

# NC State Student Media Board of Directors

## September 2018 meeting minutes

*Tuesday, Sept. 11, 2018 – 7 p.m. – 3223 Talley Student Union*

Members present: Darian Blakey, Sam McRee, Adam Skrzecz, Marie Smith, Josh Hyatt, Tyler Dukes, Robbie Williams, Jonathan Carter, Keilah Davis, Jules Conlon, Katie Tart, Xenna Smith, Jess Errico, Patrick Neal.

Members absent: Lily Neal, Arianna Hinton, Dean Phillips, Tania Allen

Others present: Jamie Lynn Gilbert, Ellen Meder, Zanna Swann, Martha Collins, Kaydee Gawlik, Nick Faulkner, Mersina Boynton, Sam DeGrave

### **CALL TO ORDER, ELECTION OF OFFICERS AND ELECTION OF MEETING SECRETARY**

In the absence of a chair, Patrick Neal called the meeting to order, and those present introduced themselves.

Adam Skrzecz offered to chair the board for 2018-2019. Tyler Dukes moved that Adam be appointed chair and Robbie Williams seconded the motion, which passed unanimously.

Darian Blakey offer to serve as vice-chair for 2018-2019. Jules Conlon moved that Darian be appointed vice-chair, and Tyler seconded the motion, which passed unanimously.

Jess Errico volunteered to serve as recording secretary for the meeting.

### **APPROVAL OF APRIL 2018 MINUTES**

Martha Collins noted that while the draft minutes from April indicated she was absent, she was actually present for the meeting. Tyler moved to approve the minutes with that change noted, and Keilah Davis seconded the motion, which passed unanimously.

### **2017-2018 FISCAL YEAR-END AND SEPTEMBER 2018 BUDGET UPDATES**

Jamie Lynn Gilbert gave the board a review of the 2017-2018 fiscal year, which ended July 1. The year-end budget report was included in the meeting packet, and is incorporated into these minutes by reference.

Jamie said that while Student Media as a whole was originally budgeted to end the fiscal year about \$20,000 in the red, the groups actually ended up a total of \$88,881 in the black, collectively speaking.

Jamie broke down that overage by organization and spending category:

- Overall, Student Media received about \$15,000 more in student fees than expected.
- Agromeck spent about \$10,000 less than what it budgeted. The yearbook underspent its payroll budget by about \$5,000, \$2,500 in current services (printing the book) and \$2,500 spread across other categories.
- Nubian Message spent about \$2,000 less than what it budgeted, with most of that (\$1,500) coming in payroll. Nubian also earned about \$3,300 more than budgeted for a total profit of \$5,688.

- Technician spent about \$34,000 less than what was budgeted, about \$22,000 in payroll and \$8,500 in printing. By year's end, Technician had booked about \$87,000 in advertising revenue. While that was over the \$80,000-\$85,000 revised revenue goal for April, it will still well under the \$160,000 goal set at the beginning of the year. In the final accounting, Technician's expenses exceeded its revenues by almost \$38,000.
- Windhover spent about \$4,000 less than what was budgeted, saving more than \$2,000 on book printing and another \$1,000 in leadership development, as the magazine sent no one to the national media convention in 2017. In the end, Windhover ended the year with a profit of about \$5,000.
- WKNC spent about \$18,500 less than what was budgeted, virtually all of that coming in payroll savings. The station went over budget in a few categories (i.e., supplies and current services), those expenditures were offset by underspending in other categories. On the revenue side, the station earned about \$6,000 more than expected, for a total profit of about \$25,500.
- General Administration was where Student Media saw its biggest variance as compared to initial spending projections. Overall, General Administration spent about \$85,000 less than budgeted. About \$26,000 of that was in payroll, which broke down to lapsed SHRA salary for the Business and Marketing Manager's position totaling about \$8,000 and about \$18,000 in unspent temporary (student) salaries. Out of the \$53,000 budgeted for supplies (both regular and capital expenditures), we spent \$27,000, for a savings of about \$26,500. Most of that was the result of Student Media receiving \$19,200 in one-time funding from DASA to offset capital expenditures at WKNC. The remainder was the result of Student Media forgoing the purchases of new photo/video equipment and servers outlined in Student Media's capital and technology plan. Elsewhere in General Administration, we underspent by about \$3,000 in leadership development, admin service charges came in about \$7,000 under budget, \$1,000 less for promotional items, and \$2,000 unspent on newspaper rack repairs and installations. Also, we spent \$16,000 less than expected in current services; \$6,000 was for printing of the orientation magazine that wasn't billed in time for posting in 2017-2018, \$3,000 was saved on magazine printing and postage, and an unspent \$2,500 contingency in current services. We also spent about \$5,000 less than budgeted in fixed charges, which is for Adobe Creative Cloud subscriptions that we were never charged for.

