

**NC State Student Media Board of Directors
April, 2016 meeting minutes**

**Tuesday, April 12, 2016 • 7 p.m.
Room 1301 Student Health Center**

Present: Maddie Lassiter, Robbie Williams, Tomesha Murray, Tyler Dukes, Dean Phillips, Mimi McCarthy, Jillian Smith, Kaitlin Montgomery, Molly Donovan, Kaanchee Gandhi, Mark Tate, Matt Brown

Absent: Marc Russo, Sarah Bowman, Brandon Tung

Others present: Martha Collins, Jamie Lynn Gilbert, Krystal Baker, Ellen Meder, Nikita Chintalapudi

CALL TO ORDER

Chairman Mimi McCarthy called the meeting to order at 7 p.m. without a quorum, as one member had texted to say she was running late. The agenda was shifted to front-load items not requiring a quorum for action. Patrick also asked that an additional item be added to the agenda so that Ellen could present the Fall 2015 Recruitment & Retention Report.

APPOINTMENT OF MEETING SECRETARY

Kaanchee Gandhi volunteered to serve as recording secretary for the meeting.

STUDENT MEDIA 2015-2016 GOALS UPDATE

Jamie Lynn Gilbert updated the board on progress made toward goals set for the 2015-2016 academic year. (The goals and related updates were included in the meeting package and are made part of these minutes by reference.) She said that all of the groups had done well with regard to retreats and improving hiring/onboarding procedures. She said plans for social media were still in progress and that hiring paperwork would be modified to include demographic data so that Student Media could better track the diversity of the students involved in the future. After some discussion, it was agreed that the goals for next year would remain mostly the same, but would be revisited when all of the new student organization heads were settled into place.

BUDGET UPDATE AND YEAR-END BUDGET OUTLOOK

Jamie reviewed the April 2016 budget report, which was included with the meeting package and are made part of these minutes by reference. She reminded the board that the WKNC project, budgeted at \$150,000 and originally scheduled for the 2016-2017 fiscal year, had been moved to the current fiscal year at the suggestion of the DASA Budget Office. She said the project was on schedule and currently under budget.

Jamie then asked the board to look at the modified budget report that included a column entitled "Expected," which reflected her estimation of what would be spent in the various

categories by each group by the end of the fiscal year on June 30. Krystal provided the board with her final revenue estimates for each organization. Both of those documents were included with the meeting package and are made part of these minutes by reference.

Patrick then moved the discussion to a change for *Technician* that would be effective at the end of the semester. He said that after receiving quotes from Triangle Web in Durham to print the *Technician*, he decided to make the switch from the *News & Observer*, noting that if all other things remained equal, the switch would save the *Technician* more than \$50,000 per year. (A breakdown of the *N&O* versus Triangle Web is attached and included as part of these minutes by reference.) In addition to the cost savings, Patrick said Triangle Web's reproduction quality was much better than what the *Technician* had seen with the *N&O*, and he distributed copies of other Triangle Web-printed papers to illustrate the point. He also noted that Triangle Web had long printed the *Chronicle* at Duke and the *Daily Tar Heel*, and that switching to Triangle Web was made possible with both of those papers reducing circulation and frequency. He also noted that Triangle Web printed nearly every college newspaper in North Carolina and that it was already printing the *Nubian Message*.

Beyond that, Patrick said that he and the staff had discussed some other ideas with regard to the *Technician's* operations moving forward, but he said he didn't feel it would be appropriate to explore them with the board until after he and the staff had had a chance to speak to incoming EIC Rachel Smith first. He said Rachel would not be back from studying abroad until later in April. Once she returned and was briefed, Patrick said, he wanted to call together a meeting to include as many members of the board, the Newspapers Advisory Board and the newspaper staff as possible for a full discussion. He said he anticipated that such a meeting would come in early May and asked the board members to be on the lookout for the meeting notice via email.

APPROVAL OF MARCH MEETING MINUTES

With a quorum established, the board voted unanimously to approve the March 1, 2016 meeting minutes.

2016-17 WINDHOVER EDITOR APPOINTMENT

On behalf of the Annual Publications Advisory Board, Mimi McCarthy moved that the board waive the two-semester-participation rule for *Windhover* editor applicant Nikita Chintalapudi, as she had previously been on staff for only one full semester. The motion, seconded by Tyler Dukes, passed unanimously. Mimi subsequently moved that Nikita be named editor of *Windhover* for 2016-2017. After a brief discussion and Q&A, that motion, also seconded by Tyler Dukes, also passed unanimously.

