

AGENDA

**Tuesday, Sept. 8, 2015 • 7 p.m.
Room 356, Witherspoon Student Center**

CALL TO ORDER

NEW BUSINESS

1. Approval of minutes from April 2015 board meeting.
2. Election of Board officers
 - Election of a chair – In accordance with the Student Media Constitution, “The board will elect, by majority vote, a chair and vice chair at the board’s first meeting. The chair of the board will be an elected or appointed student, not an ex-officio, non-voting member. In the absence of the chair, the vice chair will serve as the chair.
 - Election of a vice chair – Any board member may serve in this role.
 - Election of secretary – Any board member may serve in this role and a secretary can be appointed at each meeting.
3. 2015-2016 Budget and budget update (Patrick/Jamie)
4. 2015-2016 Goals update (Jamie)
5. Confirmation of *Nubian Message* editor Chris Hart-Williams

REPORTS

- *Agromeck*
- Business Office
- *Nubian Message*
- *Technician*
- *Windhover*
- WKNC

EXECUTIVE SESSION

The Student Media Board of Directors may adjourn into executive session to discuss matters of litigation, potential litigation or personnel.

ADJOURN

TEXT OF REPORTS

Agromeck
submitted by Molly Donovan, editor

Revenue:

- We had a special sale that was promoted during orientation for book sales. Students that ordered an *Agromeck* would only pay \$62 and receive a free protective cover.
- No current numbers for book or ad sales.

Expenditures:

- No significant expenditures or anything outside of the budget.
- We did change how photographers will be paid per published picture in the book. Instead of \$10 per photo, they will be paid \$10 for a dominant photo, \$5 for supporting photos and \$15 for profile shots.
- Also looking into hiring a Webmaster and a Copy Editor with extra budget.

Personnel:

- In May I hired three editors:
 - Jessicah Raynor, Assignments Editor
 - Eliza Eisenhardt, Design Editor
 - Kai McNeil, Photo Editor
- Returning staff members:
 - Meredith Wynn, designer and photographer
 - Amanda Pearlschwig, designer
 - Ian Grice, writer (left staff in August)
- New staff members:
 - Three new writers
 - Six new designers

Training:

- Training for all editors was completed before the end of the last school year. The all understood their job descriptions and felt confident in their new role by the end of our staff retreat in May.
- We created new correspondency periods for each staff position, all of which required one on one sessions with an editor. So far, new staff seems to be learning quickly and our retention rate is higher. I'm judging the retention rate by comparing how many people came to the interest meeting vs. how many people came to the first meeting/office hours. So far, we've only lost two people from the interest meeting.

Coverage:

- Over the summer, we managed to cover the necessities (like orientation, graduation, etc.), as well as branch out to new topics (like animazement, maymester, campus dialects, etc.), and the staff mostly consisted of myself and the three editors. Based on what we were able to accomplish with four people, I believe the growth of our staff will bring even more diverse and in-depth event coverage
- As a staff, we have participated in orientation and packapalooza.

Technology:

- Our office has two new computers, AND all of our computers have been updated to Adobe Creative Cloud.

Deadlines:

- We have had two deadlines so far, June 26 and August 13. We have submitted early every time fo far!

Ethics/Legal Issues:

- N/A

Business Office
submitted by Mark Tate, business office manager

Revenue:

Technician – We have had a spectacular start to the year selling *Technician* ad placements. We have received numerous large insertion orders and have had great success prospecting to bring in new clients. In addition to this, we have launched a dining website called PackLife.org. We are in talks with Order Up and Hillsborough Street Community as potential partners for the website.

WKNC – Year to Date (July 1st-September 3rd) we have brought in \$1140 from WKNC sales.

Nubian Message – Since the start of the school year we have been able to sell a few *Nubian Message* ads. Most ad sales will come from clients who purchase bundles.

