

University of Michigan Board for Student Publications

Minutes of the September 6, 2016 Board Meeting

Board members present: Neil Chase (chair), John Bacon, Alan Broad, Jennifer Conlin, Cindy Goodaker, Terry McDonald, Peter Mooney and Kevin Tottis

Board members teleconferencing: none

Board members absent: Steve Henderson

The Michigan Daily was represented by: Shoham Geva, Hussein Hakim and Emily Richter

The Michiganensian was represented by: Sophie Ruf

The Gargoyle was represented by: Caleb Nusbaum and James Mackin

SHEI Magazine was represented by: Aaron Pelo and Kassie Wallace

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

Others Present: Jack Bernard

Chair Neil Chase called the meeting to order at 5:33 p.m.

Executive Session

A motion to go into Executive Session to discuss legal matters with Jack Bernard was made by Alan, seconded by Cindy and passed without dissent.

A motion to return to General Session was made by Alan, seconded by Cindy and passed without dissent.

Upon return, Neil discussed the purpose for the Board Meetings for the benefit of the new members.

Minutes

A motion to approve the April 18, 2016 meeting minutes was made by Kevin, seconded by John and passed without dissent.

Public Comments

None.

Meeting Schedule for FY 17

There was a brief discussion about the changes proposed for the meeting schedule (fewer meetings on a less regular schedule and scheduling a meeting on the Sunday evening after the Scholarship Event). A motion was made by Cindy to adopt the following schedule:

- Monday, October 24th 5:30 pm
- Monday, November 28th 5:30 pm
- Monday, January 16th 5:30 pm
- Monday, February 20th 5:30 pm teleconference
- Monday, March 20th 5:30 pm
- Sunday, April 23rd, immediately following the Scholarship Event

This motion was seconded by Jennifer and passed without dissent.

The Michigan Daily

Shoham discussed how she has been encouraging each section of the paper to become more digitally oriented this semester. She has asked them each to identify one project to this end that can be completed by the end of the semester. She discussed how they have re-formatted the first two pages of the paper. She has also making an effort to incorporate more video into the online version of the paper. They are discussing reviving the Maize and Blue Review, a website that combines course evaluations, grade distributions and professors' salaries all on one site to facilitate course and section selection for the undergraduates. They believe that they can get this done within a

month. She mentioned that she has already received over 100 emails looking into positions with the Daily. She discussed what they have planned for their election coverage.

There was a general discussion about how the current editors might undertake a longer term strategic plan.

Hussein discussed the results from the summer. He described their digital strategy for the semester. First, the store is almost completed. Second, create an advertising page on the website that will contain tools for ad buyers to plan their campaign as well as digital specs and ad rates. Third, create an online classified ad page. He discussed his plan to create a social media advertising consulting group. They have lots of questions about how this might work but they have a pilot customer to help them work through them.

There was a general discussion of the results from the readership survey. This morphed into a discussion of the U's requirement that all videos be accessible to hearing impaired viewers. The Board suggested that the Daily create and publish a policy that they will post videos of fast breaking news events as quickly as possible and then add the subtitles as soon thereafter as possible.

The Michiganensian

Sophie stated that they have restructured the yearbook for 2017 to make it more of a coffee table book for the U's 200th anniversary. They expect to sell additional copies because of the anniversary, however they were not able to articulate a marketing plan that will result in these additional sales. This generated a discussion about how they might do this.

Gargoyle

Caleb stated that their goal was to generate content for the magazine, then print the magazine on time. They are discussing the possibility of changing from two 24 page issues each semester to three 16 page issues. They think that this might help them keep their readership engaged. James stated that his goal was to keep the Garg financially afloat. He hopes to accomplish this by selling more ads, subscriptions and merchandise. Neil said that he thought three sixteens was a good plan if they are able to generate the content and then distribute them. This has been an issue in the past.

SHEI Magazine

Aaron stated the theme for the fall issue is the politics of fashion. He described some of the content that they are considering for the issue. Their goals for the year are (1) to streamline the assignments process so that the content comes in on more of a steady stream, (2) to make the verbal content more informative, (3) to hold more full staff meetings and events and add an educational component to them, (4) to cut costs by putting the printing out for bid and (5) to pursue funding from student government, etc. He stated that the September issue of SHIFT will come out on Thursday the 15th. There was a discussion about fashion shows and whether they work for SHEI.

Kassie discussed the training and transitions that occurred over the summer. They are in recruiting mode now and hope to complete the process by the end of the month. Their first event is October 6th, a kickoff event that they will be holding at Necto. They are planning Work It. They plan to limit it to three speakers this year, down from six last year. They are looking for these speakers. They were hoping to get funding from the Bi-centennial Committee but were turned down. They hope to diversify their revenue sources by adding ad sales. They have two ads sold already.

Finance

Neil described the financial review process for the new Board Members. Mark explained that his previous cash forecast that indicated that we would have to redeem funds from the Quasi-endowment had become more positive and now shows that such a redemption may not be necessary. He stated that this was attributable to increased ad volume on the Commencement Edition and the New Student Edition.

University's 200th Anniversary

Terry discussed the U's plans for the Anniversary and what he thought might and might not work for Student Publications in relation to it. This prompted a general discussion about the publications' plans.

Development

Lisa told the Board that she had already sent out a save the date email regarding the tailgate that we have scheduled for homecoming weekend. She has also arranged for Chris Burke to come speak to the students. She has been discussing Career Enhancement plans with the student leaders. She has updated the web site and been focusing on our social media in order to build up our online presence.

Executive Session

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

A motion to return to General Session was made by Kevin, seconded by Jennifer and passed without dissent.

Salary Actions

A motion to approve the salary increases proposed by Mark was made by Alan, seconded by Kevin and passed without dissent.

Adjournment

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

At 8:38 Chair Neil Chase closed the meeting.

Actions Taken:

Motion to move into Executive Session to discuss legal matters with Jack Bernard: Alan Broad

Seconded by: Cindy Goodaker

The motion was passed without dissent.

A motion to return to General Session: Alan Broad

Seconded by: Cindy Goodaker

The motion passed without dissent.

Motion to approve the April 18, 2016 Board Meeting minutes: Kevin Tottis

Seconded by: John U. Bacon

The motion was passed without dissent.

Motion to approve the meeting schedule for the year as detailed above: Cindy Goodaker

Seconded by: Jennifer Conlin

The motion was passed without dissent.

Motion to move into Executive Session to discuss personnel matters: Kevin Tottis

Seconded by: Cindy Goodaker

The motion was passed without dissent.

Motion to return to General Session: Kevin Tottis

Seconded by: Jennifer Conlin

The motion was passed without dissent.

Motion to approve the salary increases proposed by Mark: Alan Broad

Seconded by: Kevin Tottis

The motion was passed without dissent.

Motion to adjourn: Kevin Tottis

Seconded by: Peter Mooney

The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld

General Manager

Office of Student Publications