AGROMECK EOY/SUMMER STAFFING

Martha Collins and Molly Donovan outlined plans for the end of the year and summer staffing for *Agromeck* since no one applied for the 2016-2017 editorship during the regularly scheduled application cycle.

Molly said that she would agree to continue on as editor for the remainder of the spring semester and that the staff would continue to collect content and plan ahead over the summer the same way they would if a 2016-2017 editor were in place.

This led to some discussion about possible paths forward. Martha and Molly said they anticipated some interest on the part of at least two current and recent staff members at the end of the semester when they returned from studying abroad or completed their academic work for the semester. They said that while it would mean some additional work for the current staff over the summer, they said they were not worried about the long term.

In the end, it was agreed that the board would revisit the matter at its first meeting of the 2016-2017 academic year.

RECRUITMENT AND RETENTION REPORT

Ellen presented the 2015-2016 Recruitment and Retention Report, which attached and included as part of these minutes by reference. Ellen said that, overall, Student Media's recruitment numbers had rebounded from a significant dip in 2014-2015 and were back up to where they had been in prior years.

During the discussion, Ellen and other staff members urged the student leaders to make sure that all student staffers fill out membership/hiring paperwork regardless of whether they were in a paid position or not. She said that without paperwork, a student couldn't be counted in the recruitment and retention numbers.

BOARD MEMBERSHIP FOR 2016-2017

Patrick asked the voting board members in attendance whether they'd be returning to the board the following year. Dean, Robbie and Mimi all indicated that they would. Maddie, Sarah and Tomesha were all graduating and thus would not be returning. Tyler said he wasn't sure and would have to let Patrick know at a later date. Patrick said that he would double-check with the absent board members as to their intentions for the coming year.

ADJOURN

The meeting adjourned at 8:45 p.m.

Scenario 1: Leave everything the same, but reduce advertising

Advertising	\$ 185,000.00
Tech Staff	\$ 54,085.00
Commission	\$ 9,250.00
	<hr/>
	\$ 63,335.00

	Per Issue	Issues	
Printing - Fall	\$ 1,030.00	60	\$ 61,800.00
Printing - Spring	\$ 1,030.00	58	\$ 59,740.00
Printing - Summer	\$ 1,030.00	11	\$ 11,330.00
Special Issues	\$ 1,030.00	3	\$ 3,090.00
			<hr/>
			\$ 135,960.00

Scenario 2: Reduce advertising, move to Triangle Web in summer

Advertising	\$ 185,000.00
Tech Staff	\$ 54,085.00
Commission	\$ 9,250.00
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	\$ 63,335.00

	Per Issue	Issues	
Printing - Fall	\$ 495.13	60	\$ 29,707.80
Printing - Spring	\$ 495.13	58	\$ 28,717.54
Printing - Summer	\$ 495.13	11	\$ 5,446.43
Special Issues	\$ 495.13	3	\$ 1,485.39
Delivery	\$ 120.00	132	\$ 15,840.00
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8 page broadsheet, 4 pages in color			\$ 81,197.16

