**University of Michigan Board for Student Publications**

**Minutes of the August 31, 2015 Board Meeting**

Board members present: Neil Chase (chair), John Bacon, Alan Broad, Cindy Goodaker, David Hawkins, Cliff Lampe, Peter Mooney, and Kevin Tottis

Board members teleconferencing: none

Board members absent: Steve Henderson

The Michigan Daily was represented by: Jennifer Calfas, Rose Filipp and Lev Facher

The Michiganensian was represented by: Sophie Ruf and Ally Kane (teleconferencing)

The Gargoyle was represented by: Nico Pigg and Evan Chavis

SHEI Magazine was represented by: no one

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

Others Present: none

Chair Neil Chase called the meeting to order at 5:30 p.m.

Because of the number of first time attendees, everyone introduced themselves.

**Minutes**

A motion to approve the April 20, 2015 Board Meeting minutes was made by David, seconded by John and passed without dissent.

**Public Comments**

None.

**The Michigan Daily**

Jen indicated that the paper will start printing on the 8th. Over the summer, they launched the new website, it is optimized for mobile devices. They have been meeting with the U’s social media director about how they can collaborate on the Daily’s 125th Anniversary. They produced a new product, a Festifall Guide. She discussed the role of the student ambassadors to the Anniversary Dinner.

Neil asked whether the staff is emphasizing the website or the print product. Jen indicated that the website is taking priority but that they haven’t forgotten that the paper is the only daily in the county.

They discussed some of the features of the new website. They mentioned that they are sending six student’s to the first football game.

Rose discussed the ad placements on the new website and their pricing. She discussed the new Festifall Guide sales along with the Orientation Guide and the New Student Edition, both of which sold about as well as last year. She discussed training the new employees over the previous weekend. They are changing the name of the Account Executives to Advertising Consultants and the emphasis to consultative selling techniques. They hope to sell their marketing services in addition to advertising. She said that they are discussing a Fall Housing Guide.

Neil encouraged all the students to come to the Board with new ideas that may take some additional investment.

Kathy discussed the upcoming Readership Survey and then the Advertiser Survey.

**The Michiganensian**

Sophie discussed their staffing and their upcoming first full staff meeting. Their theme this year is “Explorer”. Their first design meeting is on Wednesday. Their first pages are due at the end of the month. Cliff asked about their use of “remembrance” apps. Ally discussed their social media efforts.

There was a general discussion about why we have left over books from previous years.

Ally discussed the Senior Portrait schedule and the marketing thereof.

**The Gargoyle**

Nico discussed their publication results from last year. He discussed their plans to personally distribute their upcoming issues rather than just dropping them in their racks. He discussed their plans to recruit staff at Escapades and Festifall. He also discussed their upcoming alumni reunion. There was a discussion about how they generate their content.

Evan discussed their efforts to obtain grants and sell advertising. He plans to recruit accordingly. He’s planning to sell merchandise at the reunion.

**SHEI**

Mark read from a list of points provided to him by the SHEI staff. Their fall issue is going to be themed “SHEI Forward”. SHIFT, their online issue, is planned for this month and will be themed “New Kids on the Block”. They are in the process of redesigning and reconstructing their website. They are also updating their logo.

On the business side, they are planning to recruit at the same events as the Garg. They’re planning a mass meeting for the 17th and a “Block Party” event for the 15th. They’re in the planning stage for Fashion Speaks, looking for speakers and funding. They are partnering with Panera for their charity event this year. It will be in the first week of October.

Neil asked Jen whether they are trying to coordinate the Daily’s fashion coverage with the SHEI staff.

**Finance**

Mark related that there hadn’t been enough activity to have a Finance Teleconference. He used the example of the Daily’s August sales, which were only $500 and missed the budget by $80. He discussed the termination of the Student Directory. Then he discussed the cash balance, the share sale and the cash flow projection.

There was a general discussion about national advertising and its impact on the Daily’s revenue and profitability.

There was a discussion of Student Publications finances and how that should be presented at the Anniversary Event. Neil also discussed his desire to see some alumni committees established which would utilize the talents of non-Board alumni.

**Development**

In Sarah’s absence, Mark read some of the notes that she had provided. He ran down the sales to date associated with the Daily’s anniversary event: attendance, legacy tiles, naming rights, and merchandise. There was a discussion about how many student ambassadors we should have at the Anniversary Dinner. It was agreed that Rose and Jen would send out an email to their staffs to gauge their interest.

Peter discussed the program for the dinner, including Rebecca Blumenstein, President Schlissel and Terry MacDonald.

Mark discussed the Chuck Bloom fund, the Board Work-Study Fund, and the Generations Alumni Fund.

**CSJ Suit against the Daily Editors**

Jen discussed how this case was closed by the General Counsel’s Office telling the CSJ that they had no jurisdiction over the Daily’s student editors in their capacity as Daily editors. This started a general discussion of the case and the meaning of the outcome.

**WCBN**

Mark discussed the upcoming application of WCBN, the “student” radio station. He brought the new Board Members up to speed on all the issues that were identified from their last application.

**Volunteer Committees**

Neil made a pitch for committees consisting of Board Members and non-Board alumni to deal with new revenue and product ideas and alumni involvement. There was a discussion about whether we should cast a broad net or whether we should try to cherry pick specific individuals.

**Work Study Program**

There was a general discussion of the benefits of the work study program and why we’ve had to limit the beneficiaries to those in salaried positions. This segued into a discussion of how to maximize the donation impact of the 125th Anniversary event.

A motion to go into Executive Session to discuss personnel matters was made by Cindy, seconded by Peter and was passed without dissent.

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

A motion to approve pay increases resulting from the Executive Session discussion was made by David, seconded by Peter and passed without dissent.

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

At 8:32 Neil closed the meeting.

**Actions Taken:**

Motion to approve the April 20, 2015 Board Meeting minutes: David Hawkins

Seconded by: John Bacon

The motion was passed without dissent.

Motion to go into Executive Session: Cindy Goodaker

Seconded by: Peter Mooney

The motion was passed without dissent.

Motion to return to open session: David Hawkins

Seconded by: Alan Broad

The motion was passed without dissent.

Motion to approve the pay increases as approved in the Executive Session: David Hawkins

Seconded by: Peter Mooney

The motion was passed without dissent.

Motion to adjourn: Kevin Tottis

Seconded by: David Hawkins

The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld

General Manager

Office of Student Publications