

University of Michigan Board for Student Publications

Minutes of the April 12, 2021 Board Meeting

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

Board members absent: Jake Smilovitz

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

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

SHEI Magazine was represented by: Alex Andersen, Mackenzie Fleming, Natalie Guisinger and Colleen Jones

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

Others Present: None

Chair Peter Mooney called the meeting to order at 5:33 p.m.

Minutes

A motion to approve the March 22, 2021 meeting minutes was made by Cindy, seconded by Jennifer, and passed without dissent.

Public Comments

None.

Publication Goals and Initiatives

Reports for SHEI Magazine and The Gargoyle were presented via slide show.

SHEI Magazine - Reporting by Natalie and Colleen

- Elections took place in early April
- Working on smooth transition of the board
- Introduction of 2021 - 2022 Publisher, Mackenzie Fleming, and EIC, Alex Andersen
- Digital release on Friday, April 23rd
- Print release on April 25th
- Planning for a safe outdoor pick up of the new print magazine & SHEI merchandise
- Submitted FY'22 budget
- Migrated from SquareSpace to a new Wordpress site. It is running smoothly and includes new video and music features
- Raised almost \$5K during Giving Bluesday

Gargoyle Magazine - Reporting by Madylin and Izzy

- Experienced difficulty with uploading content to new website, and will resume work on it in the fall
- Giving Bluesday recap
- Working on a plan for how to push content out through the old website
- Planning to return to print in the fall based on COVID restrictions

The Michigan Daily - Updates provided by Claire and Tara

- Conducting interviews for Summer Business Manager
- Met with Jack Bernard on copyright

- Filmed Vox sizzle reel
- Launched faculty newsletter
- Plans to focus on expanding Ann Arbor audience over the summer
- Working to solidify summer business staff
- Continued work on identifying new print distribution sites
- Launched "Best of Ann Arbor" website and speaker series
- Shared recent awards
- Placed 7th in College Media Madness fundraiser
- Finalizing grad issue with Baby ads
- Looking to work with a student consulting group on addressing Daily payroll

Committee Reports

Board Organization and Operations:

Alan provided updates on where things stand with changing the Regents' bylaws with respect to items such as number of board members and selection of members. There has been no response from the President's Office. Alan will continue to pursue discussions.

Finance and New Initiatives:

Pete, Cindy, Andrew and Jake have received the individual publication budgets for review, with Board and Development budgets to follow.

Stewardship & Alumni Relations - Lisa

Lisa reported on the following items:

- We finalized the Harold O. Warren Jr. bequest
- Opportunity for graduating seniors to be photographed in the building
- Dates for fall reunion
- Summer satellite reunion - Thursday, June 17th

General Manager's Report - Kathy

Kathy reported on the following items:

- Recognition of graduating seniors on the call
- YTD Publications Revenue and Net Income
- Financial Snapshot for June 2020 - February 2021
- Scholarships & Awards
- Water Service Replacement - Student Pubs to be shut down for a week in May

New Business:

- Meeting schedule/format for next year - Kathy will start a Google doc to collect thoughts and feedback from everyone.

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

At 7:28 pm Chair Peter Mooney closed the meeting.

Actions Taken:

Motion to approve the March 22, 2021 Board Meeting minutes: Cindy Goodaker

Seconded by: Jennifer Conlin

The motion passed without dissent.

Motion to adjourn: Jennifer Conlin

Seconded by: John Copeland

The motion passed without dissent.

Respectfully submitted,

Kathy Ciesinski

General Manager

Office of Student Publications