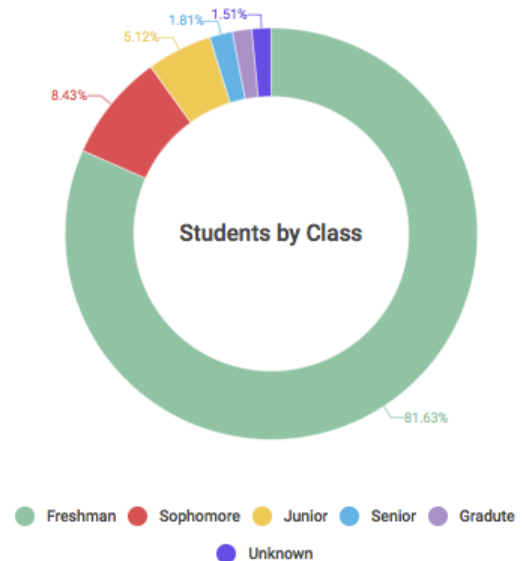


Recruitment And Retention Report Fall 2015

HIGHLIGHTS

- 337 individual students expressed interest in at least one medium during the official recruitment period, defined in this report, as in the past, as including Orientation, Campus Connections and the Student Media Open House. That is up significantly from last year’s 231, but below 2013’s 378. That is also below than a nine-year average of 352.
 - There were 461 different contact points amongst those 337 students.
 - If students who were reached through individual outlet’s interest meetings are added in the total individuals reached is 444. During this expanded period of recruitment there were 613 contacts with those students.
 - 186 of that larger total of individuals expressed interest in more than one outlet.
- Reached 206 freshmen during New Student Orientation (up from 117 in 2014, but similar to 212 in 2013).
 - Reached 24 non-freshman during orientation sessions, though only 5 self-identified as transfer students. That’s up from 15 in 2014.
- Reached 43 students at the Campus Connection information fair, down slightly from 2014’s 54. Of those there were 32 freshmen, 3 sophomores, 4 juniors, 2 graduate students and 2 SKEMA students. 16 expressed interest in more than one outlet.
- 117 individuals attended the Student Media Open House, up 56 percent from 2014’s 75 individuals, but falling just shy of 2013’s record attendance of 120 students.
 - 48 of the 117 individuals who attended the open house expressed interest in a prior recruitment effort. That’s about 41 percent, consistent with 2014’s 39 percent, but down from the roughly 50 percent in the prior three years.

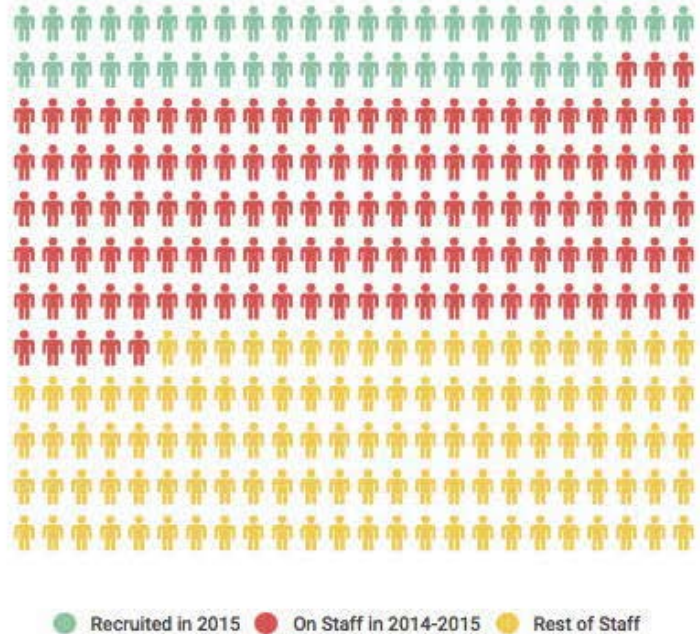
Student Media Recruitment Summer, Fall 2015



More than four-fifths of students who who indicated interest in Student Media during official recruitment events were freshman (271 of 337). Of the 45 students recruited and retained on staff 33, or 73%, were freshmen.

- 48 of the 117 individuals expressed interest in more than one outlet during the open house, as well (coincidentally).
- 29 of the 117 individuals, or about 25 percent, of the open house attendees joined at least one medium's staff. That's down a little from last year's 29 percent, but up from 2013's 20 percent who joined staff.
- Student Media did have a presence at Packapalooza again, but the Wolfpack Welcome Week organizers expressed that tables were not to be used for recruitment purposes. As a result the names taken at the table were not recorded in an orderly fashion, so that event does not factor into this report.
- 45 students who expressed interest in Student Media during recruitment joined staff in the fall. That's about 13 percent of the total, up slightly from about 12 percent the last two years
 - All 45 of those new staff members were retained through the end of the fall semester.
- If you expand recruitment to include the outlet interest meetings 68 of the 444 individuals reached joined staff. That's about 15 percent. All 68 of those students were retained, too.
 - 79 individuals came to more than one recruitment event and had an on-staff rate of about 32 percent (25 students).
 - 364 came to just one recruitment event and had an on-staff rate of about 12 percent (43 students).
 - 107 came to only an interest meeting and 21 percent got on staff (23 students).
- Out of the 286 students in our records at the end of the fall 2015 semester, those 45 who showed interest at official recruitment events accounted for about 16 percent of the entire staff (up in portion and total from 12 percent of 223 students at the end of fall 2014, but down from 21 percent in 2013).

Fall 2015 Staff



In a staff of 286, 45 were recruited in 2015 and 127 were on staff the prior year.