Following the report, Keilah asked the difference between admin service charges, fixed charges and current charges. Jamie said admin service charges could be thought of as a "tax" the university charges student media for support services, bookkeeping services, housekeeping, utilities and other DASA expenses Student Media doesn't pay directly. Jamie said current services covered a wide array of expenses, but for Student Media the vast majority of them were printing charges incurred by the print outlets. It also includes promotional items (swag) and ads on Facebook. Jamie said fixed charges were recurring expenses that happen annually like national organization membership dues, music licensing fees for WKNC.

Jamie then moved to the September budget update, which was included in the meeting packet and is included as part of these minutes by reference. She said that it was quite early in the year, but we were so far doing well. She said Technician revenues would obviously be an area of focus moving forward. On that front, she said year-to-date totals were about on par with recent years. She also pointed out to new board members that Windhover historically doesn't see any significant expenditures until the spring semester, and that almost all of its spending would come late in the academic year.

Nick Faulkner asked why Technician's payroll budget was some \$10,000 lower for 2018-2019 than what had been spent on payroll in 2017-2018. Ellen said she and Jonathan had arrived at that

figure after carefully examining each role and reallocating hours for each position in light of the senior staff going to the KABA system. In the final analysis, she said the overall number of hours was slightly lower once Technician's switch from a twice-weekly to a weekly print schedule was taken into account. Ellen said a detailed, position-by-position budget was available to anyone who wanted to see exactly how Technician's payroll budget was accounted for.

### **SUMMER SALES UPDATE**

Zanna Swann gave a positive report on summer ad sales, saying that the Student Business Office had a good summer despite having a staff of two. Most notably, Zanna reported that sales for the Summer Orientation magazine were outstanding, and totaled some \$27,000. Patrick added that this total smashed all previous sales record for summer Orientation publications, and that distribution was so brisk over the summer that distribution had to be curtailed in the last orientation sessions because supplies ran low.

### **SUMMER/FALL RECRUITMENT UPDATE**

Ellen prepared a summer/fall recruitment report for the board, which is attached and made part of these minutes by reference. Ellen said Student Media's recruitment efforts through the summer orientation information sessions had been especially successful, representing an overall 40% increase in students expressing interest at official recruitment events. (Ellen noted that her figures did not include recruitment/interest events on the part of individual organizations, nor did it include students who approached Student Media through unofficial avenues.) Ellen gave special thanks to the student leaders who staffed the summer tabling events, saying that recruitment always seemed to go better when students staffed the tables instead of members of the professional staff.) Ellen said that as of the date of her report, 179 students had officially been hired so far in the academic year, with about 10 more pending.

### **UPDATE ON PILOT PHOTO COPYRIGHT/POSTING POLICY CHANGE**

Agromeck Photo Editor Kaydee Gawlik and photographer Nick Faulkner updated the board on a change to Student Media's copyright and posting policy for photographers. Briefly, the board had voted in April to allow photographers to post their photographs to their own social media accounts so long as they credited and linked back to the publication. (A full recap of the discussion behind the rule change was recounted in the April 2018 minutes.)

Kaydee and Nick asked the board for an extension of the policy, and a brief discussion ensued. Kaydee and Nick said that while they believed the initial results had been positive, and that no problems had arisen, they said there was little hard data available following the relatively slow summer months. That's why they asked for the policy to be extended until the end of the semester.

In the end, Tyler moved that the policy be changed permanently, saying the board could always revisit it if problems arose. Jonathan Carter seconded the motion, which passed unanimously.

### **ADVISER & PROGRAM SURVEY RESULTS**

Patrick reviewed the aggregate results of the adviser and program survey distributed to all Student Media students in the spring. (A written summary of the results was included with the meeting package, and is included as part of these minutes by reference.) He said that Student Media hadn't undertaken a survey like this since 2011, so he didn't know exactly what to expect – he said things appeared to be going well from his vantage point, but he said he was prepared to be surprised.

Thankfully, he said, there were no real surprises. Pointing at the results, he said students were pleased overall with both the professional staff and their respective organizations. He said he was also pleased with the thoughtful comments and suggestions students made regarding their organizations. Patrick said that the information collected in the survey would make for good baseline data moving forward, and he said he believe the department should undertake such surveys more often. Finally, he thanked Martha for spearheading the effort in developing the survey prior to its deployment.

In response to questions, Patrick said he would make the individual results available to the student leaders, though he said he wanted to be careful with some of the open-ended responses, as he had promised respondents not to share any information that might compromise their confidentiality.

### **FALL FROLIC ON THE OVAL**

Patrick and Zanna spoke to the board about the Fall Frolic on the Oval event on Centennial Campus, which is set for the afternoon of Thursday, Nov. 15. Patrick said the Business Office had originally conceived of it as a traditional fall housing fair, but he said they ultimately decided to go bigger with the event and make it more of a fall festival/information fair to include more than just apartment complexes. To that end, he said, Student Media was offering to procure tables for any other DASA departments who wanted to participate in the event at no charge to the departments. In addition, he said Student Media had partnered with Feed the Pack food pantry to help them stock their new pantry in the Honors Commons. With that in mind, he said they had picked the Nov. 15 date because it fell in the middle of National Hunger & Homelessness Awareness Week Nov. 10-18. He said he hoped friendly competitions might be undertaken by participating departments to see who could collect the most items for the pantry. He encouraged members of the board to spread the word about the event and to be on the lookout for more information on it in coming days.

