

University of Michigan Board for Student Publications

Minutes of the September 29, 2019 Board Meeting

Board members present: Alan Broad, Cindy Goodaker, Peter Mooney, Stuart Emmrich, Jennifer Conlin, and John Copeland

Board members video-conferencing: Neil Chase (Chair) and Jacob Smilovitz

Board members absent: None

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

The Michiganensian was represented by: Joseph Coates and Jake Karalexis

The Gargoyle was represented by: Jessy Tinor

SHEI Magazine was represented by: Claire Dickerson and Alana Valko

The Student Publications Staff was represented by: Kathy Ciesinski, Lisa Powers and James Wilson

Others Present: Cynthia Broad, Erin Perry and Jewel Gopwani

Chair Neil Chase called the meeting to order at 1:07 p.m. and asked that everyone introduce himself or herself, since there were several new faces in the room.

Minutes

A motion to approve the April 22, 2019 meeting minutes was made by Stuart, seconded by Cindy, and passed without dissent.

Public Comments

None.

Free Press Apprentice Program

Jewel Gopwani and Erin Perry from the Detroit Free Press shared a presentation with highlights from their 2019 Apprentice Program, of which The Michigan Daily - through Lipinski Journalism Funds - was a significant partner.

Publication Goals and Initiatives

Given this was the first meeting of the academic year, the student leaders were asked to share their top goals and initiatives for the semester/year, as well as how board members could assist them. Reports for each publication were presented via a slide show. Highlights for each is as follows:

SHEI Magazine

- SHEI-wide bonding event - picnic in the Arb - took place the weekend after hiring was done for all of the teams.
- Looking to enhance social media presence by streamlining their post schedule.
- Planning to refurbish website
- Leadership wants to refine how members can utilize available funds

Gargoyle

- Consistent delivery to identified drop spots using the services of Washtenaw News.
- Identifying more opportunities to increase awareness of and interaction with the Gargoyle, including a new website and building social media following.

- Working with James and team on materials needed to promote and sell advertising in the magazine.

Michiganensian:

- Looking for ideas on ways to better showcase current work/spreads ahead of book release.
- Would like to sell over 1,300 2019-2020 yearbooks. Last year's sales were around 1,000.
- Would like to fill 1,100+ Senior Portrait Appointments
- Planning to create and distribute five full commercials, and several 5-10 second clips promoting events & products.
- Looking for guidance on a strategy for how to digitize the Ensian, and how to navigate print and digital media format.
- Earn over \$500,000 in combined yearbook, senior portrait and Grad Extravaganza revenue.

The Michigan Daily

- Improve student-audience engagement and trust.
- Making better use of analytics.
- Creating a better, more unified digital strategy/brand identity
- Capitalize on increasing digital advertising demand with new and unique offerings.
- Successful Rivalry edition with OSU
- Two experts-in-residence visits in the works

Committee Reports

Board Organization and Operations

Alan presented a revised version of the Regent's bylaws. Discussion followed and changes were recommended.

A motion was made to accept the bylaws with recommended changes by Cindy, seconded by Stuart and passed without dissent.

Finance/New Initiatives

Nothing new to report.

Board Recruitment/Nominations

Those who had previously met with candidate Susan Douglas shared their thoughts with the rest of the group, and discussion took place.

A motion was made by Stuart to recommend Susan Douglas to fill a three-year board term ending in June 2022, seconded by John and passed without dissent.

Development/Advancement

Lisa informed the group that Ann Marie Aliotta is interested in joining this committee and helping with the mentorship-matching project. The committee will be meeting on October 24th.

Stewardship & Alumni Relations

Lisa shared the following goals/initiatives:

- Increase donations to scholarships by 15%
- Increase donations to other funds by 20%
- Increase Stewardship outreach
- Increase event attendance by 10%
- Secure sponsors for Summer Satellite Reunions

GM Report

Kathy reported on the following items:

- James Wilson was hired as the new Sales and Marketing Advisor, and started on August 19th.
- Purchased new phones and other new equipment prior to fiscal year end.
- Worked with student leaders and James to host first-ever Student Publications building-wide Open House.
- Working with Podcast and Video teams to transform the Gillette Multimedia Room into a functioning workspace.
- Meeting with student leaders and James to discuss the vision of Wolverine Media Group, and how we get there.
- FY'19 year-end graphs
- Asked for updates to board roster and shared new graph detailing board member tenure.
- Sale of shares that was approved at April meeting will distribute on October 1st.

Wolverine Media Group Update

James shared a timeline for the fall semester that included discovery, development, preparation and launch phases. A more detailed report will be shared at the November meeting.

New Business

Meeting schedule for FY20

Dates for the remainder of the meeting schedule were identified as November 25, 2019, February 3, 2020 and April 13, 2020.

A motion was made by Peter to approve the meeting schedule, seconded by Jennifer and passed without dissent.

Closed session

A motion was made to move to a closed session by Alan, seconded by Cindy and passed without dissent. The board discussed personnel matters and then voted to return to open session.

Open session

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

Adjournment

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

At 4:04 pm Chair Neil Chase closed the meeting.

Actions Taken:

Motion to approve the April 22, 2019 Board Meeting minutes: Stuart Emmrich

Seconded by: Cindy Goodaker

The motion passed without dissent.

Motion to accept bylaws with recommended changes: Cindy Goodaker

Seconded by: Stuart Emmrich

The motion passed without dissent.

Motion to recommend Susan Douglas to fill three-year board term that expires June 2022:

Stuart Emmrich

Seconded by: John Copeland

The motion passed without dissent.

Motion to approve board meeting schedule for remainder of 2019 - 2020: Peter Mooney

Seconded by: Jennifer Conlin

Motion to move to closed session: Alan Broad

Seconded by: Cindy Goodaker

The motion passed without dissent.

Motion to return to open session and adjourn: Alan Broad

Seconded by: Cindy Goodaker

The motion passed without dissent.

Respectfully submitted,

Kathy Ciesinski

General Manager

Office of Student Publications