

# University of Michigan Board for Student Publications

## Minutes of the March 20, 2023 Board Meeting

Board members present: Peter Mooney (Chair), Ann Marie Aliotta, Alan Broad, John Copeland, Susan Douglas, Jewel Gopwani, Andrew Grossman, and Walter Middlebrook

Board members absent: None

The Michigan Daily was represented by: Aaron Santilli, Shannon Stocking and Kate Weiland

The Gargoyle was represented by: Nick Dabagia and Gautham Jayaraj

SHEI Magazine was represented by: Sophia Gajdjis and Melina Schaefer

The Michiganensian was represented by: Dyanna Bateman and Averyl Cobb

The Student Publications Staff was represented by: Kathy Ciesinski, Brennan Lafferty and Evan Taylor

Others Present: None

Chair Peter Mooney called the meeting to order at 5:31 p.m.

### Introductions

Pete welcomed Evan Taylor, the new Development and Alumni Outreach Officer for Student Publications to the team.

### Minutes

A motion to approve the January 23rd meeting minutes was made by Ann Marie, seconded by John, and passed without dissent.

### Public Comments

None

### Publication Updates

#### ***SHEI Magazine - Reporting by Sophia and Melina***

- Digital release dates - April 7th
- Street Style release dates - March 31st
- Print release - April 15th or 17th
- Launch party - April 15th - Club Above
- Upcoming partnerships with NOIR, MAVE Magazine and potentially Urban Outfitters
- Looking for ways to increase exposure and website visits and to get cross promotion with other student organizations
- Professional development workshops: Interviewing Tips & Tricks - April 4<sup>th</sup>, Weiser Hall #271
- Photoshoot Fundraiser - end of March/beginning of April, open to all
- Continuing with DEI Committee
- Thrift Store Fundraiser - March 27<sup>th</sup> & 28<sup>th</sup>, Union Anderson Room (A, B, C, D)
- Application updates

#### ***Gargoyle Magazine - Reporting by Nick and Gautham***

- Issue Four scheduled to publish April 12th
- Digitize and archive our collection of past issues -55% complete
- Applied for Arts at Michigan Grant
- Working with incoming Business Manager on transition
- Soliciting new collection locations at local businesses
- Possible repurposing of Michigan Daily distribution racks

### ***The Michiganensian - Reporting by Dyanna and Ella***

- Ensian 127 is complete. Ship date is April 8<sup>th</sup>
- Working on commencement slideshow
- Prepping for next year: EIC transition, how to fill some Eboard positions for which no applications were received
- Application for 2023 - 2024 staff positions is open
- March Grad Extravaganza was very successful
- Requesting help from the other publications to staff shifts for April Grad Extravaganza events
- Partnering with LSA Student Government and Central Student Government to offer 450 cap/gown/tassel vouchers

### ***The Michigan Daily - Updates provided by Shannon, Kate and Aaron***

- New edit payroll plan will go to an all staff vote at the summer EIC election
- Exploring the possibility of limiting the number of new hires we take on each semester
- Giving Blueday initiatives - social media and video
- Michigan Press Association awards
- First module of the consultant project released to the staff
- Working on FY24 budget
- News rack verification project - photo database created
- Summer Business Manager interviews
- Reviewing pricing for Daily's advertising options
- Collaboration on classified ads and newsletters

## **Committee Reports**

### ***Board Organization and Operations:***

Alan provided some context/background regarding the Board for Student Publications and establishing/reestablishing a relationship with the Board of Regents, and secondarily someone in the Provost/President's office. He also encouraged the student leaders to promote their awards through their own channels, so others at the University - and beyond - are aware of their successes.

Pete shared with the group that he and Kathy had a conversation with Ann Marie and Andrew about the possibility of serving as co-chairs. A motion to elect Ann Marie Aliotta and Andrew Grossman Co-Chairs for FY24 was made by Alan, seconded by John, and passed without dissent.

### ***Recruitment and Nominating Committee:***

John started the discussion by announcing that Jewel expressed interest in serving a second three-year term on the Board for Student Publications.

A motion to approve board member Jewel Gopwani serving a second three-year term beginning July 1, 2023 was made by Ann Marie, seconded by Alan, and passed without dissent.

John and Jewel met and their next step is to reach out to a couple of candidates of interest and will coordinate a first round screening that also includes Pete. Following that, the candidates would meet with any student leaders who are interested in participating.

### ***Finance and New Initiatives:***

Andrew will be working on budget reviews with Walter, once revisions have been made after professional staff meetings.

### **Sales & Marketing Advisor Report - Brennan**

- Shout out to the Ensign staff for their work on Grad Extravaganza
- Shout out to Marina and Joseph for producing marketing emails regarding advertising

### **General Manager's Report - Kathy**

- Review of January meeting action items
- Welcome new Development and Alumni Outreach Officer, Evan Taylor
- Updates on consultant project.
- Purchasing portable Zoom carts for use in the building. A motion was made by Alan for the purchase of two Zoom carts using Lipinski Journalism Technology funds, seconded by Ann Marie, and passed without dissent.
- MCard reader update
- Review of YTD publications revenue and net income
- FY '24 budgets update
- Scholarship & Awards Assistance
- Assistance with handing out the Daily's graduation issue at the Big House on April 29th
- Student Pubs graduation open house

### **New Business**

Items discussed included a possible summer board retreat. Kathy will also bring a list of possible meeting dates for FY24 to the next meeting.

A motion to adjourn was made by Andrew, seconded by Jewel, and passed without dissent.

At 7:01 pm Chair Peter Mooney closed the meeting.

### **Actions Taken:**

Motion to approve the January 23rd meeting minutes: Ann Marie Aliotta

Seconded by: John Copeland

The motion passed without dissent.

Motion to elect Ann Marie Aliotta and Andrew Grossman Student Publications Co-Chairs for FY24: Alan Broad

Seconded by: John Copeland

The motion passed without dissent.

Motion to approve board member Jewel Gopwani to a second three-year term beginning July 1, 2023: Ann Marie Aliotta

Seconded by: Alan Broad

The motion passed without dissent.

Motion to approve the purchase of two Zoom carts using Lipinski Journalism New Technology Funds: Alan Broad

Seconded by: Ann Marie Aliotta

The motion passed without dissent.

Motion to adjourn: Andrew Grossman

Seconded by: Jewel Gopwani

The motion passed without dissent.

**Next Meeting Date: Monday, April 24, 2023 at 5:30 pm.**

Respectfully submitted,

Kathy Ciesinski

General Manager

Office of Student Publications