

# University of Michigan Board for Student Publications

## Minutes of the September 10, 2023 Board Meeting

Board members present: Ann Marie Aliotta (Co-Chair), Jillian Berman, John Copeland, Susan Douglas, Geoff Gagnon, and Jewel Gopwani

Board members absent: Andrew Grossman and Walter Middlebrook

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

The Gargoyle was represented by: Sarrah Ahmed and Nick Dabagia

SHEI Magazine was represented by: Brooklyn Blevins and Apoorva Gautam

The Michiganensian was represented by: Mishal Charania, Averyl Cobb and Ella Goulet

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

Others Present: None

Chair Ann Marie Aliotta called the meeting to order at 1:04 p.m.

### Introductions

With new student leadership in attendance, introductions of all present in person and virtually took place.

### Minutes

A motion to approve the April 24th meeting minutes was made by John, seconded by Jewel, and passed without dissent.

### Public Comments

None

### Publication Updates

#### ***SHEI Magazine - Reporting by Brooklyn and Apoorva***

- Upcoming releases: Meet the Board digital magazine - Friday September 22nd, Print magazine - Wednesday, December 6th
- Recruitment: Apps due Sept. 15, Interviews Sept. 18 - 22, Decisions released Sept. 24
- SHEI-wide kickoff picnic: October 7th
- Advertising (in SHEI and of SHEI): Looking to sell more ads and increase more traditional advertising initiatives to boost brand recognition
- Website migration
- More rigorous & strategic fundraising efforts
- Improve overall culture / combat dwindling attendance

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

- Working on long term plan for improvement that involves fundraising
- Recruit new staff to replace those who graduated or left
- Historic turnout at Festifall and mass meeting
- Connect with Garg Alumni at GargFest on November 3rd
- Digitize and archive our collection of past issues
- Order and distribute new Gargoyle merchandise

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

- Working on deadline 1
- Completed main hiring process
- CMA Pinnacle finalist for Yearbook Entertainment Page/Spread, Entertainment Page/Spread and News Page/Spread
- ACP Pacemaker finalist for Yearbook cover of the year, Yearbook page/spread of the year and Illustration of the year
- Secured contract for grad regalia with Jostens with no price increase this year, 3% next year
- Increasing the number of grad extravaganza sales dates for this year
- Increasing regalia prices in alignment with inflation and rising regalia costs while still being the most affordable option on campus & accessible for all students
- Expanding grad extravaganza to be more inclusive of Master's students outside of home shipping through Jostens; utilizing pre-order form system to avoid inventory forecasting issues
- Local advertising in the Ensign through Wolverine Media Group
- Requesting assistance from other publications during grad extravaganza

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

- Continuing to develop systems of support and structure with the consultants to prevent burnout
- Strengthening knowledge of the field of journalism and The Daily by holding all-staff training
- Beginning to restrict the number of writers in certain sections in order to slow The Daily's growth
- Expansion of Daily Business/WMG offerings, including street teams, expanded digital masthead ad placement and newsracks.
- Updated pricing for fall
- Establish legacy documentation and formalize processes
- Increased financial transparency for all Daily staffers
- Continued strengthening of business/edit partnership, including regular meetings and presentations at MDesk
- Adjusting Best of Ann Arbor to the fall and working on Rivalry Edition

### **FY24 Committees Format/Discussion**

Ann Marie provided a brief review of the proposed responsibilities and potential goals for each committee, as written in an earlier email by Andrew.

#### ***Operations Committee:***

Participants include: Jewel, Geoff, Walter and Kathy

#### ***Finance Committee:***

Participants include: Andrew, Jillian, Kim, Brennan and Kathy

#### ***Development Committee:***

Participants include: Ann Marie, John, Evan and Kathy

Student leaders are invited to attend the meetings that are of interest to them. Kathy will send out a When2Meet for each committee to set up first meeting date.

### **GM Report**

Kathy went over some outstanding action items from the last board term, reviewed the FY23 publications revenue and net income sheets and discussed cash flow.

**New Business**

Daily leadership asked to meet with the board about an upcoming article.

A discussion took place regarding FY24 staff salaries. A motion was made to approve Kathy's September 6th email outlining a recommendation for proposed staff salaries for FY24 by John, seconded by Jewel, and passed without dissent.

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

At 3:11 pm Chair Ann Marie Aliotta closed the meeting.

**Actions Taken:**

Motion to approve the April 24th meeting minutes: John Copeland

Seconded by: Jewel Gopwani

The motion passed without dissent.

Motion to approve staff salaries for FY24: John Copeland

Seconded by: Jewel Gopwani

The motion passed without dissent.

Motion to adjourn: Susan Douglas

Seconded by: Jewel Gopwani

The motion passed without dissent.

**Next Meeting Date: Monday, November 27, 2023, at 5:30 pm.**

Respectfully submitted,

Kathy Ciesinski

General Manager

Office of Student Publications