Agromeck – Our marketing manager is working hard on promoting *Agromeck* for the upcoming year. She is meeting with Alumni Association to negotiate a contract allowing Student Media to be present at “Beat Days”, Ring Ceremony, and the Parent and Family Weekend. We are also bringing back *Agromeck* Man for promotions on campus.

Expenditures:

All expenditures are normal and everything is in line with the budget. We have purchased business cards for our staff and are in the process of trading for t-shirts. We also have purchased some promotional materials for our new website Packlife.org.

Personnel:

The title for our sales positions have been changed from account executive to media consultants. In addition to this, each consultant specializes in one of the five categories: Dining, Housing, Retail, Services, Campus. As of now, we have five media consultants but are looking to hire assistant consultants within the coming week.

Training:

We have had two major training events for our staff. On August 15 and August 16 we held a two day training that included guest speaker Peter Tompkins of Bronto Software as well as an alumni panel of former Student Media employees. We just recently had a second training on September 2 with Kevin Schwartz of Schwartz Media Solutions.

Technology:

There are no problems with the technology, it has been working great.

Nubian Message
submitted by Chris Hart-Williams, editor

NO REPORT

Technician

submitted by Kaitlin Montgomery, editor

Personnel:

This year, there are 21 senior staff members. Almost all of them have at least one year of experience at the paper. We created two new sections this summer. We've added a projects manager and assistant projects manager, as well as a video editor. Here is the breakdown of the senior staff:

- News Editor: Inez Nicholson
- Assistant: Gavin Stone
- Assistant: Rachel Smith
- Features Editors: Sam Roberson & Emma Cathell
- Opinion Editor: Mary Anna Rice
- Assistant: Gabe DeCaro
- Sports Editor: Jordan Beck
- Assistant: Drew Nantais
- Assistant: Daniel Lacy
- Design Editor: Devan Feeney
- Assistant: Bailey Knight
- Photo Editor: Elizabeth Davis
- Assistant: Banu Ganeshan
- Social Media Manager: Sarah Catherine Smith
- Video Editor: Julia Kenny
- Copy Desk Manager: Kelly McNeil
- Projects Manager: Katherine Kehoe
- Assistant: Deirdre An

The projects team is focusing on investigative, long-form pieces that take a great deal of time and energy. They are also working with various writers and editors on stories that take a little longer to develop.

The video team is bringing a new kind of multimedia to the paper. It's very popular with recruitment, and Julia has her hands full training the new members.

Surprisingly, we have a large amount of new staff members. Each of our interest meetings have had at least 20 people interested in getting started, and each of the section meetings are growing. We'll see if they stick around, though.

Megan and I spent a lot of time with the payroll and budget at the beginning of the summer. We added a few new positions, which meant that monies had to be shifted. We come up with a pay scale that, we think, is as fair as it could possibly be. Editors make \$20 a night and assistants make \$15. Designers, writers, copy editors and photographers all make \$10 per assignment. The idea was to push people to do more and get paid more. People were unsure of it at the beginning, but they now agree that it's the best way to do it.

We've also cleaned up the correspondency period. It's now a chart on paper that is easy for everyone to understand and follow. We also don't work by an "a-la-carte" system anymore. Once staff members are on payroll they are required to take a minimum of one assignment a

week. If they miss deadline, drop a story unexpectedly or have any other issues they get a strike against them. Once they have three strikes, they drop from the title of staff member and are required to complete the correspondency period again before we put them back on payroll.

Training:

We had a senior staff meeting on August 23, and everyone seemed to think it went well. Megan and I are setting up meetings with every editor to figure out what kind of help they want from us. We want to know the best way to help each of them.

We have a big training on the 26th of this month. It will be for everyone, and I have been talking and working with Ellen to have particular people come and talk. Trainings, especially large and long ones, aren't the staff's favorite thing, but I think that if they feel like they learned something during it then they don't think they've wasted a Saturday.

Multicultural sensitivity training is something that will be happening at the event on the 26th. Personally, I think it is essential for the paper. The other staffers agree and are looking forward to it.

