

University of Michigan Board for Student Publications

Minutes of the April 18, 2016 Board Meeting

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

Board members teleconferencing: none

Board members absent: David Hawkins, Steve Henderson and Cliff Lampe

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

The Michiganensian was represented by: Sophie Ruf, Ally Kane and Allison Zimmer

The Gargoyle was represented by: no one

SHEI Magazine was represented by: Shannon King, Samantha Zwick, Aaron Pelo and Kassie Wallace

The Student Publications Staff was represented by: Mark Bealafeld, Kathy Ciesinski and Sarah Paspal

Others Present: Howard Brick, Gregory Parker and Alan Fanger

Chair Neil Chase called the meeting to order at 5:30 p.m.

Minutes

A motion to approve the March 21, 2016 meeting minutes was made by Kevin, seconded by Pete and passed without dissent.

Public Comments

None.

University Bi-Centennial

Howard Brick introduced himself as a history professor and a Daily Alum. Greg Parker introduced himself as an administrator at the Eisenberg Center and a Daily alum. They discussed the role that they hope the Daily will play in the Bi-Centennial celebration. They are organizing the LS&A theme semesters around the event. The winter 2017 semester will focus on the history of the U and fall 2017 will focus on the future of the U. They stressed the importance of the Daily for these themes. They tried to encourage the Daily staff to do a "This Day in University History" each day and to create a physical display here in the building, similar to one that one might find in a history museum. There was a discussion of where funding might come from. Kevin pointed out that the decisions on participation in such a program have to be made by the students.

The Michigan Daily

Rose took a moment to thank the Board for their support during her tenure. She updated the Board on the Advertisers Survey. They plan to compile the results over the summer. She wrote a summary of the activities and accomplishments during her year.

Daily Alumni Association

Alan Fanger discussed his motivation for starting the Association. He set up a conference call last October and had about 25 participants discussing the project. They had another call in January where they agreed that they would break into committees with various functions which he listed: a Daily Liaison Committee to assist the current staff, a Career Enhancement Committee to help with internships, job placement and mentoring, a Public & Professional Service Committee to offer programs to help minorities and disadvantaged youths to have greater access to the Daily, a Reunion Committee designed to plan and execute reunions, an Internal Communications Committee to use social media to facilitate communications within the Association, a Governance Committee, and a Fund Raising Committee. Five of these committees are up and running. He provided more detail on what all the various committees plan to do.

There was a discussion of how best to coordinate the Association's efforts with those of Student Publications and the Board. There was also a discussion of modeling the Association's legal structure after the Marching Band Alumni Association. There was general agreement that we should learn how this group relates to the University and what

trademarks they are allowed to use. John agreed to introduce Alan to the people that he knows within the Marching Band Alumni Association. Neil thanked Alan for all the efforts that he has taken to make the Daily Alumni Association a reality.

Mark mentioned that other areas where the Alumni Association could help was with speakers for the Career Enhancement Program and help with mentoring, internships and job placement. Neil suggested help with putting up sports writers when they travel. Shoham suggested that they Association might help the students to revive the Detroit Journalism Conference for local high school students.

The Michiganensian

Ally discussed the new book. Then she thanked everyone for their support during her two years as the Ensign Business Manager. She updated the Board on April Grad Extravaganza and book sales. They have completed their hiring for next year.

Sophie said that they too had finished hiring and that they have already started planning next year's book.

SHEI Magazine

Shannon discussed their launch party and their involvement in the Spring Fest Fashion Show. They dropped the April SHIFT right on schedule, with an online ad.

Samantha said she thought that they had 250 – 300 people attend the launch party, many of whom were not SHEI members. They hope that will ease their recruitment efforts next fall. They received \$500 from CSG to offset the cost of printing the magazine.

The Michigan Daily

Shoham said they launched their Readership Survey and had received over fourteen hundred responses from faculty and staff. However, student response wasn't nearly as good so they re-sent the email to the students with a gift card incentive. She believes the students are conditioned to such incentives and that this will improve their response rate.

They made social media an official section of the Daily. They have also created what they are calling "stand alone" pages on their website that are devoted to a single topic and updated on a regular basis. She cited The Best of Ann Arbor page which would allow users to identify the best restaurants, shops, etc. They hope this will further improve their web traffic.

Pete asked if there were any interesting themes that were revealed by the results of the Readership Survey. Shoham said that they found that the faculty really like looking at the paper on the online ISSUU site where it is presented in the same format as the paper itself. Hussein found that the students rarely use ISSUU and prefer the actual website, a fact which he thought might be useful to better sell advertising. Kathy mentioned that a significant number of the respondents indicated that they wanted to participate in focus groups and that we would make arrangements for this to take place in the fall.

Hussein discussed how successful the Baby Ads and the Look-back Posters have been. They have run a pilot social media marketing program with a local computer firm. They hope to turn this into a business in the fall. They have been discussing this with Central Michigan which has a similar program up and running.

He passed around copies of the Best of Ann Arbor and discussed the financial results of the product.

Shoham discussed the projects that Edit and Business are collaborating on. They have FOIA'd the University for the grade distributions. They are planning some new special sections: an Election Guide and others based on what the students want to read about. An example given was a page about what happens to you when you get a MIP citation.

Finance

Mark passed around the Daily Flash Report. He pointed out that the cash balance was quite favorable. The Daily's revenue projections looked good. There were no questions from the Board about the publication financials. He reviewed the cash flow for March. There was a general discussion of the future of our revenue flows and how the University market might be different from other markets.

Development

There was a general thank you for all of Sarah's efforts the previous day for the Scholarship and Awards Ceremony. She made a farewell speech.

Strategic Planning

Neil discussed the progress to date and summarized some of the other things discussed during the meeting. He thanked everyone for their participation and efforts during the year.

Adjournment

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

At 7:38 Chair Neil Chase closed the meeting.

Actions Taken:

Motion to approve the March 21, 2016 Board Meeting minutes: Kevin Tottis

Seconded by: Peter Mooney

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