CONCLUSIONS

- According to New Student Programs, 3,979 first-year students came through 20 two-day orientation sessions and 920 transfer students came through 4 one-day session over the summer. We made contact with 230 of those students, or nearly 5 percent of summer orientation attendees. That's up from last year's 3 percent and consistent with percentages from 2010 to 2013.
 - Though not explicitly outlined in the New Student Orientation Summer 2015 Assessment report put out by NSP, many involved in the information fair expressed an uptick in student contact as a result of moving the fair to the new Woodward Student Involvement Center in the Talley Student Union, which provided better space for flow of students than the Washington Sankofa Room in the Witherspoon Student Center in 2014.
 - As a result our total number of new students reached and percentage of orientation attendees reached improved, putting them back to 2013 levels.
- Based on numbers from 2006-2014 Student Media recruits an average of about 13.2 percent of students it reaches during formal efforts of staffing at information tables during New Student Orientation, the Campus Connections information fair during the Campus Crawl and hosting a Student Media Open House at the start of the fall semester. We retain on average 11.4 percent of the total students reached over a decade.
- Through recruitment we hired more than double the number of freshmen compared to last year, putting the number of first-year students retained through recruitment on par with years prior to 2014.
- Overall, our system works well to recruit and retain high quality students for operations at all outlets.
- Some improvements to the system that might help boost numbers:
 - Better execution of getting all students working for some outlets to fill out necessary paperwork. This could include a more thorough checking of bylines/photo credits and a confirmation with all senior staff members that their staffs are accounted for in paperwork (primarily a problem in Technician and Nubian Message). It should be noted that 9 students who were initially recruited during summer and early fall 2015 recruitment efforts went on to complete paperwork to join staff during the spring 2016 semester, nearly all of whom should have likely been recorded in fall.
 - Like last year, develop a formal way to track those who join staff not through recruitment efforts. Potentially by adding a "how did you hear about us/how did you get involved" question on staff paperwork.

NEW STUDENT ORIENTATION

As part of Student Media’s departmental objective to actively recruit incoming students and work to retain those students throughout their time at NC State, Student Media’s student leaders are charged with engaging in recruitment efforts during New Student Orientation during June and July.

New Student Programs hosted 20 freshman sessions, including a Summer START session, and four transfer sessions in 2015. At both types of session Student Media had a table including brochures, samples of each outlet’s work, swag from each outlet and a tablet for students to electronically enter their contact information and interests if they wanted more information about Student Media. Editors and managers, with some back-up from the professional staff, manned the table.

After Summer START each outlet’s leadership was made aware of the interested students to make contact right away since they were on campus during the summer. At the conclusion of orientation all outlet leaders were given a break down of interested students, including interest by outlet and interest by type of work (ex: design, photography, writing, etc.). This year due to some oversight it was not confirmed how many of the students were contacted by the outlets. However all interested individuals were contacted at least twice to remind them all of the Student Media Open house and ways to make contact with the outlets, thus they were all contacted “eventually.”

Overall Comparisons for New Student Orientation 2006-2015

	Individuals	Contacts	Contacted	Eventually
2015	230	460	n/a	460 (100%)
2014	132	276	208 (75%)	276 (100%)
2013	223	451	194 (43%)	451 (100%)
2012	229	460	246 (53%)	451 (98%)
2011	238	470	445 (95%)	470 (100%)
2010	254	584	390 (67%)	558 (96%)
2009	253	504	342 (68%)	504 (100%)
2008	198	365	289 (79%)	n/r
2007	165	312	238 (76%)	n/r
2006	230	304	135 (44%)	n/r

POST-ORIENTATION

Student Media participated in two official recruitment efforts after new student orientation, the Campus Connections information fair in Talley Student Union and the Student Media Open House in our offices, which both took place the Tuesday of Wolfpack Welcome Week, simultaneously from 10 a.m. to 1 p.m. and 10 a.m. to 2 p.m., respectively. Staffers who manned the Campus Connections table took names, but also encouraged interested students to drop by the open house. The team used social media, hashtagging, and the presence of a “photo booth” at the open house to draw students as well, including working with an Orientation Leader to gain more exposure through the NSP social media presence, too.

Across the five outlets there were 186 total sign-ups, between 117 individual students, with 48 students expressing interest in more than one outlet during the event. Additionally 48 of the 117 had expressed interest previously, either at orientation or Campus Connections. That leaves 69 who were “new” during this recruitment cycle, which is consistent with past years, that there are more “new” students at open house than students with prior contact.

Open House Attendance by Media 2014

Media	Total
Agromeck	30
Nubian Message	0
Technician	66
Windhover	28
WKNC	62
	186

*Duplicate individuals included in these numbers.