We will also start doing a number of small social things to help the staff become more cohesive and comfortable with one another.

Technology:

Doug should be installing our new computers any day now. Soon, we'll have Adobe on all of the machines in the newsroom. InCopy is one of the programs that comes with the creative cloud and should help speed up our editing process.

Coverage:

Our team is slowly stepping outside of their comfort zones. Megan and I are pushing them to think about event coverage, sporting games and profiles in different ways. It's a slow process but they're starting to come up with good ideas on their own. Sports will be covering Hurricane hockey for the first time. They will also be reaching out to other team sports like IM and club. Features is embracing its ability to use multimedia and graphics and thinking about stories in a "package" format. Features will also be resurrecting the Bienvenidos subsection. At the moment it will be every other week but Emma, the features editor heading up the project, hopes it have it once a week by the end of the semester. News and opinion are working on taking bigger, world issues and making them relevant to students. We're also pushing diversity in the groups we cover.

Deadlines:

During the summer we missed deadline three times. We have a skeleton crew and having enough content was tough. Since school has started, though, we haven't missed a deadline. Our team is working really hard to make deadline and Megan and I are very proud of them. We're just making it at midnight sometimes but that's better than being late.

Megan and I have brought back a sense of competition to meeting deadline. When we were both freshman at the paper Mark Herring made the last section to export call the N&O. We've

started that with your staff and it seems to be working. It even makes them all laugh at the end of the evening, which is always a nice feeling.

Ethics/Legal Issues:

Since the beginning of the summer, I have been working on strengthening and repairing the relationships the *Technician* has with various groups around campus. It's a long process but I think it's been going well.

We've had two hiccups recently. First, there was the issue with the story we wrote about the Oval chef that was on Hell's Kitchen. Legally, we didn't do anything wrong. The chef broke her confidentiality clause by speaking to us, which isn't our fault. Campus Enterprise overreacted and inappropriately spoke to the writer about the story instead of the editor. However, the way in which the story got to one of the features editors was a bit sketchy and that was our fault. We decided to remove the story from the web to protect the chef and the writer. We also spoke with the features editor about the process in which he received the story.

Our other issue was with the story that was written about the UAB Back to School Jam. It wasn't well written and was slapped together at the last minute. It's because of this that something wasn't fully flushed out and eluded that Stuart Scott, was a member of the Alpha Phi Alpha, Inc. at NC State. That's not true. He was a part of the chapter at UNC-Chapel Hill. This caused some issues and I'm currently in the process of talking with the people upset by it.

Windhover

submitted by Kaanchee Gandhi, editor

Revenue:

Krystal, Martha, and I are compiling lists of potential sponsors for *Windhover*. Rather than reaching out to large companies like we have in the past, we plan to target small scaled design businesses as well as NC State alumni requesting less money from each individually. I am also working on creating sponsorship packages that outline what each level of donation would receive. Some incentives so far include a donor page in the magazine, promotion on our social media sites and at our Open Mic Nights, and inclusion in our Student Media Alumni newsletter. Our goal is to raise \$1000 to bring back a physical CD for audio in the next year's edition.

Expenditures:

Nothing to report

Personnel :

- We have hired a design editor: Ryland Bishop, a Masters student in Graphic Design. Him and I will be putting a design team together in the coming month.
- I have put together a group of around 50 students who are interested in volunteering to help out with events and general promotion of the book

Training:

Nothing to report

Technology:

The *Windhover* office got two new computers over summer

Coverage:

I'm hoping to have a presence during Talley's Grand Opening by pairing up with the Red Poets Society who are performing spoken word at the event. I have also been in contact with Talley's Gap Programing Coordinator, Meghan Leonard, about setting up an Open Mic Night at One Earth this semester.

