

**N.C. State Student Media Board of Directors
April 2017 meeting minutes**

**Tuesday, April 11, 2017 • 7 p.m.
Room 356 Witherspoon Student Center**

Present: Missy Furman, Jackie Gonzalez, Laasya Vulimiri, Dante Genua, Dean Phillips, Tania Allen, Josh Hyatt, Meghan Glova, Rachel Smith, Amanda Pearlschwig, Stephanie Tate, Mary McPhatter, Emily Ehling, Patrick Neal

Absent: Chloe Anderson, Justin Hall, Robbie Williams

Others present: Jamie Lynn Gilbert, Martha Collins, Ellen Meder, Anna Long, Deja Richards

CALL TO ORDER & ELECTION OF MEETING SECRETARY

Board chair Jackie Gonzalez called the meeting to order at 7:02 p.m. Meghan Glova volunteered to serve as recording secretary.

APPROVAL OF MARCH 2017 MEETING MINUTES

Patrick Neal noted that Laasya's Vulimiri's last name was misspelled in the March minutes. Dean Phillips moved to approve the minutes with that correction. Laasya seconded the motion, and the board voted unanimously to approve the minutes.

YEAR-END RECRUITMENT & RETENTION REPORT

Ellen Meder presented the 2016-2017 Recruitment & Retention Report, which is attached here and made part of these minutes by reference. She said that while the number of overall contacts during Orientation were down over the previous year, she said the overall number of those contacts remaining active through the entire academic year actually rose by four individuals. She speculated that a relatively obscure spot at the information fair might have affected the number of people indicating their interest in that venue. She said that a large number of students active on staff now indicated that they originally heard about Student Media through a friend. She said the groups should keep that in mind moving forward, and consider hosting events *like Nubian Message's "Bring A Friend Night"* in 2017-2018.

BOARD MEMBERSHIP FOR 2017-2018

Meghan, Laasya, Dean, Tania Allen, Josh Hyatt and Dante Genua all indicated that they would return to the board for 2018-2019. Patrick said Robbie Williams had confirmed that he would also return to the board next year. Jackie will not return as a voting member, though she would remain on the board as an ex-officio member as Student Body President. Patrick told Jackie that Coleman Simpson, who had won the board seat in the Student Government elections in March, would be ineligible to serve on the SMBOD if he was also a member of Student Government. He asked her to find three non-Student Government students to serve as her appointees to the board. Finally, Patrick said he would touch base with Justin Hall and Chloe Anderson to see if they would be back on the board in 2017-2018.

REPORTS

Written reports submitted prior to the meeting were included in the meeting package and are made part of these minutes by reference. Written reports distributed at the meeting are attached

here. Otherwise, Patrick invited members of the board to attend Student Media's end-of-the-year event on Thursday, April 20 beginning at 4 p.m. Emily Ehling also encouraged everyone to attend WKNC's last Fridays on the Lawn event on April 28.

UPDATE: STUDENT MEDIA 2016-2017 GOALS

Jamie Lynn Gilbert presented Student Media's progress on its goals for 2016-2017. That report was included in the meeting package and is included as part of these minutes by reference. She then asked the board to suggest goals for 2017-2018. After some discussion, it was decided that many goals from the current year would be retained and two – increased collaboration between media outlets and a program-wide review of risk management practices – would be added. In addition to those goals, ones retained from the current year included alumni outreach and engagement, cultural literacy, emphasis on diversity in recruitment and coverage, branding, resource gathering, enhancement of training manuals, and attendance at conventions and retreats.

APRIL BUDGET UPDATE

The April budget update was included in the meeting agenda package and is included as part of these minutes by reference.

ADJOURN

The meeting was adjourned at 7:40 p.m.

