommittee's proposal was to license the data to the Bentley without any restrictions but to remove the ability to download images and exchange it for a link to the Daily's website or the Business staff in order for the Daily to be able to monetize the images as it sees fit. Downloads for researchers at the Bentley and for scholarly purposes would be at no charge. These changes to the code would be provided under our current contract with Swirltech at no incremental costs. This generated a discussion of the alternatives and logistics of doing this.

### **Finance**

Mark discussed the cash flow and explained why we withdrew \$15,000 from the Student Publications Quasi-endowment. This withdrawal was originally intended to go into the work study funds but that wasn't possible. He explained that he will be paying the work study students out of the regular cash account to correct for this.

**Nominations**

Mark laid out the process for interviewing the four candidates. The assignments are:

<u>Candidate</u>	<u>Board Member</u>	<u>Student Leader</u>
Stuart Emmrich	Kevin Tottis	Kassie Wallace
Mark Lichterman	Alan Broad	Molly Miller
Jacob Smilovitz	Neil Chase	Nathan Gupta
Jim Tobin	Peter Mooney	Allison Zimmer

**Development**

Lisa discussed the event being planned for the Daily Digital Archive Grand Opening on March 30<sup>th</sup>. She is trying to set up a Hoot Suite account but is having difficulty because other people own some of the Student Publications media accounts. She discussed the upcoming alumni speakers including putting together a visual arts portfolio discussion. She discussed the sale of commemorative tiles. She discussed the upcoming Hail Yes event on Wednesday, March 15<sup>th</sup>.

**Adjournment**

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

At 7:05 Chair Neil Chase closed the meeting.

**Actions Taken:**

Motion to approve the January 16,2017 Board Meeting minutes: Jennifer Conlin

Seconded by: Peter Mooney

The motion was passed without dissent.

Motion to adjourn: Peter Mooney

Seconded by: Jennifer Conlin

The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld  
General Manager  
Office of Student Publications