

University of Michigan Board for Student Publications

Minutes of the October 24, 2016 Board Meeting

Board members present: Neil Chase (chair), Alan Broad, Jennifer Conlin, Steve Henderson, Terry McDonald, and Peter Mooney

Board members teleconferencing: Kevin Tottis

Board members absent: John Bacon and Cindy Goodaker

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

The Michiganensian was represented by: Allison Zimmer

The Gargoyle was represented by: Alex Boscolo and Colleen Hillard

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: none

Chair Neil Chase called the meeting to order at 5:36 p.m.

Minutes

A motion to approve the September 6, 2016 meeting minutes was made by Peter, seconded by Jennifer and passed without dissent.

Public Comments

None.

SHEI Magazine

Kassie told the Board that they had a kick off meeting at Necto. They sold an ad to Bivouac for the magazine. They also sold 10 magazines to a distributor. She discussed Work It and how they are going about getting speakers. They would like one of the three speakers to be from the editorial side, one from the business side and the last from nowhere in particular. They booked their launch party at the Study Hall Lounge on December 10th.

There was a general discussion about who the Board might be able get lined up to speak at Work It.

Aaron said that September SHIFT dropped on time and that he was on the cover. He established an assignment calendar to help spread out the work that the editors have to do. Work is proceeding on schedule for the fall edition. October and November SHIFT will be a combined issue and will drop on November 13th.

The Michiganensian

Allison discussed the upcoming schedule for Senior Portraits and Grad Extravaganza and how they are marketing them.

Gargoyle

Alex said the first issue of the Garg will be dropping soon. They are printing 2,000 copies of a 24 page mini-mag. It was funded by CSG and they sold an ad. They have canvassed quite a few local businesses and followed up with an email but have received no responses. They were referred to Kathy for sales help. There was a discussion about selling ads to alumni.

The Michigan Daily

Shoham said that they have launched the election tab on their website. It shows the trends of the student surveys that they have been doing every two weeks. They are planning another new tab entitled "Student Life" which will feature information that should be helpful to students when they have problems with the U, such as an MIP, getting caught with a fake ID or similar situations. They are still working on getting a tab that functions the way the Maize and Blue Review did. They have launched a Medium channel and MDesk has approved the use of sponsored content on it. They reached out to Videolicious and got a license for their software which can be used to shoot and edit video on one's smartphone. They recently completed the Housing Guide and are about to finish their Election Guide.

Neil asked that they provide an update on their strategic planning program with the new EIC at the next meeting. This was followed by a discussion of how the election survey participants have been selected.

Hussein discussed the demographics of Medium readers and particularly how much money they have to spend. They are hoping to have a high conversion rate from the site. They are making plans to monetize the Daily's daily e-newsletter. They are planning to work with a company that specializes in this. They are planning to sell targeted advertising on the Student Life pages once they are up. He mentioned that Kathy has been working on getting all the pages up on the new Stu Pub store site. They are almost ready to launch the Advertising page on the site which will have all the information that advertisers will need to know about buying ads. He discussed the Readership Survey Focus Group project, the progress they've made and the timeline for completion. Neil encouraged as many of the students as possible to go and view the focus groups as he feels it's really educational. Hussein discussed the analysis he's undertaking to determine the finances associated with various strategic decisions.

Shoham said they are looking for help finding a social media optimization firm that is reasonably priced. Stephen suggested that they do an analysis to determine whether to continue to print the Summer Daily or whether it should become strictly an online news outlet. Neil encouraged the students to continue exploring such ideas and then to try out some of the more promising ones.

There was a general discussion about sponsored content and where the edit staff sees it going.

Finance

Mark stated that the highlight of the financials for the month was the improvement in the market value of our endowment accounts. Cash flow was favorable to forecast largely as a result of the Daily's performance. He said that the Daily's Flash Report was disappointing and that they were likely to miss their revenue budget for the month. Hussein stated that largest part of the miss will be in Classifieds and National Accounts, about which the sales staff can do very little. There is also a difference in the timing of the Housing Guide versus last year. There was a general discussion about what ad campaigns ran last year that haven't run this year.

Development

Lisa summarized the tailgate, stating that about 40 people attended. She discussed some of the lessons learned that will be applied to the event next year. The Daily Alumni Association is hoping to turn next year's event into a larger attraction with something along the lines of a TED talk plus an evening with the Pulitzer Winners. She discussed possible dates, either the Air Force game or the Michigan State game. There was a general discussion of all the events the U has scheduled for the week leading up to the Air Force game.

Lisa discussed the speakers we have had and plan to have for the Career Enhancement Series. She discussed the possibility of creating a Tom Hayden Memorial Fund to support some purpose around the Daily. She also mentioned that she is trying to sell the last of the floor tiles. She discussed her plans for Giving Blue Day.

Adjournment

A motion to adjourn was made by Pete, seconded by Jennifer and passed without dissent.

At 6:58 Chair Neil Chase closed the meeting.

Actions Taken:

Motion to approve the September 6, 2016 Board Meeting minutes: Peter Mooney

Seconded by: Jennifer Conlin

The motion was passed without dissent.

Motion to adjourn: Peter Mooney

Seconded by: Jennifer Conlin

The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld
General Manager
Office of Student Publications