NC STATE STUDENT MEDIA

Recruitment ' And ' Retention ' Report 2016-2017 '

HIGHLIGHTS

- 313 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 I and II and the Student Media Open House. That is down a little from last year's 337, but still up from 2014's 231, but below 2013's 378. That is also below than a 10-year average of 348.
 - There were 354 different contact points amongst those 313 students.
 - Of those, 39 students expressed interest at more than one event. Those students who we had more than one contact with were 90 percent more likely to join staff.
- Reached 162 freshmen during New Student Orientation (down from 206 in 2015, but still above 117 in 2014 and 212 in 2013).
 - Reached 15 transfer during orientation sessions, down from last year's 24, but the same as in 2014. Seven students' class and transfer status were unknown.
- Reached 72 students at the Campus Connections I Information fair, well above last year's 43 students and 2014's 54. We had interest from an additional 14 students at the Campus Connection II info fair a month later. Of those students 55 were freshman, seven sophomores, eight juniors, eight seniors and eight graduate students.
- Student Media Open House was a little depressed this year with 76 individuals attending, down from 117 last year, but on par with 2014 numbers.
 - 59 of the 76 individuals expressed interest in more than one outlet, likely because all outlets used the same Google Form that showed all options.

Student Media Staff 2016-2017

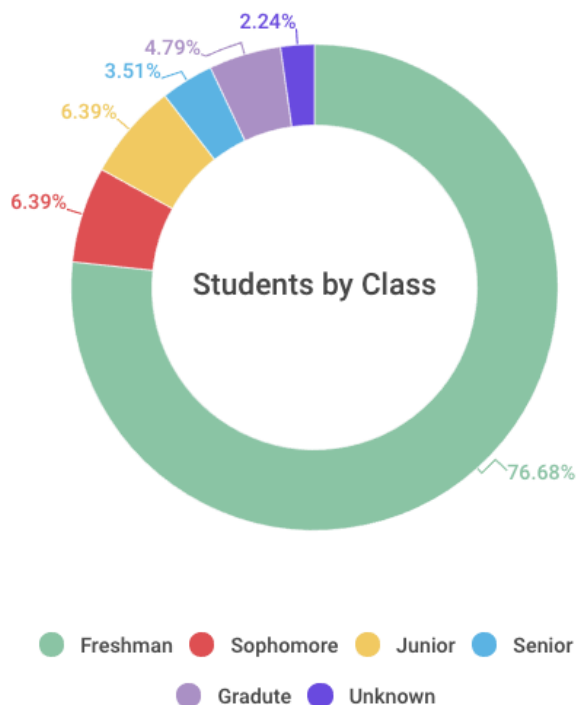


● Recruited in 2016 ● On Staff in 2015-2016 ● Rest of Staff

In a staff of 339, 60 were recruited in 2016 and 141 were on staff the prior year.

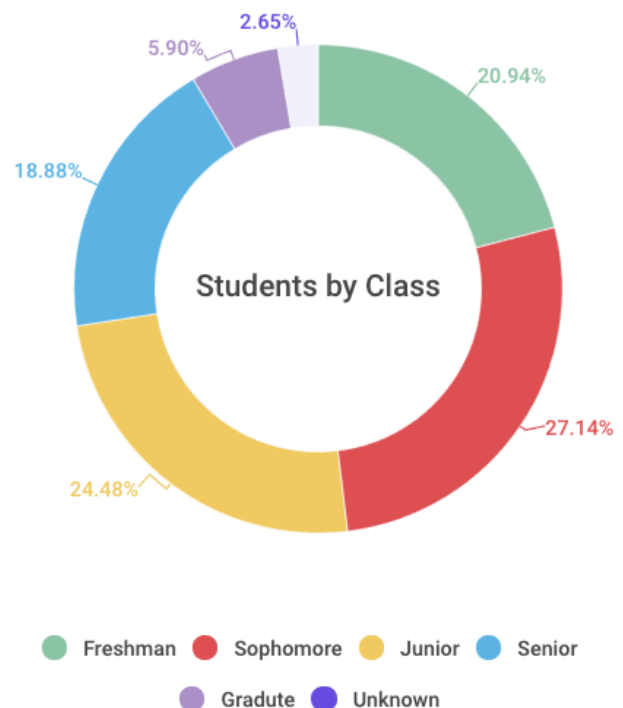
- 31 of the 76 individuals, or about 40 percent, of the open house attendees joined at least one medium's staff. That's up from last year's 25 percent and a four-year high.
- Student Media did not have a presence at Packaplaooza this year as it was not particularly successful in past years and groups were discouraged from using it as a recruiting tool.
- 60 students who expressed interest in Student Media during recruitment joined staff in the fall. That's about 19 percent of the total who expressed interest, which is up from 13 percent, 12 percent and 12 percent in the previous three years respectively
 - 49 of those new staff members were retained through the academic year, still up slightly from 45 hired and retained last year.
- Out of the 339 students in our records this academic year, the 60 who showed interest during official recruitment and joined staff accounted for 18 percent of the entire staff. That proportion is up from the past two year (16 percent and 12 percent) but not to the four-year high of 21 percent in 2013.

