

**NC State Student Media Board of Directors
September 2017 meeting minutes**

**Tuesday, Sept. 12, 2017 • 7 p.m.
Room 356 Witherspoon Student Center**

Present: Sam McRee, Missy Furman, Lilly Neal, Laasya Vulimiri, Josh Hyatt, Dante Genua, Robbie Williams, Dean Phillips, Tania Allen, Anna Long, Anahzsa Jones, Jonathan Carter, C Phillips, Jamie Halla, Deja Richards, Jackie Gonzalez, Patrick Neal

Absent: Meghan Glova

Others present: Jamie Lynn Gilbert, Martha Collins, Ellen Meder, Zanna Swann

CALL TO ORDER & INTRODUCTIONS

In the absence of a chair, Patrick Neal called the meeting to order and led introductions for all new and returning board members, as well as members of the professional staff.

ELECTION OF BOARD OFFICERS

Dean Phillips moved that Missy Furman be appointed board chair for 2017-2018, with Robbie Williams seconding the motion. The board unanimously approved the appointment.

Anna Long moved that Laasya Vulimiri be appointed board vice-chair for 2017-2018, with Dean seconding the motion. The board unanimously approved the appointment.

Anna volunteered as recording secretary for the meeting.

APPROVAL OF APRIL 2017 MINUTES

Tania Allen moved that the draft minutes from the board's Tuesday, April 11, 2017 meeting, with Dean seconding the motion. The minutes were unanimously approved.

INTRODUCTION: ZANNA SWANN

Patrick welcomed Zanna Swann, Student Media's Business & Marketing Manager, whose first day with Student Media was Tuesday, Sept. 5. (Zanna's resume was included in the meeting packet and is made a part of these minutes by reference.) The board welcomed Zanna, and by unanimous consent appointed her administrator of Student Media's QuickBooks accounts.

2016-2017 FISCAL YEAR-END UPDATE

Patrick updated the board on Student Media's year-end performance for the 2016-2017 Fiscal Year, as the board had not met since the end of the fiscal year. He used excerpts from Student Media's 2017-2018 Annual Report as talking points. (Those are attached and made part of these minutes by reference.)

Jamie Lynn Gilbert spoke specifically about debt and collections arising from customers billed in the 2016-2017 Fiscal Year. She said that Student Media had some \$26,000 in outstanding debt on July 1, but said that that amount had been reduced to about \$8,000 as of Sept. 1. She attributed that reduction to more aggressive collection efforts, as well as some writeoffs for ads with poor reproduction quality, ads for which records were incomplete, former clients that had gone out of business, etc. Patrick said that he and Jamie had met with members of the Accounts Receivable staff in August to ensure Student Media was following all applicable procedures and best practices. He also said the professional staff was working to make collections and aging a part of its monthly reporting to the board.

SEPTEMBER BUDGET UPDATE

Jamie G. reviewed Student Media's Sept. 1 budget update, which was included in the meeting packet and is made part of these minutes by reference.

She noted that Agromeck's non-fee income was showing as -\$725.21, as they had to pay their second-quarter sales taxes on books sold as they do at this time every year. Similarly, Windhover's non-fee revenue was showing as -\$1.22, also from second-quarter sales tax remissions.

She also noted that WKNC was at 23 percent of its revenue goal at 17 percent through the year, primarily from revenues billed in 2016-2017 being collected in the current fiscal year.

SUMMER RECRUITMENT UPDATE

Ellen Meder updated the board on summer recruitment efforts. Her summary is attached here and made part of these minutes by reference.

WITHERSPOON RENOVATION PROPOSAL

Patrick updated the board on a proposal to renovate the Witherspoon Student Center and its potential impact on Student Media.

He said the Student Centers, the campus entity responsible for Talley, Witherspoon and some other buildings on campus, had announced its intention to completely renovate Witherspoon, including a new "Talley-like" outer façade and re-orientation of the building toward Cates Avenue.

As part of that effort, architects working with the Student Centers on preliminary, conceptual plans presented two scenarios for the building in April, one which included Student Media and one of which did not. Patrick said that no one had offered any ideas for where Student Media might move if they were no longer in Witherspoon. Furthermore, no one involved could say where Student Media or any of the other groups in Witherspoon would move for the 18+ months it would take to do the renovation work.

One board member asked what would take Student Media's place in Witherspoon if Student Media moved. Patrick said that that plan called for a large "multipurpose room" with a dance floor that the Student Centers would control in the same way it controlled space reservations and rentals at Talley.

In response, Patrick said he had appointed Technician Opinions Editor Aditi Dholakia as Student Media's representative on the Student Center Board of Directors to serve as Student Media's eyes and ears as the plan evolved.

Patrick said it was probably too early for the Student Media Board to weigh in on the plan, noting that in addition to not having a "swing space" identified for any of the impacted groups, they also had no established funding source for the project. Eventually, though, he said the board might have to make its will known once more information was available.