Deadlines:

Nothing to report

Ethics/Legal issues:

Nothing to report

WKNC

submitted by Matt Brown, general manager

Revenue:

Non-fee income (money in the bank), as of Aug. 30, 2015: \$4,441.40

Donor announcements — \$675.00

Web Ads — \$205.80

Tir Na nOg — \$900.00

Promotions/Live Nation — \$600.00

Merchandise Sales — \$547.60

Benefit Concerts/Events — \$200.00

Other — \$1,313.00 [Donations and FY14 payment from Wolfpack Sports]

Money to be deposited: \$1,000 that was raised at WKNC's Radio Ride ready to be deposited, \$100 in merchandise sold through the Student Media e-store in August, and \$1,000 in donor announcements that need to be Jved.

Personnel:

Program Director: Y. Chazal

Operations Manager: J. Davis

Promotions Director: J. Smitka

Assistant Promotions Director: E. Badorrek

Assistant Promotions Director-Internet Relations: E. Ehling

Music Director: K. Cossio

Assistant Daytime Music Directors: A. Johnson, K. Kronk

Afterhours Music Director: C. Keesee

Chainsaw Music Director: J. Halla

Underground Music Director: C. Morse

Assistant Underground Music Director: A. Burrus
Public Affairs: I. Grice
LBLB Coordinator: P. Tran
Production Manager: A. Evans
Photographer: K. Auger
Librarian: W. Austin
Production Assistant: C. Greatwood
Graphic Designer: V. Li

The assistant promotions position was divided into two positions to have a better focus on our online content.

The hours for local music director were reduced in order to pay video and audio editors for the Lounge. This will help continue the project.

There are 112 people on staff, although not all have completed paperwork yet. The deadline to paperwork is September 25th.

Training:

There were 61 people at Open House, 130 at our two interest meetings, 101 DJ applications and 34 accepted into the DJ training program. To date this is the largest training class we have had. There are also plans for a BOD retreat where station and individual goals will be discussed and set.

Outreach:

WKNC set up a number of strategic partnerships over the summer: Artsposure, ReverbFest, Redress Raleigh, PBarT, HepCat, Hopscotch Music Festival, musicSPARK, Packapalooza, Groove in the Garden, Center Fest, Future Islands 1000, Commune Day Fest, Raleigh Arts Collective, and KEXP.

During August WKNC's YouTube channel had more than 4,500 views and more than 200 hours watched, making it the most popular month so far. We released two Lounge sets during August: Bellows and Baked.

We had Concert On The Lawn on August 17th and have three FOTLs scheduled for September 25th, October 2nd, and November 6th. We are currently seeking funding for these concerts.

The Radio Ride was successful with 67 registered participants and \$1,200 raised.

Awards:

WKNC was named a finalist for Best Social Media and Best Audio Newscast in the College Broadcasters, Inc. National Student Production awards. Winners will be announced at the National Student Electronic Media Convention in October.

Coverage:

New specialty shows include: Disco, Twinkle Time, a yet-to-be-named live music show
The new semester also brings the return of: That Emo Show, Real RnB Radio, and The Post Rock Block.

Media Cross Promotion:

Over the summer WKNC started partnering with the *Technician* to have a music coverage section within features every Wednesday. When the articles are posted on the WKNC blog and *Technician* online they are cross linked. We have also begun airing "88.1 Seconds of *Technician*" for the fall semester.

WKNC has run PSAs for *Windhover* submissions and the *Technician* and *Nubian Message* interest meetings, and Web ads for *Windhover* submissions and design director applications and the *Nubian Message* interest meetings. *Technician* and *Nubian Message* ran house ads for WKNC's Radio Ride and DJ interest meetings.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: September 1, 2015
 PERCENT THROUGH FISCAL YEAR: 17%