### **NEW STUDENT MEDIA WEBSITE**

Patrick and Jamie briefly reported on a new website in the works for Student Media. Patrick said the “NC State branded” Wordpress site would replace Student Media’s current Drupal website. He said that once it was completed, he hoped to “give more people the keys to it” so that the professional staff could contribute pieces on their respective organizations, adding that the editors and general managers might be called on to contribute pieces regarding their own activities. Jamie said the site should be ready to go live within the next month and that she would send everyone the link to it once it was ready.

### **CONSIDERATION OF 2018-2019 STUDENT BUSINESS OFFICE GM APPLICATION**

Zanna introduced Student Business Office General Manager candidate Mersina Boynton to the board. In a brief introduction, Mersina said she was a junior majoring in marketing who had been a part of the Student Business Office Staff since the beginning of the Spring 2018 semester. She also briefly recounted her participation in a summer student media workshop, and said she planned to try and implement some of the good ideas she heard there.

Robbie said the Business Office Advisory Board had interviewed Mersina Oct. 4, and that Jonathan, Keilah, Patrick, Jamie and Technician Managing Editor Connor Bolinder also took part in the question-and-answer session. He said Mersina had done a fantastic job in the interview, and he said the board was also impressed with how she had helped carry the Student Business Office through the summer as its lone student employee.

On behalf of the advisory board, Robbie made a motion to name Mersina the Student Business Office General Manager for 2018-2019, with Jonathan seconding the motion. It passed unanimously.

## **REPORT ADDENDA**

Reports for each outlet were included with the meeting package and are included as part of these minutes by reference.

The student leaders offered the following addenda to their written reports:

- Katie Tart noted that Agromeck's leadership staff had switched over to the KABA timekeeping system in July. She also noted a new partnership between the yearbook and the Alumni Association that will provide a free yearbook to all student purchasing protection plans for their class ring. Katie said Balfour was underwriting the program and that initial response to it had been very encouraging.
- Keilah said she was in the process of interviewing three potential new staff members and that she was considering creating a photo editor position for the Nubian. Ellen encouraged the board to check out the Nubian's new website, which Keilah had noted in her written report.
- Jonathan said that his staff had also transitioned to the KABA system and that 20 members of the editorial staff were clocking in and out. He said this should provide information that would allow Technician to be more precise with its personnel budget.
- In response to an inquiry from Tyler, the professional staff spoke more about the KABA system, explaining that it was the timekeeping system used by the university as a whole. Patrick said WKNC had implemented the system in 2017-2018 as a pilot program, and that results from that trial were so encouraging, all of the other groups except Windhover had followed suit. He also noted that this change had not affected per-story and per-photo piece rates, though he said Student Media would likely have to revisit and reassess those rates at some point. Ellen added that the system would allow the publications to budget for positions more precisely, as student leaders would be able to tell which positions need more hours allotted to them and which positions could be allotted less.
- Patrick quickly briefed the board on Student Media's hurricane planning. He said both the Nubian and Technician had elected to postpone their Thursday print editions since the university would be closed. He also said that WKNC would remain on the air as long as Witherspoon and the library transmitter had power; Jamie added that DJs with shifts scheduled during the closure had been excused from those shifts. In response to a question about storm coverage from Tyler, Jonathan said his staff was prepared to cover the hurricane from home using a multimedia approach, including social media, video and photos.

## **ADJOURN**

Tyler made a motion to adjourn the meeting at 8:05 p.m., with Keilah seconding the motion. It passed unanimously.

## 2018 Fall Recruitment Round-Up

Sign-ups at official recruitment events:

Event	2018	2017	2016
Orientation Info Fairs	229	116	186
Campus Connections	99	39	72
Open House	108	131	76
Back 2 School Jam	24	34	n/a
Packapalooza	n/a (no Wifi)	11	n/a
<b>Total</b>	<b>460</b>	<b>331</b>	<b>334</b>

\*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.

- Nearly 40 percent increase in total students reached through recruitment events:
  - Much better Student Media student participation at the Orientation Information Fair, plus better table placement
  - Much better visibility at Campus Connections, better organized event
  - Campus Connections contacts outweighed dip in Open House attendance
  - Open House official number is slightly lower, as some students attended but did not sign-in since they had already filled out a similar form at Orientation or Campus Connections
- Officially Hired with Student Media, as of 9/11/18: 179
  - ~10 pending
  - Number by this date last year: 237

	2018	2017
Agromeck	13	23
Business Office	8	15
Nubian Message	6	8
Photo Staff	28	23
Technician	73	77
Windhover	2	2
WKNC	49	89
<b>Total</b>	<b>179</b>	<b>237</b>