TWO-STEP AUTHENTICATION

Patrick strongly urged the student leaders to ensure every member of their staffs -- paid or unpaid -- be enrolled in both Google and Duo two-factor authentications ASAP. He said that if students did not do so by the University's deadlines, they would find themselves not only unable to access their work materials, but also shut out of other University systems, including their academic records.

CROSS-PLATFORM COLLABORATION

Patrick said that during the interview process for the Business & Marketing Manager's position over the summer, a number of students had identified a lack of cross-platform communication and collaboration as an issue for Student Media. He asked the student leaders and board members

how they would like to rectify that issue.

In the discussion that followed, members of the board offered various suggestions, including regular visits from one organization's staff at another organization's staff meetings, a potluck-type "monthly mingle" open to all students, and an "all-members" mailing list.

In the end, Patrick said he would reach out to the student leaders and try to schedule an informal dinner meeting in advance of the board's October meeting to discuss the matter further.

REPORT ADDENDA

Board reports from each organization head were included in the meeting package and are made part of these meeting minutes by reference. Otherwise:

- Anna noted that Agromeck's Balfour representative was changing from Josh Lovell to Kent Sutton.
- Deja Richards said that the Business Office was continuing ongoing training sessions for new account representatives.
- Anahzsa Jones said that the Nubian Message was planning a special issue for its 25th anniversary, and said the Nubian would welcome any assistance from the other organizations in publicizing that milestone. She said the special issue would be published in November for the Nubian's last issue of the 2017 calendar year.
- Jonathan Carter said the Student Press Law Center had written a story for its website detailing how Student Government's Government Relations and Oversight Committee had barred the Technician from covering impeachment proceedings for the Student Body Treasurer by going into, and subsequently voting during, and executive session. He said the story had posted to the SPLC's website just a few minutes before the start of the board meeting.
- Jamie Halla noted that WKNC had canceled the Fridays on the Lawn concert originally scheduled for Sept. 29.

ADJOURN

Laasya moved that the meeting be adjourned, with Anahzsa providing a second. The board voted unanimously to adjourn at 8:03 p.m.

Income & Expenditures

Student Media ends FY2016-2017 with a solid surplus (*Ensure sustainability*) – Student Media as a whole finished the year with a budget surplus of about \$45,300, as compared to the balanced (zero) budget forecast for the year. (The year-end breakdown by organizations may be found on Page 31.) Of particular note:

- While Student Media as a whole exceeded its non-fee revenue goal by about \$12,700 (5 percent), traditional print ad revenues continue to fall at Technician. Income for 2016-2107 came in about \$28,000 (27 percent) short of our \$160,000 goal. Excluding magazine income (see Page 10) and some \$18,000 ads contributed in-kind to campus organizations or otherwise traded (see Page 11), we sold about \$100,000 in ads for the regular print edition.
- Agromeck ended the year with non-fee income of about \$39,600, which put it at 151 percent of its goal of \$26,200 for the year. While about \$8,000 of that is attributable to a payment that was meant for FY2015-2016, that is still about \$5,300 above projected income. We were \$3,000 over in ad sales (\$15,000 sold vs. \$12,000 budgeted), and the rest came from book sales above 200 (see Page 12). On the opposite side of the ledger, Agromeck's leadership development expenditures came in at 44 percent of the total budgeted, as the yearbook was budgeted to take three people for the Associated Collegiate Press convention and only took two. That expense was also lower because they (and the other groups sending students) drove to Washington, D.C., instead of flying.
- Nubian Message's non-fee income of about \$5,700 established a new revenue benchmark for the publication, and put them at 258 percent of its goal of \$2,200 for the year. Of particular note: That \$2,200 took into account the Nubian's share of the Orientation magazine income (see Page 10) and forecast no additional ad sales given the Nubian's recent sales numbers. With \$3,500 in ads sold for the year, the Nubian established its potential as a publication attractive to our clientele. With regard to expenditures, the Nubian spent some \$480 on supplies -- the vast majority of that on fonts for its logo -- which was almost 10 times what was budgeted, but in the grand scheme of things isn't a large overage at all.
- Windhover changed its entire fiscal outlook by implementing a competitive bid process for its 2016-2017 printing. At about \$7,900, its current services

budget was less than half the nearly \$16,000 budgeted at the beginning of the year.

- In General Administration, current services expenditures came in about \$15,000 over budget due mainly to about \$6,000 in Orientation magazine printing being paid in FY2016-2017 (as well as the 2016 Orientation magazine) and about \$5,000 in unbudgeted newspaper bin upgrades and repairs. Also, fixed charges are over budget because we originally budgeted for the individual groups to pay for their own Adobe Creative Cloud licenses, but General Administration absorbed that cost. That resulted in commensurate decreases in all of our print organizations' fixed costs.

