

# University of Michigan Board for Student Publications

## Minutes of the November 18, 2024 Board Meeting

Board members present: Ann Marie Aliotta (Chair), Jillian Berman, Geoff Gagnon, Jewel Gopwani, Robin Luce-Herrmann, and Walter Middlebrook

Board members absent: John Copeland, Susan Douglas, and 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.

### Introductions

With the newest Student Publications Board member, Robin Luce-Herrmann joining for the first time, a round of introductions took place.

### Minutes

A motion to approve the September 9, 2024 meeting minutes was made by Jewel, seconded by Walter, and passed without dissent.

### Public Comments

None

### Publication Updates

#### ***Gargoyle Magazine - Reporting by Luke and Charlie***

- Successful launch of Issue 1 in late October. Issue 2 will be out in early December
- Acquired partial funding for Issue 1 through CSG
- Membership retention has been excellent between finalizing Issue 1 and present
- Close to putting out applications for 2025 - 2026 EBoard positions with the goal of shadowing and training during the winter term.
- Merchandise designs are complete, and they will be putting in their order soon. Any board members interested in ordering Garg merch should do so by Friday, November 22<sup>nd</sup>.
- Looking at the possibility of a second merch order and including alumni for the winter semester

#### ***The Michiganensian - Reporting by Mishal and Averyl***

- Currently working on Deadline 3
- College Media Association Pinnacle awards and Associated Collegiate Press Pacemaker awards were given out in late October at the New Orleans conference. The Ensian returned with several Pinnacle awards including first place for Yearbook Cover of the Year.
- Sent two Ensian editors to ACP / CMA conference in New Orleans
- Freshman 4 Packs, 2024 - 2025 yearbook on track to be higher than last year
- Grad Extravaganza December and bulk order for March/April have been placed
- Continuing ring marketing partnership with Jostens

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

- Best of Ann Arbor published in late October
- Rivalry Edition with OSU files sent to the printer this evening and the fundraising platform is open
- Sent two Daily staffers to the ACP / CMA conference in New Orleans
- Returned with several awards including ACP Pacemaker Awards for Newspaper/Newsmagazine, Multiplatform and Online, and a host of CMA Pinnacle Awards
- Elections coverage highlights include special website, polling place wait time tracker and results maps
- TMD celebrated 134 years of editorial freedom in late September
- Beat State News for 20<sup>th</sup> time in a row
- New business staff members have been fully onboarded and have started working within their assigned roles
- Business staff handed out packages to Best of Ann Arbor winners and runners up
- Strong sales efforts in both Best of Ann Arbor and in the Rivalry Edition
- Business and Edit working on increasing financial transparency for edit staff

### ***SHEI Magazine - Reporting by Kathy for Dana and Angela***

- Meet the Board digital magazine release is September 27<sup>th</sup>
- October digital issue "Reprise" was released
- Print release date will be December 11<sup>th</sup> or 13<sup>th</sup>
- Launch party in December will include a fashion film made by 2x Emmy Award winning cinematographer
- Restructuring the print team for winter semester
- Leaning into a higher production value focus for photography
- Finance team was able to secure two grants to help cover part of the December magazine printing costs
- Clothes Closet sale generated nearly \$400 in sales that will also help cover expenses
- Wrapped up Giving Tuesday page for submission
- Working on social media strategy

### **Committee Reports**

#### ***Operations Committee:***

Jewel welcomed Robin to the board. The committee plans to meet before the holidays to begin discussing recruiting efforts for FY26.

#### ***Finance Committee:***

No report

#### ***Development Committee:***

The committee will resume meetings once a new Development Generalist has been hired.

### **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, a brief recap of The Michigan Daily reunion and the FY25 Publications Revenue and Net Income numbers.

Student Publications will have a new website after the first of the year. Members and student leaders were asked to take a survey to help the designer.

During the GM report Kathy asked the Daily's leaders to update the board on their new accountability system and to offer any reflections on the Daily's reunion.

**New Business**

None

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

At 6:59 pm Chair Ann Marie Aliotta closed the meeting.

**Actions Taken:**

Motion to approve the September 9, 2024 meeting minutes: Jewel Gopwani

Seconded by: Walter Middlebrook

The motion passed without dissent.

Motion to adjourn: Geoff Gagnon

Seconded by: Jillian Berman

The motion passed without dissent.

**Next Meeting Date: Monday, January 13, 2025 at 5:30 pm.**

Respectfully submitted,

Kathy Ciesinski

General Manager, Office of Student Publications