

University of Michigan Board for Student Publications

Minutes of the November 27, 2023 Board Meeting

Board members present: Ann Marie Aliotta (Co-Chair), Jillian Berman, John Copeland, Susan Douglas, Geoff Gagnon, and Jewel Gopwani

Board members absent: Andrew Grossman and Walter Middlebrook

The Michigan Daily was represented by: Aaron Santilli, Shannon Stocking, Kate Weiland, Dana Elobaid, Samantha Rich, and Ella Thompson

The Gargoyle was represented by: Sarrah Ahmed

SHEI Magazine was represented by: Brooklyn Blevins and Apoorva Gautam

The Michiganensian was represented by: Mishal Charania, Averyl Cobb, and Ella Goulet

The Student Publications Staff was represented by: Kathy Ciesinski and Evan Taylor

Others Present: None

Chair Ann Marie Aliotta called the meeting to order at 5:32 p.m.

Introductions

With new student leadership in attendance, introductions of all present in person and virtually took place.

Minutes

A motion to approve the September 10, 2023 meeting minutes was made by John, seconded by Susan, and passed without dissent.

Public Comments

None

Publication Updates

Gargoyle Magazine - Reporting by Sarrah

- Issue one came out October 25th and Issue two will be published December 6th
- Plans in place to fundraise for two new computers and a scanner
- New layout director - Annika Smits
- GargFest on November 3rd was a smashing success
- Ordered and distributed new Gargoyle merchandise to current staff and some sales to alumni. Another merch sale planned for next semester.
- Growing social media: 1.5X total follower count this semester; broadening number of accounts reached and impressions received on Instagram

The Michiganensian - Reporting by Mishal, Ella and Averyl

- Currently in the middle of deadline 3
- ACP & CMA Awards updates
- Football spreads poster sale
- First Grad Extravaganza event is next week
- Secured contract for grad regalia with Jostens with no price increase this year, 3% next year
- Currently surpassing last year's numbers for yearbook sales at this time, likely due to increased number of senior portrait sittings. Two rooms were used in late August through September.

SHEI Magazine - Reporting by Brooklyn and Apoorva

- Print release and launch event, Wednesday, September 6th at Club Above
- Would like to get more ads sold into SHEI
- Website migration in progress
- More rigorous & strategic fundraising efforts: Giving Tuesday and planning a more robust Thrift Shop for next semester
- Recent initiatives include: PR Team - Pop ups throughout campus and magazine distribution; HR Team - Resume workshop for SHEI members and Finance Team - Thrift Shop and Music Matters Community Partnership Grant

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

- Final meeting for Shannon, Kate and Aaron. Introduction of 2024 EICs: Dana Elobaid and Samantha Rich and Business Manager, Ella Thompson.
- Held all-staff training on professional opportunities that included resume and cover letter advice, networking and more
- Recap of Best of Ann Arbor and Rivalry Edition
- ACP and CMA Awards recap
- Completed all modules from consulting project
- Business staff leadership transition and Sales & Marketing Advisor transition
- Establishing legacy documentation and formalizing processes
- Increased financial transparency, awareness and training for all Daily staffers
- Continuing to develop systems of support and structure with the consultants to prevent burnout
- Strengthening knowledge of the field of journalism and The Daily by holding all-staff training
- Beginning to restrict the number of writers in certain sections in order to slow The Daily's growth
- Expansion of Daily Business/WMG offerings, including street teams, expended digital masthead ad placement and newsracks.
- Updated pricing for fall
- Establish legacy documentation and formalize processes
- Increased financial transparency for all Daily staffers
- Continued strengthening of business/edit partnership, including regular meetings and presentations at MDesk
- Working together on Big Ten Championship, Bowl Game and possible another game

FY24 Committees Format/Discussion

Ann Marie provided a brief review of the proposed responsibilities and potential goals for each committee, as written in an earlier email by Andrew.

Operations Committee:

Participants include: Jewel, Geoff, Walter and Kathy

Key areas of focus identified by the committee include looking at the infrastructure, reviewing draft revisions of bylaws changes that were proposed several years ago, and creating a board orientation packet/training session, and identifying and vetting potential FY25 board member candidates.

Finance Committee:

Participants include: Andrew, Jillian, Kim, Brennan and Kathy

Key areas of focus include looking at the Daily's budget to identify what operational items are/have been supported by donor funds, how this might impact future fundraising efforts and how the quasi-endowment is/should be used.

Development Committee:

Participants include: Ann Marie, John, Evan and Kathy

In addition to providing an update on meetings held by the Development committee, and other development-related metrics, Daily fall 2024 reunion and possible other reunions for SHEI and the Ensian. Evan also talked about Giving Tuesday efforts.

Evan shared information on the University's Development Student Internship Program (DSIP) program and why it would be beneficial to have an intern working with him this summer. Mishal shared her experience of having been a DSIP intern for another unit in the past. It was decided that Evan would share more details with voting members of the Board and a virtual vote would take place prior to the application deadline. A form was created and shared with the Board on December 11, 2023 with the following motion made by John and seconded by Jewel "Should Student Publications use unused FY24 funds for the hiring and training of a DSIP intern for the summer of 2024?" The voting form closed on December 15, 2023 and the motion passed without dissent.

GM Report

Kathy went over some outstanding action items from the last meeting, discussed plans for filling the Sales & Marketing Advisor position, reviewed FY'24 publications revenue and net income, and provided a recap of Aaron's and her presentation to MDesk and her meeting with the Ensian's executive board.

New Business

None

A motion to adjourn was made by Geoff, seconded by Jewel, and passed without dissent.

At 7:12 pm Chair Ann Marie Aliotta closed the meeting.

Actions Taken:

Motion to approve the September 10th meeting minutes: John Copeland

Seconded by: Susan Douglas

The motion passed without dissent.

Motion to adjourn: Geoff Gagnon

Seconded by: Jewel Gopwani

The motion passed without dissent.

December 11, 2023: Motion to use funds to hire and train an DSIP intern for Summer 2024: John Copeland

Seconded by: Jewel Gopwani

Virtual vote deadline, December 15, 2023: The motion passed without dissent.

Next Meeting Date: Monday, January 22, 2024, at 5:30 pm.

Respectfully submitted,

Kathy Ciesinski

General Manager, Office of Student Publications