Switching printers, publication schedule a game-changer for Technician

(Ensure sustainability) – Perhaps the year's biggest success story with regard to Student Media's overall sustainability was the Technician's move to a new schedule, format and printer. The cost savings were enormous. It cost us nearly \$137,700 to print Technician four days per week at the News & Observer in 2015-2016. This year, at Triangle Web, it cost us about \$39,700 to print twice per week at the new size. So we saved nearly \$100,000 on our largest single non-personnel cost for the year and will continue to enjoy those savings each year moving forward. Cost aside, the print quality and customer service we're getting from Triangle Web is so much better than the N&O, it's almost impossible to compare the two.

Magazines Generate New Revenue *(Ensure sustainability)* – Student Media printed its first magazine with the 2016 Orientation issue. The switch from traditional newsprint tab to a glossy magazine brought in an additional \$10,000 in revenue as compared to the most successful traditional newsprint Orientation issues published previously. Student Media printed three other magazines this year designed by the business office to supplement Technician's revenue: Near NC State Living, Near NC State Healthy Living and Near NC State Top 40. The Near NC State Living replaced our traditional newsprint tab housing guides. Near NC State Healthy Living was a new topic and was very well embraced by the campus community. We partnered with University Recreation, the Counseling Center, University Dining, the Office of Sustainability and University Transportation to provide the content for the magazine. University Recreation also helped to distribute the magazines at its Wellness Fair in February by placing a copy in each welcome bag. Near NC State Top 40 was a "Best Of" edition with students, faculty, staff and community members voting online for their favorites from professors to burgers to outdoor spaces. Our original, overall goal was for the glossy products to make \$30,000 in gross revenue for the Technician with

overall project costs of about \$15,000 based on three magazines. Instead of doubling our money, we more than tripled it, making \$47,923 in gross revenue for all of our organizations with total production costs of \$14,544 for five magazines. A breakdown of revenues and expenditures for each edition follows:

	<u>Income</u>	<u>Costs</u>	<u>Profit</u>
Orientation¹	\$24,875	\$6,110	\$18,765
Living Guide²	\$12,538	\$3,978	\$8,560
Healthy Living²	\$7,125	\$2,967	\$4,158
Top 40²	\$2,510	\$1,156	\$1,354
DBB³	\$875	\$333	\$542
TOTAL	\$47,923	\$14,544	\$33,379

¹ Printing costs paid by General Administration

² Printing costs paid by Technician

³ Printing costs paid by WKNC

2017 Agromeck exceeds sales goal (*Ensure sustainability*) – The 2017 Agromeck totaled 336 pages. It was completed and submitted to the publisher March 3 and was delivered April 14. We sold 230 books, exceeding our internal sales goal by 30 books. More than two-thirds (73%) of those books were sold through Balfour’s online SmartPay site, with Student Media’s e-store, in-office sales and sales through the NC State Bookstores accounting for the remaining one third. We were also able to negotiate with Balfour to decrease the original number of books printed from 300 to 250.

Student Media awards \$10,000 in campus sponsorships for 2016-2017 (*Serve the University*) – Student Media gives \$10,000 in advertising credits each year to various student groups and departments to promote their events on campus. This year the office received 10 applications and awarded advertising credits to each organization. Organizations that received advertising credits included the Pre-Veterinary Medical Association at NC State, Pencils of Promise at NC State, Delta Gamme, the Video Game Development Club at NC State, St. Jude Up 'til Dawn, EKTA (South Asian student organization), Women in Computer Science at NC State, NC State Sailing, the Bahai Club at NC State and Net Impact.

WKNC raises \$8,000 at Double Barrel Benefit 14, debuts Double Barrel magazine (*Ensure sustainability, Enhance organizational excellence by creating a*

NC State Student Media 2017 Summer/Fall Recruitment Numbers Update

Sign-ups at official recruitment events:

Event	2017	2016
Orientation Info Fairs	116	186
Campus Connections	39	72
Open House	131	76
Back 2 School Jam	34	n/a
Packapalooza	11	n/a
Total	331	334

*The numbers show sign-ups, not individual students, so there is some overlap in those numbers. That will be parsed out with demographic analysis in the full Recruitment and Retention report at the end of the semester.

Highlights:

- Our sign-ups at Open House were up 36 percent over last year. Better social media efforts and the draw of Howling Cow Ice Cream likely helped with that.
- This year we attended and recorded names at Back 2 School Jam and Packapalooza, two other events that happen during Wolfpack Welcome Week.
- Even though the sign-ups via iPad at Packapalooza for the Student Media table weren't very high (Agromeck had their own table and some additional sign-ups), there was a lot of social media interaction and discussion at the table with students and community members.
- We currently have paperwork on file for 202 students. That is ever so slightly down compared to this time last year, when we had 206. However there is still a good bit of paperwork still in the works across outlets and we are working to get a lot of that through shortly. There is no indication that our overall participation numbers will be lower than last year. With multiple outlets still planning interest meetings there will be more students getting on staff in the next couple of months.