OTHER RECRUITING EFFORTS

Individual outlets also held interest meetings, pulling students in via house ads, social media efforts, fliers at official recruitment events, class visits, posters/fliers, digital signboards and tabling. Those efforts were not recorded uniformly across outlets, but when you include the numbers recorded from Technician as well as numbers of DJ applications submitted at WKNC (which is a stand in for attendance at the interest meetings since those names were not recorded, but attendance at one is required to submit an application) it adds on 23 staff members who were not contacted during the three official recruitment events.

With better, uniform record keeping during these events in the future we can hope to discern how these more intimate, majority student-lead, grassroots-like events measure up in effectiveness compared to the official recruitment events that are part of broader campus-wide efforts.

BY MEDIA

Though last year the business office was not included in recruitment efforts, this year it was listed as an outlet on the Google Form used to express interest at the New Student Orientations and Campus Connections, though data was not recorded for it during the Student Media Open House. The skill sets of photography, video and design saw a rise in interest, but the radio station and daily newspaper remain the largest draws and maintain the largest staff (though a major portion of Technician’s staff is photographers who maintain triple “citizenship” with Agromeck, Nubian Message and Technician. In past years they have been attributed to Technician’s totals in some reporting).

Interest by Media 2006-2015

Media	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006
Agromeck	34	39	65	72	63	74	80	70	62	55
Business Office	7	N/R	33	31	23	46	42	54	9	N/R
Design	104	52	70	83	74	93	82	N/R	N/R	7
Nubian Message	4	13	21	32	21	44	33	50	22	18
Photography	115	75	109	99	138	167	147	125	73	39
Technician	67	112	158	110	116	147	143	151	134	75
Video	80	41	43	72	99	101	64	n/R	N/R	N/R
Windhover	39	39	37	49	50	51	63	36	46	26
WKNC	66	121	198	153	122	182	120	149	111	76
Totals	516	492	734	701	706	905	774	709	481	296

*Duplicate contacts have been removed in this year of data, but not multiple recordings of the same person due to interest in more than one outlet and there being no real way to count an individual as more interested in one area over another.

JOINED STAFF

Of those who expressed an interest during official recruitment efforts, below are the numbers of students who actually joined the staff. The percentages are the percentages of people who expressed an interest in that medium who joined the staff, with a total of 45 students.

New Staff Recruited by Media 2015

Media	Joined	Percent	2014 Percent
Agromeck	3	9%	13%
Business Office	1	14%	N/R
Nubian Message	1	25%	8%
Photo Staff (Agromeck, Nubian Message, Technician)	15	13%	N/R
Technician	7	10%	10%
Windhover	0	0%	15%
WKNC	16	24%	7%

STILL ON STAFF

Only 4 staff members across Student Media were hired but not retained during the fall 2015 semester, all 4 coming from the Business Office, but none of them were recruited in 2015, thus all 45 new staff members recruited were retained. 100% retention of officially recruited staff members across the board.

New Staff Retained by Class 2007-2015

Class	2015	2014	2013	2012	2011	2010	2009	2008	2007
Freshman	33	17	40	25	28	31	28	26	31
Sophomore	4	6	7	7	6	6	1	8	9
Junior	3	0	0	3	1	2	2	1	1
Senior	2	2	0	1	1	0	0	1	3
Grad Student	3	2	0	2	2	1	2	4	0

New Staff Retained by College 2007-2015

College	2015	2014	2013	2012	2011	2010	2009	2008	2007
Humanities	10	9	12	15	8	11	8	16	16
Engineering	8	6	9	5	13	10	8	7	9
Ag/Life Sciences	3	1	0	4	4	4	4	6	2
Graduate	1	2	0	2	2	1	2	4	0
Poole Management	3	1	6	0	3	4	1	2	1
DASA	0	2	1	1	N/A	N/A	N/A	N/A	N/A
Design	6	2	3	3	2	4	1	2	2
University College*	3	5	6	4	0	4	4	1	6
College of Sciences **	5	0	8	3	2	0	1	0	3
Textiles	4	1	1	1	4	1	4	1	3
Transitions	0	0	0	0	0	0	0	1	0
Natural Resources	0	0	1	0	1	0	0	0	2
Education	0	0	0	0	0	1	0	0	0

*Formerly known as First Year College

**College of Sciences contains majors in the previous College of Physical and Mathematical Sciences.