

University of Michigan Board for Student Publications

Minutes of the November 16, 2020 Board Meeting

Board members present: Peter Mooney (Chair), Alan Broad, Neil Chase, Jennifer Conlin, John Copeland, Susan Douglas, Cindy Goodaker, Jewel Gopwani, and Jacob Smilovitz

Board members absent: None

The Michigan Daily was represented by: Lizzy Lawrence, Anita Michaud, and Claire Hao

The Michiganensian was represented by: Lily Jin and Anirudh Hirve

SHEI Magazine was represented by: Colleen Jones

The Gargoyle was represented by: Izzy Hedin-Urrutia

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

Others Present: None

Chair Peter Mooney called the meeting to order at 5:34 p.m.

Minutes

A motion to approve the September 14, 2020 meeting minutes as corrected was made by Alan, seconded by Cindy, and passed without dissent.

Public Comments

None.

Publication Goals and Initiatives

Reports for each publication were presented via a slide show. Each slide included initiatives and updates from the fall semester.

SHEI Magazine - Reporting by Colleen

- Working on December digital release and print launch
- Reviewed and following U of M's rules and regulations for in-person events and how that translates to photo shoots.
- Working with James on transitioning from Squarespace to WordPress for new website (Soft launch - January 20th).
- Hosting free virtual professional development events
- Continuing to seek grant funding for fall print issue
- Working closely with WMG on print and digital ad sales

Gargoyle - Reporting by Izzy

- Completing new website.
- Continuing to expand usage of social media platforms to engage in new ways with their audience.
- Recruiting for winter semester vacant board positions.
- Exploring layout and content options available via the new digital format.

Michiganensian - Reporting by Lily and Anirudh

- Continuing to cover more events as they happen chronologically, with features on alumni, current students and underrepresented student orgs.

- Maintain staff cohesiveness despite working remotely.
- Revamping Grad Extravaganza events during a pandemic
- Continuing to promote the yearbook using new avenues and social media.
- Currently in the process of recruiting a new Assistant Business Manager to help Lily.

The Michigan Daily - Reporting by Lizzy and Anita

- Rivalry edition launching 12/12
- Successfully monetizing "Weekly Round Up" newsletter.
- Transitioning to new leadership for 2021
- Launching a new media kit for Winter 2021
- New website for WMG - with Daily specific messaging
- Recommendation of adding a project manager role on the business staff
- Introduction of EIC-elect, Claire Hao

Sales & Marketing Advisor - James

James reported on the following items:

- Working with all four publications on finding ways to elevate their products, and increase collaboration among departments.
- How the pandemic has impacted advertising both locally and University departments.
- Outreach to agencies and key marketing contacts at the University.

Committee Reports

Board Organization and Operations:

Finance/New Initiatives:

Kathy discussed the possible need for forecast budgets for the remainder of FY21, and will work with Jake, Cindy, James, Kim, and the student leaders, if needed.

Board Recruitment/Nominations:

Jennifer and John will review list of past applicants. Anyone with additional recommendations should send contact info to Jennifer and John.

A motion was made to move to closed session by Jacob, seconded by Jennifer and passed without dissent.

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

Stewardship & Alumni Relations - Lisa

Lisa reported on the following items:

- Continuing outreach with alumni, donors, students and others
- Continuing to connect scholarship donors with video introductions to recipients.
- Presentation slides included sources for gifts to the Daily's Program Fund

GM Report

Kathy reported on the following items:

- Building construction and access updates
- Adopted budgets based on University status, variance reports and forecast budgets
- Fiscal responsibility, University directives on non-essential purchases, and alternative sources of funding
- Working with the Bentley on Daily archives

A motion to close the meeting was made by Neil, seconded by Jacob, and passed without dissent.

At 7:52 pm Chair Peter Mooney closed the meeting.

Actions Taken:

Motion to approve the September 14, 2020 Board Meeting minutes: Alan Broad

Seconded by: Cindy Goodaker

The motion passed without dissent.

Motion to move to closed session: Jacob Smilovitz

Seconded by Jennifer Conlin

The motion passed without dissent.

Motion to return to open session: Alan Broad

Seconded by Jennifer Conlin

The motion passed without dissent.

Motion to adjourn: Neil Chase

Seconded by: Jacob Smilovitz

The motion passed without dissent.

Respectfully submitted,

Kathy Ciesinski

General Manager

Office of Student Publications