Student Media Recruitment 2016



About three-quarters of students who who indicated interest in Student Media during official recruitment events were freshman (240 of 313). Of the 49 students recruited and retained on staff 34, or 70%, were freshmen.

Student Media Full Staff 2016-2017



Of the full Student Media staff, sophomores comprise the largest proportion with 92 of 339 staff members.

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.

According to New Student Programs, 3,947 first-year students came through 20 two-day orientation sessions and 956 transfer students came through two one-day session over the summer. We made contact with 186 of those students, or nearly 4 percent of summer orientation attendees. That's up down last year's 5 percent but within one percentage point of the last several years.

At the information fairs for 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.

The number of students who signed up for more information did dip significantly compared to the previous year, due partially to being at a less than prime location at the New Student Orientation fair. Requesting a different space closer to the other student organizations and working to mend/build the relationship with New Student Programs will likely help next year.

Student leaders were kept apprised of the updates to the names gathered at those sessions and had access to the master list. All students were contacted at least twice over the summer: once by their outlet of interest and once with an overall Student Media email with an open house reminder. Many were contacted more than once because they signed up earlier in the summer and because they listed interest in more than one outlet. The record keeping on this was difficult as not all outlets opted to use a mail-merge system that tracked which entries had emails sent to them. That's a system to require next year.

Overall Comparisons for New Student Orientation 2006-2016

	Individuals
2016	186
2015	230
2014	132
2013	223
2012	229
2011	238
2010	254
2009	253
2008	198
2007	165
2006	230

POST-ORIENTATION

Student Media participated in two official recruitment efforts after new student orientation, the Campus Connections I 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 11 a.m. to 2 p.m., respectively. Staffers who manned the Campus Connections I 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. This year the only “bribe” was candy, instead of ice cream as well due to logistics, but it’s hard to say if that impacted totals.

Across the five outlets there were 174 total sign-ups, between 76 individual students, with 59 students expressing interest in more than one outlet during the event. That is down from 117 individuals who attended last year. Students generally expressed interest in more outlets and skills because each outlet used the same electronic form to gather the information so students could “one-stop-shop” to get signed up for more information. As a result smaller outlets had an uptick in interested students’ emails to follow up on, while WKNC dropped from 62 to 18 from last year and Technician from 66 to 61. Next year better social media collaboration and a new “gimmick” to freshen up the photo booth might help drive traffic. Other campus events during the busy week also impact attendance.

Open House Attendance by Media 2016

Media	Total
Agromeck	40
Nubian Message	21
Technician	61
Windhover	34
WKNC	18
	174

*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. We also attended the Campus Connections II information fair about a month later than the first. The outlet-initiated efforts were not recorded uniformly, but students who did not go through official recruitment nor were on staff last year account for 40 percent of staffers, many of whom likely came to their outlets via decentralized recruitment efforts.

With better, uniform record keeping during these events in the future (like getting buy-in for use of electronic forms over paper sign-ups) 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.

INTEREST BY MEDIA

All interest numbers by outlet way up, which is consistent with trends over the past few years, and is spurred by the use of Google Forms to electronically capture interested students' information. The electronic form also allows students to easily tick boxes of more than one outlet, which is good because students who have interest in multiple outlets are more likely to join at least one. Continuous increase trend. Up bc of how the Google Form was set up to easily tick boxes.

