

# University of Michigan Board for Student Publications

## Minutes of the January 23, 2023 Board Meeting

Board members present: Peter Mooney (Chair), Ann Marie Aliotta, Alan Broad, Susan Douglas, Jewel Gopwani, Andrew Grossman, and Walter Middlebrook

Board members absent: John Copeland

The Michigan Daily was represented by: Aaron Santilli, Shannon Stocking and Kate Weiland

The Gargoyle was represented by: Nick Dabagia and Gautham Jayaraj

SHEI Magazine was represented by: Sophia Gajdjis

The Michiganensian was represented by: Dyanna Bateman and Ella Goulet

The Student Publications Staff was represented by: Kathy Ciesinski and Brennan Lafferty

Others Present: None

Chair Peter Mooney called the meeting to order at 5:32 p.m.

### Minutes

A motion to approve the November 21st meeting minutes was made by Ann Marie, seconded by Susan, and passed without dissent.

### Public Comments

None

### Publication Updates

#### ***SHEI Magazine - Reporting by Sophia***

- Digital release dates - January 27th, February 10th, March 10th and April 7th
- Street Style release dates - March 3rd and March 31st
- Print release - April 15th or 17th
- Launch party - April 13th or 15th - looking for a location
- Upcoming partnerships with NOIR, MAVE Magazine and potentially Urban Outfitters
- Looking for ways to increase exposure of the magazine and sell more ads / get cross promotion with other student organizations
- Professional development workshops: LinkedIn, How To: Networking and Interviewing Tips & Tricks
- Sustainability Panel in March
- Continuing with DEI Committee
- Thrift Store Fundraiser

#### ***Gargoyle Magazine - Reporting by Nick and Gautham***

- Issue Three scheduled to publish March 15th
- Issue Four scheduled to publish April 12th
- Digitize and archive our collection of past issues ~35% complete
- Soliciting new collection locations at local businesses
- Looking into purchasing new distribution racks
- Considering expansion from 16 pages to 24 pages contingent on W23 staff participation
- Find/apply for alternative sources of funding

#### ***The Michiganensian - Reporting by Dyanna and Ella***

- Ensian 126 is an ACP Pacemaker Finalist

- Finishing up last content deadline and prepping for final submission
- Prepping next year's eboard members
- New Ensian alumni listserv - ensianalumni@umich.edu
- Currently in negotiations for Spring Grad Extrav to be sponsored by UMCU
- Collaborating with CSG to provide free cap, gown, tassel packages to students
- Creating marketing materials for spring Grad Extrav events and yearbook sales/order pick up
- Finalizing yearbook order

***The Michigan Daily - Updates provided by Shannon, Kate and Aaron***

- Starting the final process of revamping edit payroll system
- Finalizing a fund allocation form to streamline section's requests for financial assistance with projects
- Beginning projects on Women's Month, Football Recap Magazine and Black Hair Series
- Speaker event with the founder of Humans of New York
- Planning to continue to prioritize speaker events and professional development
- Business leadership transition for CY23 - new WMG Sales Manager and TMD Marketing Manager
- Increase in social media advertising opportunities for advertisers
- In-person sales calls/meetings
- In-house advertising of initiatives across Business/WMG
- Business and Edit continue to strengthen working relationship, including regular meetings and streamlining systems of communication
- Sales/Marketing pushes outside of "main" special editions

**Committee Reports**

***Board Organization and Operations:***

Regarding the Vice Chair or Co-Chair position for FY24, conversations are ongoing.

***Finance and New Initiatives:***

Will be working on budget reviews. Looking for someone from the board to join him.

***Recruitment and Nominating Committee:***

Prospective candidate's names and contact information need to be submitted to Kathy by February 6th.

**Sales & Marketing Advisor Report - Brennan**

- Sponsored social posts - now providing metrics to customers
- January goal: every account executive to visit a customer in person
- New weekly marketing email
- Special football season recap magazine

**General Manager's Report - Kathy**

- Development Generalist phone screening interviews scheduled for this week. John and Ann Marie will help with in-person interviews
- Updates on consultant project.
- Review of YTD publications revenue and net income
- FY '24 Budgets - Walter offered to help review budgets with Andrew before they are presented to the full board
- Scholarship & Awards Assistance

**New Business**

Walter mentioned an upcoming opportunity for students from Lynette Clementson at the Knight Wallace Fellows program about a luncheon meeting on January 27th.

Walter encouraged students to join local SPJ chapter and explore their scholarship offerings.

A motion to adjourn was made by Alan, seconded by Walter, and passed without dissent.

At 6:52 pm Chair Peter Mooney closed the meeting.

**Actions Taken:**

Motion to approve November 21st meeting minutes: Ann Marie Aliotta

Seconded by: Susan Douglas

The motion passed without dissent.

Motion to adjourn: Alan Broad

Seconded by: Walter Middlebrook

The motion passed without dissent.

**Next Meeting Date: Monday, March 20, 2023 at 5:30 pm.**

Respectfully submitted,

Kathy Ciesinski

General Manager

Office of Student Publications