	AGROMECK		
	Budget	Actual	Percent
Payroll	\$ 16,651.71	\$ 3,505.94	21%
Supplies	\$ 700.00	\$ -	0%
Leadership develop.	\$ 3,220.00	\$ -	0%
Admin service charges	\$ 2,622.86	\$ -	0%
Current services	\$ 28,708.24	\$ 52.00	0%
Fixed charges	\$ 1,114.00	\$ 11.97	1%
TOTAL	\$ 53,016.80	\$ 3,569.91	7%
Non-fee income	\$ 24,000.00	\$ (776.43)	-3%
Fee income	\$ 29,016.80	\$ 12,342.81	4.34%
TOTAL	\$ 53,016.80	\$ 11,566.38	22%
Profit/Loss	\$ -	\$ -	

	WINDHOVER		
	Budget	Actual	Percent
Payroll	\$ 4,461.60	\$ -	0%
Supplies	\$ 450.00	\$ -	0%
Leadership develop.	\$ 100.00	\$ -	0%
Admin service charges	\$ 1,112.79	\$ -	0%
Current services	\$ 14,940.00	\$ -	0%
Fixed charges	\$ 393.00	\$ -	0%
TOTAL	\$ 21,457.39	\$ -	0%
Non-fee income	\$ -	\$ -	
Fee income	\$ 21,457.39	\$ 9,127.28	3.21%
TOTAL	\$ 21,457.39	\$ 9,127.28	43%
Profit/Loss	\$ -	\$ -	

	TECH SUPPORT		
	Budget	Actual	Percent
Payroll	\$ 76,146.76	\$ 10,086.85	13%
Supplies	\$ 1,900.00	\$ 1,261.10	66%
Leadership develop.	\$ -	\$ -	
Admin service charges	\$ 4,286.94	\$ -	0%
Current services	\$ 600.00	\$ 176.94	
Fixed charges	\$ -	\$ -	
TOTAL	\$ 82,933.70	\$ 11,524.89	14%
Non-fee income	\$ -	\$ -	
Fee income	\$ 82,933.70	\$ 35,277.32	12.41%
TOTAL	\$ 82,933.70	\$ 35,277.32	43%
Profit/Loss	\$ -	\$ -	

	NUBIAN MESSAGE		
	Budget	Actual	Percent
Payroll	\$ 4,476.58	\$ -	0%
Supplies	\$ 150.00	\$ -	0%
Leadership develop.	\$ 1,920.00	\$ -	0%
Admin service charges	\$ 714.44	\$ -	0%
Current services	\$ 7,436.12	\$ 753.90	10%
Fixed charges	\$ 214.00	\$ -	0%
TOTAL	\$ 14,911.14	\$ 753.90	5%
Non-fee income	\$ 2,000.00	\$ -	0%
Fee income	\$ 12,911.14	\$ 5,491.98	1.93%
TOTAL	\$ 14,911.14	\$ 5,491.98	37%
Profit/Loss	\$ -	\$ -	

	WKNC		
	Budget	Actual	Percent
Payroll	\$ 36,179.11	\$ 5,562.13	15%
Supplies	\$ 2,500.00	\$ 116.02	5%
Leadership develop.	\$ 2,980.00	\$ -	0%
Admin service charges	\$ 2,757.24	\$ -	0%
Current services	\$ 5,480.60	\$ 177.59	3%
Fixed charges	\$ 4,339.00	\$ 416.00	10%
Contracted services	\$ 1,000.00	\$ 400.00	40%
TOTAL	\$ 55,235.95	\$ 6,671.74	12%
Non-fee income	\$ 48,100.00	\$ 4,441.40	9%
Fee income	\$ 7,135.95	\$ 3,035.40	1.07%
TOTAL	\$ 55,235.95	\$ 7,476.80	14%
Profit/Loss	\$ -	\$ -	