Interest by Media 2006-2016

	Agro	Biz Office	Design	NM	Photo	Tech	Video	Wind	WKNC	Totals
2006	55	N/R	7	18	39	75	N/R	26	76	296
2007	62	9	N/R	22	73	134	N/R	46	111	481
2008	70	54	N/R	50	125	151	n/R	36	149	709
2009	80	42	82	33	147	143	64	63	120	774
2010	74	46	93	44	167	147	101	51	182	905
2011	63	23	74	21	138	116	99	50	122	706
2012	72	31	83	32	99	110	72	49	153	701
2013	65	33	70	21	109	158	43	37	198	734
2014	39	N/R	52	13	75	112	41	39	121	492
2015	34	7	104	4	115	67	80	39	66	516
2016	130	57	129	88	156	165	76	145	150	1096

*Duplicate contacts have been removed in this year of data, but not multiple recordings of the same person across Student Media 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 percent of people who expressed an interest in a Student Media outlet and joined that staff, with a total of 58 individual students joining, two of whom joined two outlets. That's up from last year's 45 joined.

New Staff Recruited by Media 2016

Media	Number Joined	2016 Percent	2015 Percent	2014 Percent
Agromeck	10	8%	9%	13%
Business Office	1	2%	14%	N/R
Nubian Message	0	-	25%	8%
Photo Staff (Agromeck, Nubian Message, Technician)	9	6%	13%	N/R
Technician	21	13%	10%	10%
Windhover	6	4%	-	15%
WKNC	13	9%	24%	7%

STILL ON STAFF

Of 339 total students on staff this year only 26 staff members across all outlets were hired but not retained during the course of the year: seven from Agromeck, two from the Business Office, three from photo, four from Technician and 10 from WKNC. Of those, only nine were recruited this year through the processes outlined in this report, leaving 49 new staffers from recruitment, which is still slightly than last year's 45 retained.

The following charts look at the breakdown of those students who were recruited, hired and retained. Unsurprisingly, recruited and retained staff members are disproportionately freshman though this year did have a slightly larger percentage of upperclassman. The spread of students by college is fairly similar to past years. In comparison to the university as a whole, Student Media has few graduate student, as does this recruiting class. Within the undergraduates recruited, Student Media has about double the proportion of College of Humanities and Social Sciences (CHASS) students, six times the proportion of Design students and 50 percent more textiles students. The recruiting class's representation in the College of Engineering, College of Sciences and Poole College of Management were about 30 percent down from total undergraduate proportions each. The colleges that were most underrepresented in this group were College of Natural Resources with only a third of the university-wide proportion and Agriculture and Life Science with only a fifth of the university-wide proportion.

New Staff Retained by Class 2007-2016

	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
Freshman	34	33	17	40	25	28	31	28	26	31
Sophomore	6	4	6	7	7	6	6	1	8	9
Junior	6	3	0	0	3	1	2	2	1	1
Senior	2	2	2	0	1	1	0	0	1	3
Grad Student	1	3	2	0	2	2	1	2	4	0

New Staff Retained by College 2007-2016 '

