**University of Michigan Board for Student Publications**

**Minutes of the December 15, 2014 Board Teleconference**

Board members present: Cindy Goodaker and Peter Mooney

Board members teleconferencing: Steve Kagan, Co-Chair, Terry Kosdrosky, Co-Chair, Neil Chase, David Hawkins,

Board members absent: Alan Broad, Steve Henderson, and Cliff Lampe

The Michigan Daily was represented by: Jennifer Calfas and Doug Solomon

The Michiganensian was represented by: Ally Kane (teleconferencing)

The Gargoyle was represented by: Phil Wachowiak (teleconferencing)

SHEI Magazine was represented by: Anna Fuller and Danni Xia (both teleconferencing)

The Student Publications Staff was represented by: Mark Bealafeld (teleconferencing), Kathy Ciesinski and Sarah Paspal

Others Present: None

Co-chair Terry Kosdrosky called the meeting to order at 5:45 p.m.

**Minutes**

A motion to approve the November 17, 2014 minutes was made by Peter, seconded by Cindy and passed without dissent.

**Public Comments**

None.

**Board Nominations**

There was a discussion of the upcoming openings on the Board – one publication alumni and one campus community member are needed. There was a general discussion of the relevant attributes we should be looking for and brief discussions of some specific candidates. Each candidate was assigned to a Board or staff member who will be responsible for reaching out to them.

**The Michiganensian**

Ally read some notes from Kaitlin, who reported that they completed all the work for deadline three. The cover has been submitted. On her own behalf, she reported that the fall senior portraits were on track with the budget. Ditto with yearbook sales. She discussed some of the changes that she made that were successful in bringing in additional business. She’s planning to work with Jostens to change the mailer that goes out to the senior’s parents.

**The Gargoyle**

Phil discussed the Garg’s December financial results since he was not able to attend the Finance Teleconference. He mentioned that they had ordered tee shirts. There was a brief discussion of their computer issues.

**SHEI**

Anna discussed their recent issue and the associated launch party. She discussed their desire to get the issue up on the online store. There was a discussion of the Professional Staff’s fulfillment abilities. She discussed their plans for winter term and their next event, a charity event to raise funds for the National Eating Disorder Awareness Association, scheduled for February.

Danni discussed their November results as she also missed the Finance Teleconference.

**The Michigan Daily**

Jen discussed the two new positions she’s planning to add to the staff: a Special Projects Manager ($150 per month plus bonuses) who will concentrate on long term projects and initiatives and an Special Projects - Investigative Reporting Editor ($80 per month) to lead efforts on long form journalism and work on a 125th Anniversary Issue.

Doug discussed the financing behind Jen’s proposal. There was a discussion about the Board helping with someone to come speak to the students about long form journalism. There was also a discussion of how the Daily is perceived around campus and what can be done to raise their profile.

Doug discussed the paper’s November results. He discussed the Daily apparel order. He discussed the Winter Career Expo sales effort.

**Finance**

Mark discussed the overall November results and cash flow. He discussed the Daily’s Flash Report which indicates that the Daily will be missing their revenue budget in December. Cindy asked if the miss was in National accounts and then discussed how the sales staff at Crain’s has stopped soliciting this business because it is too difficult to influence these accounts. Kathy discussed her efforts to identify the one time only ads that have run this year so that we have a better idea of what is realistic to expect when they put together the budget for FY ’16.

**Development**

Sarah discussed the Student Exhibition and Wine Tasting and the results. There was a lengthy discussion about how to improve this event in the future. She didn’t have the results from Giving Blue Day but promised to pass those on once she receives them. She has tentatively selected February 5th for the first Parents’ Council. There was a brief discussion regarding how to coordinate everyone’s efforts for the Daily’s 125th Anniversary Event.

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

At 7:13 Steve closed the meeting.

**Actions Taken:**

Motion to approve the November 17, 2014 minutes: Peter Mooney

Seconded by: Cindy Goodaker

The motion was passed without dissent.

Motion to adjourn: Cindy Goodaker

Seconded by: Peter Mooney

The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld

Secretary/Treasurer

Board for Student Publications