

University of Michigan Board for Student Publications

Minutes of the September 9, 2024 Board Meeting

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

Board members absent: Andrew Grossman

The Michigan Daily was represented by: Dana Elobaid, Samantha Rich, and Ella Thompson

The Gargoyle was represented by: Luke Homans and Charlie Splete

SHEI Magazine was represented by: Dana Gray and Angela Li

The Michiganensian was represented by: Mishal Charania and Averyl Cobb

The Student Publications Staff was represented by: Kathy Ciesinski and Dave Richmond

Others Present: None

Chair Ann Marie Aliotta called the meeting to order at 5:34 p.m.

Minutes

A motion to approve the April 29, 2024 meeting minutes was made by John, seconded by Susan, and passed without dissent.

Public Comments

None

Publication Updates

Gargoyle Magazine - Reporting by Luke and Charlie

- Fundraising efforts and impact on future Gargoyle operations
- Recruiting new members in anticipation of considerable turnover at the end of the academic year
- Increase scope of advertising options in light of funding challenges
- Continue publishing 24-page issues
- Order and distribute new Garg merchandise

SHEI Magazine - Reporting by Dana and Angela

- Shared recruitment schedule
- Meet the Board digital magazine release is September 27th
- Print release is December 9th
- Launch event is December 9th
- Finance team working on grant applications
- Working on social media strategy
- Exploring ways to reduce member turnover rate
- Looking to do some branding collaboration
- Events team working on a framework for day-of event logistics
- Website cleanup
- Centralized communications

The Michiganensian - Reporting by Mishal and Averyl

- Currently working on Deadline 1
- Completed main hiring processes
- College Media Association Pinnacle finalist for several awards

- Freshman 4 Packs, 2024 - 2025 yearbook sales have begun
- Senior portraits started in late August
- Looking at a Parents' Weekend promotion to boost yearbook sales
- Grad Extravaganza dates have been determined and new items have been added
- Continued partnership with Jostens for marketing and advertising

The Michigan Daily - Updates on the following items provided by Dana, Samantha and Ella

- Launched a streamlined application for the fall recruitment cycle
- Implemented a new accountability system for all staff
- Met with all sections about content pitching and limits
- Elections website and coverage planning
- Ad sales success for Orientation Guide and New Student Edition
- Establishing legacy documentation and formal training materials
- Positive recruitment feedback using WMG branding without causing confusion
- Continued strengthening of partnership including regular meeting and presentations at MDesk
- Beginning work on Best of Ann Arbor and Rivalry edition
- Daily reunion next weekend!

Committee Reports

Operations Committee:

Jewel reported on the committee's decision to put a candidate forward for the open at-large position on the Board. Walter also offered his support.

A motion was made by Walter to nominate Robin Luce Herrmann to fill the open at-large position on the Board for Student Publications for a three-year term that ends June 30, 2027, seconded by Jewel, and passed without dissent.

A motion was made by Susan to re-nominate Ann Marie Aliotta to serve as Student Publications Board Chair for FY25, seconded by Jewel, and passed without dissent.

Kathy will be posting Development and Alumni Engagement Officer position.

Finance Committee:

No report

Development Committee:

No report

GM Report

Kathy, along with the students talked about CSG updates. She also discussed board logistics, including the member contact sheet, the Board page on the Student Pubs' website, and the board member tenure sheet. Other items discussed were some personnel updates, the upcoming Michigan Daily reunion and the FY24 Publications Revenue and Net Income final numbers.

New Business

None

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

At 7:11 pm Chair Ann Marie Aliotta closed the meeting.

Actions Taken:

Motion to approve the April 29, 2024 meeting minutes: John Copeland

Seconded by: Susan Douglas

The motion passed without dissent.

Motion to nominate Robin Luce Herrmann to fill the open at-large position on the Board for Student Publications for a three-year term that ends June 30, 2027: Walter Middlebrook

Seconded by: Jewel Gopwani

The motion passed without dissent.

Motion to re-nominate Ann Marie Aliotta to serve as Student Publications Board Chair for FY25:

Susan Douglas

Seconded by: Jewel Gopwani

The motion passed without dissent.

Motion to adjourn: Geoff Gagnon

Seconded by: Susan Douglas

The motion passed without dissent.

Next Meeting Date: Monday, November 18, 2024 at 5:30 pm.

Respectfully submitted,

Kathy Ciesinski

General Manager, Office of Student Publications