

University of Michigan Board for Student Publications

Minutes of the September 14, 2020 Board Meeting

Board members present: Neil Chase (Chair), Alan Broad, Jennifer Conlin, John Copeland, Susan Douglas, Cindy Goodaker, Jewel Gopwani, Peter Mooney and Jacob Smilovitz

Board members absent: None

The Michigan Daily was represented by: Lizzy Lawrence and Anita Michaud

The Michiganensian was represented by: Lily Jin and Maddie Deutsch

SHEI Magazine was represented by: Colleen Jones and Natalie Guisinger

The Gargoyle was represented by: Jessy Tinor and Izzy Hedin-Urrutia

The Student Publications Staff was represented by: Kathy Ciesinski, Lisa Powers, Kim Tackett and James Wilson

Others Present: None

Chair Neil Chase called the meeting to order at 5:35 p.m.

Consideration of New Board Member

The first order of business was to discuss potential board candidate, Jewel Gopwani. Members shared their thoughts and then a motion to recommend Jewel Gopwani to fill a three-year board term ending in June 2023 was made by Alan, seconded by Peter, and passed without dissent. Jewel was then invited to join the meeting in progress.

Minutes

A motion to approve the April 13, 2020 meeting minutes and May 6, 2020 special teleconference minutes was made by Jennifer, seconded by John, and passed without dissent.

Public Comments

None.

GM Report

Kathy reported on the following items:

- Building construction and access updates
- Adopted budgets based on University status, variance reports and forecast budgets
- Fiscal responsibility, University directives on non-essential purchases, and alternative sources of funding
- Daily archives
- Assistance needed from board members
- FY'20 financial snapshot

Publication Goals and Initiatives

Reports for each publication were presented via a slide show. Each slide included a semester recap and initial thoughts and plans for fall.

SHEI Magazine - Colleen and Natalie

- Working on "Meet the Board" digital issue with expected release date of Friday, October 2nd.
- Working on virtual recruitment efforts
- Reviewed and following U of M's rules and regulations for in-person events and how that translates to photo shoots.
- Working with James on transitioning from Squarespace to WordPress for new website.
- Hosting free virtual professional development events
- Continuing to seek grant funding for fall print issue
- Working closely with WMG on print and digital ad sales

Michiganensian - Maddie & Lily

- Working to cover more campus events and underrepresented organizations in a comprehensive, chronological book despite the cancellation of many events.
- Maintaining staff cohesiveness with Zoom socials, meet-and-greets, etc. in order to stay connected.
- Transitioning all writers and photographers to a safe, remote working environment.
- Preparing to switch to an online Grad Extravaganza event.
- Continuing to promote the yearbook using new avenues and social media.
- Currently in the process of recruiting a new Assistant Business Manager to help Lily.

Gargoyle - Jessy and Izzy

- Switching web platforms to allow for a more streamlined shift from print media
- Experimenting with new ways to carry content across all Gargoyle online platforms
- Exploring new organizational structure to encourage timely and relevant content creation
- Taking content in a new direction: more Ann Arbor specific, refined forms of humor, more gothic/surrealism/absurdum
- Attracting attention and appealing to advertisers through more specified content direction and implementation of newly invigorated virtual strategy

The Michigan Daily - Lizzy and Anita

- Looking to switch website platforms and engage in site redesign
- Organize the Daily's summer committee proposal into concrete action items with associated timelines
- MDesk to vote on proposed print options
- Working to expand newsletter operation
- Making Access & Inclusion a small section within TMD, and also working to improve MDesk
- Launching a new media kit for Winter 2021
- Continuing to brand WMG in relation to the Daily
- Build succession plans and plan for future business-specific organizational goals

Wolverine Media Group (WMG)

James reported on the following items:

- Launching new media kit for Winter 2021 with a focus on cross-platform/publication bundles and competitive rates
- Launch new website

- Solidify internal communication between WMG and each publication's business staffs to create a culture of acknowledgement, with deadlines to ensure proper selling periods
- Gathering feedback from client conversations to identify strengths and weaknesses.
- Looking to launch a newsletter to better communicate with clients and prospects
- Exploring ways to capitalize and automate inbound requests to create a more focused outreach sales & marketing strategy

Stewardship & Alumni Relations - Lisa

Lisa reported on the following items:

- Continuing outreach with alumni, donors, students and others
- Working on stewardship reports
- Coordinating Zoom Alumni Talks
- Working with OUD to increase awareness of planned giving opportunities
- FY'20 donor and gift metrics

Committee Reports

Board Organization and Operations:

The board reviewed the proposed meeting schedule for the remainder of FY 21. A motion to approve the meeting schedule dates was made by Peter, seconded by Jennifer, and passed without dissent.

Finance/New Initiatives: None

Board Recruitment/Nominations:

Items discussed during this part of the meeting included filling Board Chair, Neil Chase's position, which runs through June 2022, a review of board terms expiring in June, 2021 and the nomination of a new Board Chair. A motion to nominate Peter Mooney as the Board Chair was made by Jennifer Conlin, seconded by Cindy Goodaker, and passed without dissent. Pete will assume the Chair position at the close of this meeting. Alan Broad asked the motion be amended to include Peter Mooney's term as Board Chair runs through June 30, 2021, and the position of Board Chair be reviewed every year.

A motion to close the meeting was made by Peter, seconded by John, and passed without dissent.

At 8:14 pm Chair Neil Chase closed the meeting.

Actions Taken:

Motion to recommend Jewel Gopwani to fill a three-year board term ending in June 2023:

Alan Broad

Seconded by: Peter Mooney

The motion passed without dissent.

Motion to approve the April 13, 2020 Board Meeting and May 6, 2020 Special Teleconference minutes: Jennifer Conlin

Seconded by: John Copeland

The motion passed without dissent.

Motion to approve meeting schedule for the remainder of FY 21: Peter Mooney

Seconded by: Jennifer Conlin

The motion passed without dissent.

Motion to nominate Peter Mooney as Student Pubs Board Chair: Jennifer Conlin

Seconded by: Cindy Goodaker

The motion was amended by Alan Broad to include the appointment of Peter Mooney as the Board Chair will expire June 30, 2021, and the position of Board Chair will be reviewed every year.

The motion passed without dissent.

Motion to adjourn: Peter Mooney

Seconded by: John Copeland

The motion passed without dissent.

Respectfully submitted,

Kathy Ciesinski

General Manager

Office of Student Publications