	OVERALL		
	Budget	Actual	Percent
Payroll	\$ 587,684.69	\$ 86,543.28	15%
Supplies	\$ 21,293.00	\$ 2,968.84	14%
Leadership develop.	\$ 25,710.00	\$ 532.10	2%
Admin service charges	\$ 49,228.96	\$ -	0%
Current services	\$ 227,065.56	\$ 12,861.79	6%
Fixed charges	\$ 13,363.00	\$ 10,083.65	75%
Contracted services	\$ 4,000.00	\$ 900.00	23%
Capital outlay	\$ 50,000.00	\$ 14,297.04	29%
TOTAL EXPENSES	\$ 978,345.20	\$ 128,186.70	13%
Non-fee income	\$ 308,467.00	\$ 7,184.79	2%
Fee income	\$ 668,500.00	\$ 284,358.34	43%
TOTAL INCOME	\$ 976,967.00	\$ 291,543.13	30%
Net Profit/Loss	\$ -	\$ (1,378.20)	

	TECHNICIAN		
	Budget	Actual	Percent
Payroll	\$ 63,061.52	\$ 6,836.45	11%
Supplies	\$ 3,000.00	\$ 35.32	1%
Leadership develop.	\$ 4,840.00	\$ 493.70	10%
Admin service charges	\$ 15,230.23	\$ -	0%
Current services	\$ 161,121.84	\$ 8,767.33	5%
Fixed charges	\$ 5,878.00	\$ 3,070.28	52%
TOTAL	\$ 253,131.59	\$ 19,203.08	8%
Non-fee income	\$ 234,367.00	\$ 3,519.82	2%
Fee income	\$ 18,764.59	\$ 7,981.85	2.81%
TOTAL	\$ 253,131.59	\$ 11,501.67	5%
Profit/Loss	\$ -	\$ -	

	GENERAL ADMIN		
	Budget	Actual	Percent
Payroll	\$ 386,707.41	\$ 60,551.91	16%
Supplies	\$ 12,593.00	\$ 1,556.40	12%
Leadership develop.	\$ 12,650.00	\$ 38.40	0%
Admin service charges	\$ 22,504.45	\$ -	0%
Current services	\$ 8,778.76	\$ 2,934.03	33%
Fixed charges	\$ 1,425.00	\$ 6,585.40	462%
Contracted services	\$ 3,000.00	\$ 500.00	17%
Capital outlay	\$ 50,000.00	\$ 14,297.04	29%
TOTAL	\$ 497,658.63	\$ 86,463.18	17%
Non-fee income	\$ -	\$ -	
Fee income	\$ 496,280.42	\$ 211,101.69	74.24%
TOTAL	\$ 496,280.42	\$ 211,101.69	43%
Profit/Loss	\$ -	\$ -	

	GENERAL ADMIN		
	Budget	Actual	Percent
Payroll	\$ 386,707.41	\$ 60,551.91	16%
Supplies	\$ 12,593.00	\$ 1,556.40	12%
Leadership develop.	\$ 12,650.00	\$ 38.40	0%
Admin service charges	\$ 22,504.45	\$ -	0%
Current services	\$ 8,778.76	\$ 2,934.03	33%
Fixed charges	\$ 1,425.00	\$ 6,585.40	462%
Contracted services	\$ 3,000.00	\$ 500.00	17%
Capital outlay	\$ 50,000.00	\$ 14,297.04	29%
TOTAL	\$ 497,658.63	\$ 86,463.18	17%
Non-fee income	\$ -	\$ -	
Fee income	\$ 496,280.42	\$ 211,101.69	74.24%
TOTAL	\$ 496,280.42	\$ 211,101.69	43%
Profit/Loss	\$ -	\$ -	

Goals 2015-2016

Training and Transitions

IN GENERAL: Student Media staff will be knowledgeable of current journalism, broadcasting and marketing practices in print, audio, video and online. To accomplish this, initial and ongoing training must be an integral part of each staff. *This aligns with the University's strategic plan of enhancing the success of our students through educational innovation by provide high-impact educational experiences for undergraduates.*

RESOURCE GATHERING — In-house and external training materials will be published on the Student Media training website (studentmedia.ncsu.edu/web/smatraining). This will include media-specific skills and broader leadership training resources. Each adviser will be responsible for updating his or her section.

