

University of Michigan Board for Student Publications

Minutes of the September 17, 2017 Board Meeting

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

Board members teleconferencing: Terry McDonald

Board members absent: John Bacon

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

The Michiganensian was represented by: Claire Bartosic and Matisse Rogers

The Gargoyle was represented by: Colleen Hillard and Michael Rosenberg

SHEI Magazine was represented by: Maggie O'Connor and Lauren Ayers

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

Others Present: Alan Fanger

Chair Neil Chase called the meeting to order at 12:10 p.m. Each person present introduced themselves.

Minutes

A motion to approve the April 23, 2017 meeting minutes was made by Jennifer, seconded by Alan and passed without dissent.

Meeting Schedule

A motion to approve the meeting schedule for the upcoming academic year was made by Pete, seconded by Cindy and passed without dissent.

Public Comments

None.

The Michigan Daily

Nathan discussed the media consulting team and the plan to pair them with the regular sales staff to make initial introductions around Ann Arbor. There was a general discussion about how this might work and the services that the team will offer.

Emma passed out a summary of each of the Edit staff sections' accomplishments from last term and their goals for this term. There was a discussion about the appropriateness of this. In the end, the general consensus was that this was a great exercise for her staff and for communicating such to the Board.

The Michiganensian

Matisse discussed her desire to streamline the Grad Extravaganza process. She and Claire are planning to overhaul the website and perhaps move it to a third party hosting service. There were a few questions about the problems with Grad Extravaganza.

Claire discussed the UV photo finish that they've decided to add to the first and last signature of the book. They are trying to make this year's book look more like a magazine format. She and Kathy are arranging a meeting of the leaders of all the publications to discuss cooperative efforts and cross marketing.

Gargoyle

Colleen discussed their recruiting efforts. She mentioned that the GargAlum reunion is coming up and she discussed the merchandise that they hope to sell to them. They have been discussing cutting back both their page count and their circulation count. Kathy is encouraging the Garg team to do a rack audit to learn whether they have enough racks and that they are in the correct locations.

SHEI Magazine

Maggie discussed the branding change they've made - from SHIFT to SHEI Digital for their online product. There was a discussion of their distribution model. They discussed their desire to connect to the local community more by partnering with local clothes designers and retailers, and shooting photos of students on campus and discussing their style choices and style trends.

Finance

Mark briefly discussed the year to date results and the cash situation.

General Manager Search

Alan warned that any deliberative actions in this realm have to be done by the entire Board. However, a committee can be authorized to gather information and make recommendations to the entire Board. Mark discussed the U's requirements for the process and the timeline. There was a discussion about the job description. Neil asked for volunteers for the selection committee and Alan, Cindy and Pete volunteered.

Development

Alan Fanger thanked everyone for their hard work at the events over the weekend. He hopes that this weekend could become a blue print for future reunion weekends and that the Daily Alumni Association can morph this from a "friend-raising" event to a "fund-raising" event. There was a discussion about coordinating fundraising efforts between the Alumni Association and Student Publications.

Long Term Financial Plan

Neil discussed his thoughts on what the legacy of this Board might be and suggested that a long term financial plan would be an excellent idea. He suggested that a focus on the Daily would be advisable since they are facing the most serious challenges. There was a general discussion about the scope of reportage, the potential for selling subscriptions to the website, metering, fund raising goals, and new business opportunities. Neil asked for volunteers and Stuart and Jennifer offered their services.

Closed Session

A motion to move into closed session to discuss personnel matters was made by Pete, seconded by Alan and passed without dissent.

Open Session

A motion to return to open session was made by Kevin, seconded by Stuart and passed without dissent.

Personnel

A motion to approve the salary increases proposed by Mark in closed session was made by Alan, seconded by Jennifer and passed without dissent.

Adjournment

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

At 3:13 Chair Neil Chase closed the meeting.

Actions Taken:

Motion to approve the April 23, 2017 Board Meeting minutes: Jennifer Conlin
Seconded by: Alan Broad
The motion was passed without dissent.

Motion to approve the 2018 AY meeting schedule: Peter Mooney
Seconded by Cindy Goodaker
The motion passed without dissent.

Motion to move into closed session: Peter Mooney
Seconded by Alan Broad
The motion passed without dissent.

Motion to return to open session: Kevin Tottis
Seconded by Stuart Emmrich
The motion was passed without dissent.

Motion to approve salary increases: Alan Broad
Seconded by: Jennifer Conlin
The motion was passed without dissent.

Motion to adjourn: Kevin Tottis
Seconded by: Peter Mooney
The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld
General Manager
Office of Student Publications