**University of Michigan Board for Student Publications**

**Minutes of the October 19, 2015 Board Meeting**

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

Board members teleconferencing: Steve Henderson

Board members absent: Alan Broad and David Hawkins

The Michigan Daily was represented by: Jen Calfas and Rose Filipp (teleconferencing)

The Michiganensian was represented by: Sophie Ruf

The Gargoyle was represented by: Evan Chavis

SHEI Magazine was represented by: Shannon King

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

Others Present: none

Chair Neil Chase called the meeting to order at 5:32 p.m.

**Minutes**

A motion to approve the September 27, 2015 Board Meeting minutes was made by Peter, seconded by Kevin and passed without dissent.

**Public Comments**

None.

**The Gargoyle**

Evan discussed their funding grants and that they were denied by CSG. They have a few local businesses interested but they haven’t sold ads yet. They are planning to follow up with calls to past advertisers and a mailing to their alumni.

**SHEI**

Shannon said that they are applying for the same grants as the Gargoyle. There was a discussion about how campus funding works and how it applies to our publications. They have three of their four photo shoots done. Their launch party is scheduled for December 12th. They are in the middle of producing SHIFT, which is due out on October 28th. They have just completed the update to their website and they are training their writers to post directly online.

They have collected $2,500 in dues. They had their fund raiser with Panera the previous week and they should hear in another couple weeks how well they did.

**The Michigan Daily**

Jen summarized their efforts for the 125th Anniversary. They have expanded their web team and they are working out the glitches in the new web site. They are considering developing some new apps. There was a discussion about which analytics the Daily uses and how they use them. This led to a discussion of how we might monetize their content. There was an update on working with the U on their Yik Yak account. They are planning to host a story telling event that would tie in with the Daily’s annual creative writing issue of The Statement. Jen discussed reviving the High School Journalism event and discussed it as a means of engaging younger students in journalism. Next, she told the Board about the two candidates for next year’s EIC. The election is scheduled for November 6th. They are also working on the Readership Survey. They are planning to drop the survey between midterms and Thanksgiving.

Rose discussed their recent print advertising successes and their online ad problems resulting from lower online readership. They are testing online sticky banner ads and plan to start selling them by the end of the month. They want to develop a pop up that asks people to turn off their ad-blockers or make a donation. They want to build an app that would supplant classified ads to sell tickets, books or sublets, etc. from one student to another. She is also working with the web team to develop an online rate card. She discussed the distribution of the Campus Housing Guide. They were able to sell advertorials for the first time. She discussed their plans to follow the Readership Survey with an Advertiser Survey.

**The Michiganensian**

Sophie discussed their submissions and proofing deadlines. She read a few notes from Ally regarding the upcoming Grad Extravaganza and the associated advertising efforts. They have also scheduled their helicopter flight to get their aerial shots for the yearbook.

**Finance**

Mark summarized the Finance Teleconference and where we stand relative to prior year and budget. He discussed the poor returns from the investment portfolio. Cash flow is looking good but the results are being skewed by the 125th Anniversary income and expenditures. He distributed the Daily’s Flash Report which shows that they are well over budget. He discussed what we might do with the profit from the 125th. He discussed the cost for all the signage resulting from the sale of the naming rights.

**Development**

Sarah discussed the University’s match on the Madigan gift. She made a pitch to the Board to consider identifying friends or co-workers as referrals for her to approach for donations. There was a discussion about how to utilize the Business Engagement Center. This lead to a discussion of how companies may help us with projects, apps and the High School Journalism Conference. Next she discussed having an event to celebrate the naming rights purchasers that would be held in conjunction with the annual awards and scholarships event. There was a discussion of the upcoming GargAlum biannual reunion. She discussed the guest speaker program and internships. She discussed Giving Blue Day and how the student groups can win funds. There was a discussion about having a Reunion Tailgate & Football Game event each year. This lead to a discussion of coordinating with a newly formed Daily Alumni Association.

**WCBN**

Mark told the Board that he has only received an income statement from them since the last meeting. They have made no effort, which he is aware of, to put together the required application package.

**Work Study**

Mark described the issue as identified by the Office of Financial Aid. That is, that we are not able to pay work study students any more than a non-work study student in the same position. Consequently, the program as it currently defined will become significantly more expensive. There was a lengthy discussion about how to deal with this situation. Mark agreed that he would put together some numbers for the next meeting so that everyone understands what the impact of any given decision would be.

**Volunteer Committees**

Neil described his desire to keep this conversation going with the alumni base. He asked everyone to keep this in mind and look for opportunities to engage them.

**Executive Session**

A motion to move into Executive Session was made by Cindy, seconded by Kevin and passed without dissent.

A motion to return to regular session was made by Kevin, seconded by Cliff and passed without dissent.

**Adjournment**

A motion to adjourn was made by Cliff, seconded by Peter, and passed without dissent. At 9:02 Neil closed the meeting.

**Actions Taken:**

Motion to approve the September 27, 2015 Board Meeting minutes: Peter Mooney

Seconded by: Kevin Tottis

The motion was passed without dissent.

Motion to move to Executive Session: Cindy Goodaker

Seconded by: Kevin Tottis

The motion was passed without dissent.

Motion to return from Executive Session: Kevin Tottis

Seconded by: Cliff Lampe

The motion was passed without dissent.

Motion to adjourn: Cliff Lampe

Seconded by: Peter Mooney

The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld

General Manager

Office of Student Publications