TRAINING MANUALS — Staff manuals for *Agromeck*, *Technician*, WKNC and the photography staff will be updated at least biennially to reflect new practices and posted to the Student Media training website. Each adviser, with input from his or her editor/manager, will be responsible for updating the training manual. The Student Media styleguide will also be updated at least biennially and published online. Progress will be made toward developing a staff manual, or at least some staff resources, for *Nubian Message*, *Windhover* and the Business Office.

- *Agromeck* editor Molly Donovan and adviser Martha Collins are working on updating job descriptions for the *Agromeck* Staff Manual.

TRAINING CALENDAR — Dates and topics for all regularly scheduled trainings will be posted to Student Media's Google calendar.

- WKNC DJ training is added to the training calendar each semester.

CONVENTION ATTENDANCE — Both students and professional staff will attend regional and national conventions to cultivate a culture of learning. This will include but is not limited to conventions sponsored by the Associated Collegiate Press, College Broadcasters Inc., College Media Association, College Media Business and Advertising Managers, North Carolina College Media Association, Society for Collegiate Journalists, and Southern University Newspapers. Following each convention, attendees will either provide written summaries to be published on the Student Media training website or prepare a staff training session.

- *Technician* editor Kaitlin Montgomery attended the Management Seminar for College News Editors in Athens, Ga. in July.
- Several members of the Business Office and professional staff will attend the Southern University Newspapers Conference in Raleigh in September.
- WKNC students will attend the National Student Electronic Media Convention in Minneapolis in October.
- *Agromeck*, *Nubian Message* and *Technician* staff are budgeted to attend the National College Media Convention in Austin in October.

RETREATS — *Agromeck* leaders will attend a retreat each summer to focus on book planning, leadership development and team building. *Technician* and *Nubian Message* leaders will also attend a training retreat at the beginning of the fall and spring semesters to focus on planning for the semester, leadership development and team building.

- *Agromeck* attended an off-campus retreat in May.
- The Business Office attended on on-campus training/retreat in August.
- *Technician*, *Nubian Message* and WKNC will have retreats in September.

ONE-ON-ONE MEETINGS — Each top editor/manager will have a regularly scheduled weekly meeting with his or her adviser to identify any training needs and report progress for the group. Once the next year's editor/manager is selected, he or she will begin attending the weekly meetings to focus on transitioning to the new year.

ONBOARDING — An official checklist will be developed for hiring, promoting and terminating employees and volunteers so that each new student can be assured access to all necessary resources (job agreements, payroll, building access, email lists, server access, etc.). Editors/managers will provide updates on hirings, promotions and terminations to the Administrative and Annual Publications Coordinator at the start of each month to ensure an accurate employee and volunteer database.

Branding

IN GENERAL: Student Media, as a department and as individual media outlets, will begin developing a comprehensive brand strategy to increase awareness of its operations on campus and in the community. *This aligns with the Division of Academic and Student Affairs strategic plan to develop and steward resources for organizational excellence by developing a comprehensive and robust communications capacity to inform, educate, and engage stakeholders.*

SOCIAL MEDIA STRATEGIES — Each media will devise a social media strategy to guide content and interaction across social media platforms.

- The Business Office Summer Marketing Manager Sabrina Anderson has revitalized the @NCSUStuMedia Twitter account.
- WKNC has added a second assistant promotions director position to focus primarily on social media and is developing a comprehensive social media strategy to be implemented in the fall semester.

AUDIENCE INFORMATION — WKNC will create a survey to gauge listening preferences of N.C. State students to guide programming choices. *Nubian Message* will develop a list of audience interests, issues and concerns to help guide content creation. *Technician* will host at least one reader focus group.

- WKNC's survey is being launched in September.

CROSS PROMOTION — All media will make better use of *Technician* and *Nubian Message* house ads and WKNC public service announcements to cross-promote their services and events.

- *Technician* and *Nubian Message* have run house ads for WKNC's DJ interest meetings and Fridays on the Lawn.
- WKNC ran public service announcements for *Windhover* submissions and the *Technician* and *Nubian Message* interest meetings.

