

# University of Michigan Board for Student Publications

## Minutes of the January 21, 2019 Board Meeting

Board members present: Neil Chase (Chair), Alan Broad, Cindy Goodaker, Terry McDonald and Peter Mooney

Board members video-conferencing: Jacob Smilovitz

Board members absent: Jennifer Conlin and Stuart Emmrich

The Michigan Daily was represented by: Maya Goldman, Tommy Dye and Nathan Gupta

The Michiganensian was represented by: Joseph Coates and Dylan LaCroix

The Gargoyle was represented by: Molly Miller and Jenny Ghose

SHEI Magazine was represented by: Liv Velarde and Serena Pergola

The Student Publications Staff was represented by: Kathy Ciesinski, Lisa Powers and Jon Schlitt

Others Present: None

Chair Neil Chase called the meeting to order at 5:34 p.m.

### Minutes

A motion to approve the November 12, 2018 meeting minutes was made by Peter, seconded by Terry, and passed without dissent.

### Public Comments

None.

### Publication Reports

Reports for each publication were presented via a slide show. Highlights for each is as follows:

#### ***SHEI Magazine***

- Work It! - January 29th, featuring a Merchandise Allocator from Michael Kors Footwear, Senior Manager of Client Development in the Marketing Department of Louis Vuitton and a Celebrity Style Writer at Vanity Fair.
- Co-promotional partners for an UMMA late-night event - Art in the Digital Age
- Co-sponsoring a CSG Town Hall
- Received a (Multi-Ethnic Student Affairs) MESA grant
- Adjusting to changes in staff for the semester
- Working out details for hosting two launch parties this semester, given the change in the printing cycle.
- Presented an updated forecast budget for FY19

#### ***Gargoyle***

- Received partial funding for Issue 2
- Applying for funding for Issues 3 & 4
- Working on distribution strategies
- Working on potential partnerships with WCBN and comedy/humor orgs
- Exploring the possibility of attending a humor conference

## ***The Michigan Daily***

Maya reported:

- Broke news about the athletic department hiring - and subsequent firing - of Rhonda Faehn
- High traffic and exposure regarding SMTD professor reporting
- Held mass meetings and began hiring new staff for Winter term
- Began assembling investigative team and working on more large-scale projects
- Purchased a video camera
- Future plans include: how/where to invest recent Madigan donation including "Expert-in-Residence" program, rolling out the newsletter, launching a readership survey, continuation of Poynter forums and expanding presence on campus
- Launched/launching new podcasts

Nathan and Tommy reported:

- Publishes 950 section and talked about swag bags
- Preparing to launch Coupon Book
- Scheduling additional Marketing Consulting meetings
- Sent out 40+ cards to a combination of lapsed and consistent advertisers promoting the Daily's growth and included an incentive for advertising.
- Working on recruiting additional business staff members
- Partnership with Maize Rage
- Preparing for success of the basketball team

## ***Michiganensian***

Joseph reported:

- Record attendance at November and December Grad Extravaganza events
- There will be competition from Barnes & Noble in a pop-up shop at Shapiro Undergrad Library for four days in March
- Slightly higher number of yearbooks sold to date (874 vs 900+)
- Currently taking orders for Masters Student commencement regalia. Goal is sales to 500 Grad students (slightly less than 1/2 of total May grad students)

Dylan reported:

- Wrapping up commemorative ads and final pages to send to Herff Jones
- Exploring potential Herff Jones plant trip and travel to Big 10 Basketball Championship

## **Committee Reports**

### ***Trusteeship/Operations***

Peter shared proposed bylaw changes, as current ones appear to be based on the Board for Student Pubs being a separate non-profit corporation. Questions surfaced about insurance and indemnification. He will reach out to GC's office to explore further, and share details at March meeting. Terry also suggested adding property to the conversation.

Alan provided and update on his conversations with the GC's office regarding the Regent's bylaws and how they relate to the Board for Student Publications. This led to a conversation about the actual mission of the Board.

### ***Finance/New Initiatives***

Nothing new to report

### ***Development/Advancement***

Nothing new to report

### ***Board Recruitment/Nominations***

Alan reported that he reached out to a potential candidate Ann Marie Aliotta to set up a time to talk. Maya offered to connect with Ann Marie as well, in order to get a student leader's perspective of the potential candidate. Another potential candidate, John Copeland, also took place.

Neil reminded everyone that there is currently a vacant seat that expires in 2021 and three positions that expire this year. Neil has offered himself up for consideration of an additional three-year term. Jennifer was not present to say whether she was offering herself up for consideration. Terry indicated he will not be returning to the board, and will help with future projects. He offered to reach out to a few University faculty members to gauge their level interest.

### **Stewardship & Development**

Lisa reported on the Lipinski Journalism Fund that was established by John and Holly Madigan. Ann Marie Lipinski was informed of the gift. Neil explained components of the gift and how funds were set up to support them.

A discussion took place regarding moving the scholarship event to the fall. Scholarship recipients will be recognized in April and their work will be showcased at the event in the fall. Alan suggested publishing winners' names in a variety of places.

Lisa also reported on end-of-the year giving totals, including those from Giving Bluesday.

Other items reported on included:

- Newsletters for both Student Publications' alumni and SHEI-specific alumni
- Upcoming alumni talks for the semester
- Celebrating Donors and Their Students at the NCRC
- Graduation Celebration on May 4th
- Upcoming Alumni Committee call, with discussion of Summer Satellite Reunions
- Mentorship Matching Survey

### **GM Report**

Kathy reported on the following items:

- FY 20 Scholarships: revising form and looking into setting up committee for review of submissions
- Personnel Updates: Posting job opening for Student Pubs Accountant position. Pat will be departing sometime this semester.
- Budget/Finance Committee - working with Jake, Cindy and Pat on new charts and graphs that will provide an overview of finances for the four publications and Student Pubs as a whole.
- Building Updates: technology, structure
- Consolidating Operations (Business/Sales): Working with Jon and student leaders on how this will look come the fall and how will it impact each publication's budgets
- Student Recruiting: Jon will work with the student leaders on a building-wide open house this semester for all publications

**New Business**

Selling Shares

Moving April Meeting Date

**Adjournment**

A motion to adjourn was made by Terry, seconded by Cindy, and passed without dissent.

At 8:30 pm, Chair Neil Chase closed the meeting.

**Actions Taken:**

Motion to approve the November 12, 2018 Board Meeting minutes: Peter Mooney

Seconded by: Terry McDonald

The motion passed without dissent.

Motion to approve the sale of shares from the Student Publications Quasi-Endowment during

FY '19 if needed: Cindy Goodaker

Seconded by: Terry McDonald

The motion passed without dissent.

Motion to move the Aril Board meeting from Sunday, April 14th to Monday, April 22nd at 5:30

pm: Peter Mooney

Seconded by: Terry McDonald

The motion passed without dissent.

Motion to adjourn: Terry McDonald

Seconded by: Cindy Goodaker

The motion passed without dissent.

Respectfully submitted,

Kathy Ciesinski

General Manager

Office of Student Publications