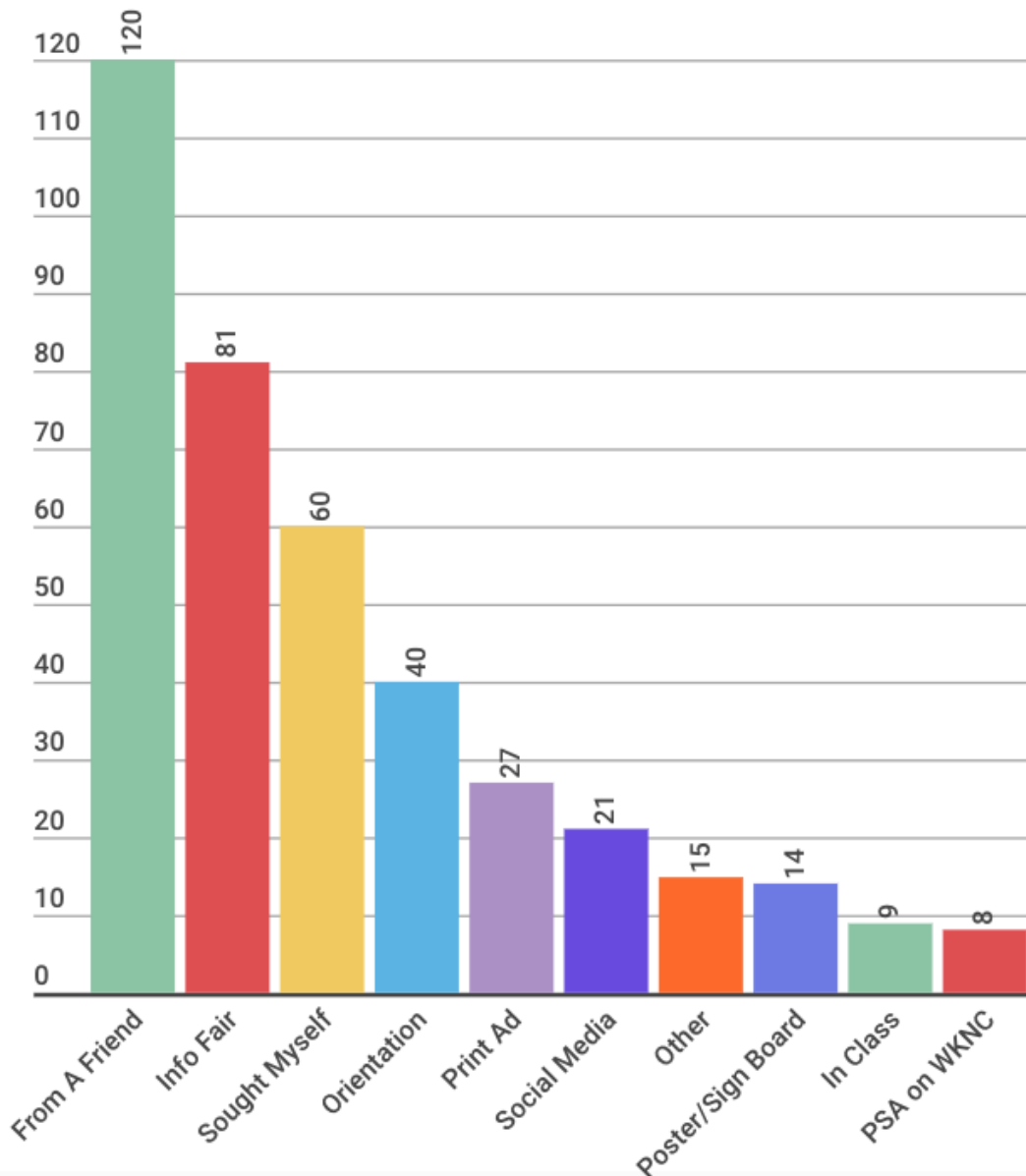
	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
Humanities	16	10	9	12	15	8	11	8	16	16
Engineering	8	8	6	9	5	13	10	8	7	9
Ag/Life Sciences	1	3	1	0	4	4	4	4	6	2
Graduate	1	1	2	0	2	2	1	2	4	0
Poole Management	4	3	1	6	0	3	4	1	2	1
DASA	0	0	2	1	1	N/A	N/A	N/A	N/A	N/A
Design	6	6	2	3	3	2	4	1	2	2
University College*	3	3	5	6	4	0	4	4	1	6
College of Sciences **	4	5	0	8	3	2	0	1	0	3
Textiles	3	4	1	1	1	4	1	4	1	3
Transitions	0	0	0	0	0	0	0	0	1	0
Natural Resources	1	0	0	1	0	1	0	0	0	2
Education	1	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.

HOW STAFF CAME TO STUDENT MEDIA

Of the 339 students on staff this academic year, 266 filled in the optional referral section of the hiring paperwork, telling us how they heard about Student Media or came to be on staff. Of those, 51 gave two or more reasons, though some of the reasons are moderately in conflict with each other (listing multiple reasons along with “Sought Out Myself”). By far the most common reason listed was that staff members heard about Student Media through a friend (45 percent of responses), though information fairs also brought in a lot of staffers (30 percent of responses) and about a quarter of them said they sought out Student Media on their own.



This suggests that outlets should explicitly and repeatedly encourage members to pitch involvement to friends, or even formalize or incentivize referring a friend to Student Media (ex: Nubian Message had a bring-a-friend meeting with free pizza).