PROMOTIONAL ITEMS — The department and individual media will maintain a budget line item for promotional items to use for branding and recruitment.

STRATEGIC PARTNERSHIPS — All media will continue to pursue promotional partnerships with on-campus departments and off-campus entities to increase brand awareness.

- Student Media hosted a table at Packapalooza.
- WKNC have or will have a presence at Artsposure, ReverbFest, Redress Raleigh, PBarT, HepCat, Hopscotch Music Festival, musicSPARK, Groove in the Garden, Future Islands 1,000th show, and Commune Day Fest.

ALUMNI OUTREACH — The Marketing Coordinator will initiate formal and informal alumni outreach efforts, including the alumni database, LinkedIn groups and an alumni newsletter.

- The first edition of the Student Media e-newsletter will be sent out in September.
- WKNC's Alumni group on LinkedIn has grown by 35 members since May, to 263 total.

MISSION STATEMENT — The mission statement will be evaluated to ensure it is an accurate reflection of departmental operations and goals.

Cultural Literacy

IN GENERAL: Student Media staff will demonstrate a higher level of cultural literacy and competence. *This aligns with the University's strategic plan to enhance organizational excellence by creating a culture of constant improvement by encouraging diversity and inclusion.*

DIVERSITY IN RECRUITMENT — To begin formal diversity recruitment efforts, Student Media will revise its hiring packages to include a supplemental demographic information sheet to gather information on which groups are represented - and not represented - among the Student Media staff. Once hiring is complete in the fall semester, the information will be analyzed to determine where efforts need to be concentrated.

- Hiring paperwork was revised to include demographic data (gender, race and ethnicity) to begin data collection.

DIVERSITY IN CONTENT AND COVERAGE — *Agromeck*, *Technician*, and WKNC staff will be encouraged to include coverage of diverse communities and ideas in their media. This will include the continuation of *Bienvenidos*, a Spanish-language section of *Technician*, and Spanish-language music programming on WKNC.

- "Canto de Lobos" continues to air Spanish music Sundays from 3-4 p.m. on WKNC and a new host is being trained to continue the program when the current host graduates in May 2016. "Geet Bazaar" also continues to air South Asian music Sundays from 10 a.m.-12p.m.
- *Technician* will continue to publish the *Bienvenidos* Spanish-language section during the fall semester.

DIVERSITY IN TRAINING — Representatives from the Office for Institutional Equity and Diversity, Multicultural Student Affairs, the GLBT Center, the Women's Center and other groups as needed will be asked to provide training for media staff.

- Director Patrick Neal and Technician adviser Ellen Meder spoke with representatives from each group and partners from the Women's Center, GLBT Center and Multicultural Student Affairs will host a cultural literacy discussion/training at the fall retreat.

EQUAL OPPORTUNITY INSTITUTE — Students and professional staff will be encouraged to participate in the Equal Opportunity Institute or similar training programs and share information with the staff at regular meetings.

- Associate Director Jamie Lynn Gilbert has applied to the 2015-2016 Equal Opportunity Institute.

WEBSITE ACCESSIBILITY — Each media will work to improve the accessibility rating of its website and decrease accessibility errors according to the University's IT accessibility guidelines.

- Four Student Media websites were recognized in the third annual N.C. State Global Accessibility Awareness Day Challenge in May, a month-long contest designed to promote accessibility throughout the campus and improve the accessibility of campus websites. WKNC placed first in the small sites (fewer than 100 pages) category. The site began the challenge with more than 11,000 accessibility errors and corrected 87.88%. *Windhover* took third place in the medium sites category (100-999 pages) with an error correction rate of 58.09%. The Student Media website placed fourth with 53.79%, followed by *Nubian Message* with 35.51% in fifth place.
- Associate Director Jamie Lynn Gilbert created a document shared with the professional staff on how to make accessible PDFs to reduce future accessibility errors.
- Websites are submitted monthly for accessibility scans.