

# University of Michigan Board for Student Publications

## Minutes of the January 25, 2021 Board Meeting

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

Board members absent: Neil Chase and Jake Smilovitz

The Michigan Daily was represented by: Claire Hao and Tara Moore

The Michiganensian was represented by: Anirudh Hirve and Lily Jin

SHEI Magazine was represented by: Natalie Guisinger and Colleen Jones

The Gargoyle was represented by: Madylin Eberstein and Izzy Hedin-Urrutia

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

Others Present: Jack Bernard

Chair Peter Mooney called the meeting to order at 5:34 p.m.

### Minutes

A motion to approve the November 16, 2020 meeting minutes Cindy, seconded by John, and passed without dissent.

### Public Comments

None.

### Publication Goals and Initiatives

Reports for each publication were presented via a slide show. Each slide included initiatives and updates from the fall semester.

#### ***SHEI Magazine - Reporting by Colleen and Natalie***

- Digital release Friday, March 5th
- Fall print issues arriving at Student Pubs soon; planning for a safe distribution
- Mandatory COVID tests before every in-person photo shoot
- More collaboration than ever across editorial teams
- Working on transition documents and FY'22 budget
- Launching new WordPress site at the end of the month.
- Hosting free virtual professional development events: Work-It in February
- Continuing to seek grant funding for fall print issue
- Working closely with WMG on print and digital ad sales

#### ***Gargoyle - Reporting by Izzy and Madylin***

- Completing new website.
- Continuing to expand usage of social media platforms to engage in new ways with their audience.
- Recruiting for vacant board positions for Fall 2021.
- Planning for a possible return to printing in Fall 2021.
- Preparing for Giving Bluesday.
- Exploring new Gargoyle merchandise to sell.

#### ***Michiganensian - Reporting by Lily and Anirudh***

- 200 of 368 pages have been submitted to the printer
- Setting a cadence for distribution on social media platforms
- Looking for ways of reaching freshmen and increasing awareness of the Ensign
- Seeing advice on the best ways to promote Volume 125 of the Ensign

### ***The Michigan Daily - Reporting by Claire and Tara***

- Shift agency and oversight of print layout to design section
- Working on transition to new WordPress site and AWS technology
- Strengthen capabilities of new Access & Inclusion section
- Looking to roll out one - three more newsletters
- Creating a corrections/retraction policy
- VOX documentary
- Updating drop spot list for winter semester
- Adding a Marketing Manager to oversee all projects
- Virtual bonding to boost staff morale
- Updated ad rates
- Strengthening communication between Business and Edit
- Taking a deep dive into the budget

### **Sales & Marketing Advisor - James**

James reported on the following items:

- Working with students on streamlining internal processes, particularly for web projects and overall marketing and sales.
- Provided a more detailed rationale for reduced advertising rates for The Michigan Daily starting in January.
- Outreach to agencies for potential larger ad buys
- The local advertising landscape

### **Committee Reports**

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

Bentley Historical Library and the HathiTrust.

Jack Bernard was invited to join the meeting and share his thoughts on this topic, with one key point made about the difference between a publication putting their work up on a website, and releasing them through a creative commons license. Jack went on to further explain what a creative commons license is, and a discussion then took place.

#### ***Finance/New Initiatives:***

Kathy provided rationale for not doing forecast budgets for the remainder of FY21

#### ***Board Recruitment/Nominations:***

Jennifer and John shared where they're at with candidate recruitment for FY22. They will reach out to the rest of the board and student leaders to see who is interested in meeting with potential candidates prior to the next meeting.

### **Stewardship & Alumni Relations - Lisa**

Lisa reported on the following items:

- End of calendar year gift totals
- Continuing to connect scholarship donors with video introductions to recipients.
- Alumni Talk planning, Alumni Committee involvement
- Migrating to new email platform
- Presentation slides included total giving by calendar year from 2017 - 2020.
- Working to connect Planned Giving with alumni interested in estate planning

### **GM Report**

Kathy reported on the following items:

- Building access updates
- Continued work with the Bentley on bringing Daily digital archives to current
- Financial snapshot for the first half of FY 21 and YTD Publications' Revenue and Net Income
- FY 22 budget schedule
- Request for scholarship/awards assistance

**New Business:** None

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

At 8:28 pm Chair Peter Mooney closed the meeting.

### **Actions Taken:**

Motion to approve the November 16, 2020 Board Meeting minutes: Cindy Goodaker  
Seconded by: John Copeland  
The motion passed without dissent.

Motion to adjourn: Jennifer Conlin  
Seconded by: Jewel Gopwani  
The motion passed without dissent.

Respectfully submitted,

Kathy Ciesinski  
General Manager  
Office of Student Publications