

University of Michigan Board for Student Publications

Minutes of the January 29, 2024 Board Meeting

Board members present: Ann Marie Aliotta (Co-Chair), Andrew Grossman (Co-Chair), Jillian Berman, Susan Douglas, and Geoff Gagnon

Board members absent: John Copeland, Jewel Gopwani and Walter Middlebrook

The Michigan Daily was represented by: Dana Elobaid, Samantha Rich, and Ella Thompson

The Gargoyle was represented by: No Student Representatives

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, Dave Richmond, and Evan Taylor

Others Present: None

Chair Ann Marie Aliotta called the meeting to order at 5:31 p.m.

Minutes

A motion to approve the November 27, 2023 meeting minutes was made by Susan, seconded by Jillian, and passed without dissent.

Public Comments

None

Publication Updates

The Michiganensian - Reporting by Mishal, Ella and Averyl

- Image on the slide is the cover for the 2024 yearbook
- Finishing up 4th deadline
- Multiple staff applications coming in through Winterfest outreach
- Brought in less revenue during December Grad Extravaganza events than last year
- Sold around 1850 yearbooks, which is above last year's number
- Working on increasing campus awareness of the yearbook through diag board ads, Blue Bus ads and social media
- Discussion on outreach for Grad Extravaganza

SHEI Magazine - Reporting by Brooklyn and Apoorva

- Winter recruitment finalized by January 26th
- Print release and launch event (April 2024) Finalizing date and venue
- SHEI's 25th Anniversary Celebration
- Music Matters community partnership grant collaboration
- Website migration continues
- Giving Blueday fundraising prep

The Michigan Daily - Updates provided by Dana, Samantha and Ella

- Working on reducing staff size and clarifying expectations for all staff
- Starting up winter recruitment cycle, with improvements to our method of tracking staff diversity
- Sent writers to Rose Bowl, National Championship and Sundance Film Festival
- Student Leadership and Sale & Marketing Advisor transition
- Onboarding and recruitment, mass meetings, new Instagram account for WMG

- Using new WMG re-design proposed by one of the student designers
- National Championship paper and front page reprint sales
- Continuing to build the Edit-Business relationship through weekly meetings, production nights and ME bonding

Gargoyle Magazine - Reporting by Kathy

- Issue 3 out March 13 and Issue 4 out April 10th. Also planning for a Graduation Zine
- Successfully fundraised for two new computers and a scanner
- Brainstorming potential advertisers for present and future
- Working toward comedy show/art collaboration with UM comedy clubs
- Looking to upload artwork to store website for sales
- Identifying new business manager and EIC for FY25
- Looking for guidance on other things to fundraise for now that they have new technology

Committee Reports

Operations Committee:

In Jewel's absence, Kathy reported that the committee did not meet between the November and January meetings. Walter has collected the operations manual from Penn State and recommended reaching out to the State News as well. The committee will be looking at how other media organizations and their boards operate, and other items such as their professional staffing levels. She also addressed open board positions for FY25.

Finance Committee:

The committee did not meet between the November and January meetings. Kathy spoke about the FY25 budget process and timing.

Development Committee:

Evan reported on the following items: DSIP Intern interviews, Giving Bluesday, Telefund, working on assembling the Daily's reunion, and the May 4th graduation open house.

GM Report

Kathy thanked Ann Marie and Walter for their assistance in Sales & Marketing Advisor interviews, welcomed the new Sales & Marketing Advisor, Dave Richmond, reviewed action items from the November meeting, shared FY24 publications revenue & net income, and went over the budget schedule.

Action items from the November meeting included continuing a discussion on Daily newsroom staff size. Samantha and Dana will schedule a follow up meeting on this topic with board members who are interested in participating.

New Business

None

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

At 6:54 pm Chair Ann Marie Aliotta closed the meeting.

Actions Taken:

Motion to approve the November 27th meeting minutes: Susan Douglas

Seconded by: Jillian Berman

The motion passed without dissent.

Motion to adjourn: Andrew Grossman

Seconded by: Susan Douglas

The motion passed without dissent.

Next Meeting Date: Monday, March 18, 2024, at 5:30 pm.

Respectfully submitted,

Kathy Ciesinski

General Manager, Office of Student Publications