

# University of Michigan Board for Student Publications

## Minutes of the March 30, 2017 Board Meeting

Board members present: Neil Chase (chair), John Bacon, Alan Broad, Jennifer Conlin, Cindy Goodaker, Peter Mooney and Kevin Tottis

Board members teleconferencing: Terry McDonald

Board members absent: Steve Henderson

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

The Michiganensian was represented by: Allison Zimmer

The Gargoyle was represented by: no one

SHEI Magazine was represented by: Aaron Pelo and Lauren Ayers

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

Others Present: Fran Kielb

Chair Neil Chase called the meeting to order at 1:35 p.m.

### Minutes

A motion to approve the February 20, 2017 teleconference and the March 6, 2017 special meeting minutes was made by Peter, seconded by Kevin and passed without dissent.

### Public Comments

None.

### SHEI Magazine

Aaron said that their Art of Fashion issue has been sent to the printer and will be released on April 8<sup>th</sup> at their launch party. They have released their March issue of SHIFT. The April SHIFT is in the works and they are planning a Bi-Centennial theme for it. They were having a fashion show event that evening at UMMA titled, "The Art of Fashion".

Lauren, the incoming Publisher, discussed their merchandise order (tee shirts and caps) with Underground Printing. They have elected their new boards. They are in the process of digitizing the most recent print issue.

### The Michigan Daily

Emma discussed their upcoming Story Slam. They have been trying to live stream something every evening. They have been reviewing their online analytics on a nightly basis. She mentioned that their census story had 12,000 reads. They hope to draw conclusions about what their readers are looking for based on which stories get the most reads and what time of day they access the site. They are interested in learning from which sites their readers access the site. There was a general discussion about their live streaming efforts.

Hussein discussed Best of Ann Arbor and that their revenue was roughly equal to last year. They finished taking baby ads for the Commencement Edition the previous week. The revenue here was also on a par with last year, about \$40,000. They have higher volume but smaller average ad size. He was able to

observe one of the focus groups discussing our readership survey follow up questions. He discussed their media consultancy efforts. They now have two paying customers - a sports drink company which has supplied them samples to be distributed at Relay for Life, an upcoming charity event on campus and the other is an attorney that specializes in DUIs. There was a discussion about the pricing structure for this work. There was also a discussion about naming this business and keeping it separate from the ad sales business. There was a general discussion about data security and analytics.

Fran Kielb presented her proposal for publishing a book which discusses and analyses the front page design of the Daily decade by decade throughout its 126-year existence. She discussed how the changes in printing technology have impacted the design changes. The publishers at Maize Books saw her mock up and offered to publish it. She is asking that the Daily to co-sponsor the printing along with the Bi-Centennial Committee. The profits would all accrue to the Daily. The set-up fee is \$500 and the unit cost would be approximately \$10 with a suggested retail price of \$20-\$25 on an initial print run of 250 units. The breakeven point would be 60 books and they would be sold locally.

Kevin made a motion that the Daily co-sponsor the publication of this book for a total of \$1,500. Cindy seconded the motion. At this point, Mark raised the question of where to take the funds from, either the operating budget or the Daily Program Fund. In the end, the motion was approved with funds to come from the Daily Program Fund.

### **The Michiganensian**

Sophie introduced Claire as the Ensian EIC elect. She has been the Design Editor for the last two years. She announced that they have officially completed this year's book as they have submitted their last set of proofs. They have their edit staff for next year identified.

Allison discussed the March Grad Extravaganza. They had 2,495 customers during the week. That was 200 people less than last year but, on average, they spent more. This year they spent an average of \$48 a piece versus \$43 last year. She attributed this to creating a bundle of products that included a diploma frame. Jostens helped them with this by sending a flier promoting the bundle to the seniors' parents' homes. They tripled their frame volume and ran out of inventory. They are trying to figure out how to speed up the sales process. To that end, they have purchased another IMac. They are still recruiting for next year.

### **Finance**

Mark asked for questions on the February results and there were none. He discussed cash flow for February and the projection into FY '18 which indicates that there will be a sale of shares sometime during the year.

He discussed the various publication budgets as well as that of the Board. There was a discussion of how the University determines the distributions from the endowments and how those distributions are used.

At this point the finance discussion was interrupted to accommodate Terry's schedule as he had just joined the meeting.

### **Digital Archive**

Neil thanked Terry and his team for all work they did to lay out the options for protecting the Daily Digital Archive from freeloaders. Terry said that the code could be in place by the beginning of summer. There was a discussion about how one would go about requesting a high resolution copy. This was followed by a discussion about how to track the number of downloads. Then there was a discussion of the two copyright statements that have been proposed by the Bentley. Terry described the legal positions of the Bentley and what the U has said they will help us with going forward.

### **Nominations**

Neil asked each of the interviewers to provide an overview of each of the candidates and provide the plusses and minuses they learned from the interview. It was agreed that this was an outstanding group of candidates and there was a lengthy discussion about how the Board might utilize the candidates that were not selected this year. There was also a discussion about election methodology. Eventually, however, the Board chose to nominate Stuart Emmrich.

### **Finance (continued)**

There was a brief discussion about the Daily's revenue budget. There was a side discussion about how the student leaders should take advantage of the experience and expertise of the Board Members. Mark distributed the Daily Flash Report that indicated that they would surpass their forecast but miss their budget.

A motion was made by Peter to approve the budgets as submitted, seconded by John and approved without dissent.

### **Development**

Lisa discussed the agenda for that evening's event. Next she discussed the September 15<sup>th</sup> through 17<sup>th</sup> weekend events. These include Friday afternoon panel discussions, a cocktail hour and dinner that evening with a discussion by Daily Pulitzer Prize winners, the Saturday morning tailgate, the football game and a Sunday morning brunch with breakout sessions. Mark explained his concern about how pricing for the event might leave Student Publications exposed to a significant loss should actual attendance be significantly less than anticipated. Lisa discussed the two April events, the Scholarship and Award Presentation and the Post Commencement Open House. She discussed her plans to update DART over the summer wherever she finds out of date mailing and email addresses.

### **Corporate Status**

Alan presented to the Board a draft letter to President Schlissel from Chair Neil, with historical background of the original authorization by the Regents for the establishment in 1919 of a private non-profit corporation, Board in Control of Student Publications, and the continuation of that authorization until 1969. The letter requests direction regarding the authorization for the continued existence of that incorporation. It was agreed that the letter should be sent to President Schlissel.

### **Adjournment**

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

At 4:25 Chair Neil Chase closed the meeting.

### **Actions Taken:**

Motion to approve the February 20, 2017 teleconference and the March 6, 2017 special meeting

minutes: Peter Mooney

Seconded by: Kevin Tottis

The motion was passed without dissent.

Motion to approve \$1,500 from the Daily Program Fund to co-sponsor Fran Klieb's book on the design of the front page of the Daily

Seconded by: Cindy Goodaker

The motion was passed without dissent.

Motion to approve the FY '18 Budgets as submitted: Peter Mooney  
Seconded by: John U. Bacon  
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