**University of Michigan Board for Student Publications**

**Minutes of the November 16, 2015 Board Meeting**

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

Board members teleconferencing: Steve Henderson and Kevin Tottis

Board members absent: David Hawkins

The Michigan Daily was represented by: Jen Calfas, Rose Filipp and Shoham Geva

The Michiganensian was represented by: Ally Kane

The Gargoyle was represented by: Evan Chavis

SHEI Magazine was represented by: Shannon King and Samantha Zwick

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 5:30 p.m.

**Minutes**

A motion to approve the October 19, 2015 Board Meeting minutes was made by Cindy, seconded by Cliff and passed without dissent.

**Public Comments**

None.

**SHEI Magazine**

Shannon explained that the magazine is going to print next week. She talked about their collaborative effort to make a video with the Daily fashion staff. They will be interviewing to replace officers who will be studying abroad next semester. The next issue of SHIFT will be published online on December 5th. They are hoping to promote this issue more than usual as they have an interview with a contestant from America’s Top Model therein. They have added Google Ads to their website.

Samantha stated that the cost of printing the magazine should be covered by dues this year. They have doubled the number of members they have this year. In order to speed up the collection of dues next semester they will add a $5 late fee beginning in the third week. They are raising the cost of the magazine from $5 to $6 and increasing the print run to 500 because they ran out of the issue published last spring. They are starting to sell merchandise at a profit. They are trying to work out the issues with the online store. They are planning a fund raiser at Pieology on December 3rd. Next semester they plan to have a trunk show for their fund raiser. They have changed the name of Fashion Speak to Work It and it will be more of a career forum.

**The Michigan Daily - Edit**

Jen introduced next year’s EIC: Shoham Geva. She read an introductory statement about her. Shoham related some of her goals for next year – revamping the Daily’s social media presence and their multimedia efforts.

Jen discussed their web development efforts and how their team interacts with Mike Hess and the bottleneck there. Mark agreed to look into the problem further to try to get the students extra help. Jen discussed the reasons that the web site traffic is down compared to last year. There was a general discussion about how to move the website improvements forward. This was followed by a discussion of app development. Jen discussed their plans for social media and events. Then she discussed their idea for a blog containing lighter content. Finally she presented a proposal for purchasing camera equipment with program funds.

There was a motion to approve the proposal by Pete which was seconded by John and approved without dissent.

**The Michiganensian**

Ally said that the photos taken from the helicopter turned out well and she showed the Board the prototype of the book’s cover. She updated the Board on Senior Portraits which are about 100 sittings ahead of last year. She said book sales are roughly the same as last year. They had more than double the number of students come through the building for Grad Extravaganza compared to last year. They are placing ads to build business for their December sales.

**The Michigan Daily - Business**

Rose passed out the Student Housing Guide. This was their first product containing advertorials. She is working with the web team to produce a classified app. The marketing team is organizing an online merchandise sale for the staff, alumni and Board. She said that they will be sending three students to CMBAM in Denver in the spring. They are adding an ad space to the weekly newsletter and hope to start selling it next term. They are also working on a football season wrap up edition that they hope to sell advertising into.

**The Gargoyle**

Evan said they published the latest issue two weeks ago and that they have been much more aggressive about distributing them. They hope to publish their second issue before Christmas Break. He stated that SCG had funded the first issue and that LS&A will be funding the second. They have sold an ad to an alum for the second issue and may have a couple of local businesses interested in ads.

There was a discussion about putting the Garg online and how the Every Three Weekly and The Onion run their publications.

**Finance**

Neil discussed why we didn’t have a finance teleconference this month. He feels that it is sufficient to have the students do their variance analyses, have the Board read through them and then set aside some time for Q & A during the Board Meeting. There was a discussion about how the teleconference evolved and what purpose it had served in the past.

Mark discussed the cash flow from October and the projection looking forward. Everything looks rosy. He distributed the Daily’s Flash Report which also looks rosy. Neil wanted to know how much of the Daily’s good news is attributable to the national accounts. Rose said that it was a big part of it but that local display was also up while the U and online sales are down. This segued into a discussion of online sales, inventory and the addition of an ad block message to the site.

**Development**

Sarah told the Board that she had just completed a six month Major Gift Officer training class offered by the U. She suggested that we have an annual Board Meeting dinner that would be a fund raising event. She also suggesting setting up Daily Alum/Board Members to meet and lunch with prospective donors to talk about the challenges facing the publications. She described Giving Blue Day, the U’s effort to get students and younger alumni to donate small amounts. She suggested selling the remaining commemorative tiles on a monthly pledge basis.

Mark walked through the financial results from the 125th Anniversary Event. The total net through November 11th was about $10,700. The naming rights came in at $345,000 which will be broken up between need based scholarship funds ($244,500), the Daily Program Fund ($33,500) and the Building Renovation Fund ($67,000). All told the Daily Program Fund increased by $44,200 which will be deposited in the Luckoff Editorial Endowment Fund which is serves a similar purpose as the Program Fund. This amount will throw off about $2,000 a year for the Daily to spend.

**Work Study**

Mark discussed the analysis he prepared showing that we have sufficient donated funds to get through this year. However in FY ‘17 we will have to use $4,200 of general funds and in the following years about $14,200 per year.

**SWOT Analysis**

Mark explained why he put this analysis together. This was followed by a lengthy discussion about how to turn this into a real strategic plan that could be used to guide the business in future years.

**Adjournment**

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

At 7:44 Neil closed the meeting.

**Actions Taken:**

Motion to approve the October 19, 2015 Board Meeting minutes: Cindy Goodaker

Seconded by: Cliff Lampe

The motion was passed without dissent.

Motion to approve the Daily’s camera equipment proposal: Peter Mooney

Seconded by: John Bacon

The motion was passed without dissent.

Motion to adjourn: Alan Broad

Seconded by: Peter Mooney

The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld

General Manager

Office of Student Publications