POTENTIAL IMPROVEMENTS

- Create and host events that specifically target the friends of existing staff members. Experimenting with “bring-a-friend” nights that include some sort of incentive for both the staff member and the friend who will get the pitch to join Student Media could really help as that is by far the most common reason staff members find their way to an outlet and could potentially be boosted.
- Potentially work on the relationship with New Student Programs and request a more visible location in the crowded information fair during New Student Orientation.
- Work to better advertise the Student Media Open House, particularly on social media and by getting staffers to share it on their personal social media accounts. Maybe come up with some sort of new “gimmick” to make it stand out during a very busy week of activities.
- Like last year, 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).
- Get all outlets using similar systems to track outlet-based recruitment efforts to see which work best and share those techniques with other outlets.

Agromeck Board Report

Revenue:

- We have sold 170 books
- We had a table at the Grad Fair
- Promotions manager Molly Donovan is designing house ads for our final sales push
- Books scheduled to ship this week
- Jamie Gilbert added the 2017 book to the online e-store, and the bookstore will also have the books for sale

Expenditures:

- N/A

Personnel:

- We've interviewed everyone that applied for the 2018 Editorial Staff:
 - Photo Editor Applicants: Kai McNeil and Kaydee Gawlik
 - Assignments Editor Applicants: Stephanie Tate and Madison Earp
 - Promotions Manager Applicants: Madison Earp
 - There were no applicants for Design Editor. We have contacted the College of Design for the position to be sent out in their monthly newsletter and posted it on ePack.

Training:

- I've begun training for Anna Long, the 2018 editor-in-chief.

Coverage:

- Coverage for the 2018 book began after spring break.
- Content is being collected and stories are being written. The Agromeck Leadership Staff retreat is in May, and that's when the theme is finalized, templates are designed and colors are made.

Technology:

- N/A

Deadlines:

- Official deadline dates for the 2018 book have not been decided yet, but we always have one in June, August, October, December, February and March.

Ethics/Legal Issues:

- N/A

Nubian Message

Submitted by Stephanie Tate, editor

Revenue

N/A

Expenditures

N/A

Personnel

- We have had two writers become paid staff writers.

Training

- N/A

Technology

- I will be working with Ellen Meder and Douglas Flowers to change the theme on our website. This will allow for a more visually appealing interface.

Coverage

- Now that more events are starting to occur we have been able to do more event coverage.

Deadlines

- I am still very impressed with how new writers have done a noteworthy job on getting content in before deadline which has in turn made our production nights run more smoothly and efficiently.

Ethics/Legal issues

N/A

Technician Report

Submitted by Rachel Smith, Editor-in-Chief

Personnel

Since the last Board Meeting our Assistant News Editor Sara Darwish stepped down. We have since hired Carter Pape to take Sara's place.

Jonathan Carter was hired as the 2017-2018 Editor-in-Chief. His Editorial Board, which will take the reigns April 26th, is as follows:

Managing Editor: Connor Bolinder
News Editor: Carter Pape
Assistant News Editor: Luke Perrin
Assistant News Editor: Hessa Al Maghlouth
Opinion Editor: Aditi Dholakia
Assistant Opinion Editor: Emily Neville
Features Editor: Sam Griffin
Assistant Features Editor: Sarah Gallo
Sports Editor: Andrew Schnittker
Assistant Sports Editor: Nick Sinopoli
Assistant Sports Editor: Alec Sawyer
Photo Editor: Mitchell Burleson
Assistant Photo Editor: Kaydee Gawlik
Design Editor (Summer): Sorena Dadgar
Design Editor (Academic Year): Nick Weaver
Social Media Co-Manager: Jacob Trubey
Social Media Co-Manager: Mary Goughnour
Video Editor: Fed Planchon
Copy Desk Manager: Sarah Guy

Training

Ellen is continuing to hold training sessions aimed at new staff members and correspondents.

Technology

The new printer is continuing to have firmware issues. Dasa Tech has been notified (several times).

Coverage

We are quickly coming to the end of Volume 97 of Technician. As of today we have four print editions left and five web nights. Next Monday (4.17) our final special issue of the year will be on stands.

Deadlines

Nothing out of the ordinary

Ethics/Legal issues

Nothing out of the ordinary.