

University of Michigan Board for Student Publications

Minutes of the November 25, 2019 Board Meeting

Board members present: Neil Chase (Chair), Susan Douglas, Cindy Goodaker, Peter Mooney, Stuart Emmrich, Jennifer Conlin, and John Copeland

Board members/students video-conferencing: Alan Broad and Lizzy Lawrence

Board members absent: Jacob Smilovitz

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

The Michiganensian was represented by: Joseph Coates and Anirudh Hirve

The Gargoyle was represented by: Jessy Tinor

SHEI Magazine was represented by: Claire Dickerson

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

Others Present: None

Chair Neil Chase called the meeting to order at 5:31 p.m., followed by a quick round of introductions.

Minutes

A motion to approve the September 29, 2019 meeting minutes was made by Jennifer, seconded by Peter, and passed without dissent.

Public Comments

None.

GM Report

Kathy reported on the following items:

- The Stanford Lipsey Student Publications Building will be getting a new roof in summer 2020. Timing, logistics, alternates and the development of a facilities master plan was discussed.
- Rivalry Challenge update: at the time of the meeting The Michigan Daily was leading the Lantern in the fundraising challenge.
- Bequest update: additional conversations need to be had prior to finalizing the gift agreement.

Wolverine Media Group Update

James reviewed timeline that was shared at September meeting and the group up to date on the current project/launch status. He also shared additional slides that included a style guide and sampling of product offerings and how individual publication's media kits would be combined for ease of use by advertising consultants and understanding by clients.

Publication Goals and Initiatives

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

SHEI Magazine

Claire briefed the board on:

- Continuing to provide professional development opportunities for members: Hosted a student panel in collaboration with Ross Retail. Planning to have Skype sessions with professionals in the fashion industry next semester.
- Giving Blueday efforts
- Upcoming magazine launch party preparation: Launch party is Friday, December 6th, 7 - 9 pm at Circ Bar.

The Michigan Daily

Maya briefed attendees on:

- Two-year digital strategy plan
- Rivalry edition
- Two journalists in residence during the fall semester: Tim Yagle and Katie Rosman
- Toured the Detroit Free Press - working with *Daily* alum, Jewel Gopwani
- Elected new leadership for 2020 and introduced Lizzy Lawrence, incoming EIC
- A few investigative projects coming up
- FOIA workshop with ACLU campus chapter was a success. Attendance by the community was strong.

Lizzy spoke about her priorities for 2020:

- Ensuring the *Daily* has the trust of the communities it covers
- Strengthening its digital presence with the guidance of the two-year plan
- Making everyone on staff - regardless of level - more connected to the *Daily*

Tommy updated the board on the Rivalry issue from a sales perspective and other initiatives being undertaken by the business team.

Gargoyle

Jessy reported:

- First delivery using the services of Washtenaw News went smoothly.
- New website in progress, working on increasing social media presence and guerilla marketing efforts.
- Gargtober event was a success. Looking to increase engagement with Garg alumni.
- Continuing to work with James and team on materials to increase ad sales next semester.
- On the editorial side, they are exploring a more theme-based approach for each issue.

Michiganensian

Anirudh and Joseph reported:

- 140 pages have been submitted to Herff Jones
- Approximately 630 books have been sold
- 755+ Senior Portraits have been taken
- Two commercials have been filmed and the third is being edited
- Students attending the ACP/CMA convention in Washington D.C. brought back the idea of potential QR code pages in the yearbook from a session they attended, which led to a discussion of a digital version of the yearbook.
- November Grad Extravaganza sales - new products sold well.

- Asked the board to think about what makes the yearbook a worthwhile purchase, so they might be used in future promotional videos.

Committee Reports

In lieu of committee reports a discussion took place about the role of the board.

Stewardship & Alumni Relations

Lisa provided a recap of the fall alumni engagement activities, including alumni visits.

Additional items of note:

- She and Kathy met with regional gift officers to share Student Pubs' stories.
- Giving Bluesday is next Tuesday.
- Alumni Committee - Alan Fanger has stepped up to take a more involved role in the planning of the Fall 2020 event.

A discussion ensued about relationship building and having outcomes in mind, as well as what metrics will be used to measure success.

New Business

Board members will gather at 3:30 pm on Monday, February 3rd for a working session. The board will have its regularly scheduled meeting beginning at 5:30 pm, following a light dinner at 5:00.

Adjournment

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

At 8:15 pm Chair Neil Chase closed the meeting.

Actions Taken:

Motion to approve the September 29, 2019 Board Meeting minutes: Jennifer Conlin

Seconded by: Peter Mooney

The motion passed without dissent.

Motion to adjourn: Peter Mooney

Seconded by: Cindy Goodaker

The motion passed without dissent.

Respectfully submitted,

Kathy Ciesinski

General Manager

Office of Student Publications