

**NC State Student Media Board of Directors
January 2021 meeting minutes**

Tuesday, Jan. 12, 2021 • 7 p.m.

*Via teleconference – video recording of
meeting to be posted and made part of these
minutes by reference.*

Members present: Dean Phillips, Tania Allen, Robbie Williams, Tyler Dukes, Josh Hyatt, Abi Hearn, Cameron Motsinger, Xenna Smith, Rachael Davis, Elikem Dodor, Laura Mooney, Lucas Martin, Patrick Neal

Absent: Sarah Hartsell, Sarah Gagner, Arianna Hinton, Cliff Maske, Melanie Flowers

Others present: Jamie Lynn Gilbert, Ellen Meder, Zanna Swann, Martha Collins, McKenzie Heavlin (SBVP representing SBP)

CALL TO ORDER AND ELECTION OF MEETING SECRETARY

In the absence of the board chair, Patrick Neal established a quorum, and vice-chair Laura Mooney volunteered to chair the meeting.

APPROVAL OF NOVEMBER 2020 MEETING MINUTES

Tyler Dukes moved that the minutes from the board's Nov. 10, 2020 be approved, with Abi Hearn providing a second; the board voted unanimously to approve them. Those minutes were included in the meeting package and are made part of these minutes by reference.

WELCOME BACK DEAN!

Patrick welcomed back Dean Phillips, the longest-serving member of the Student Media Board of Directors, from a semester-long hiatus in Fall 2020, and Dean introduced himself to the newest members of the board. A veteran television news anchor and longtime lecturer in the Communication Department, Dean retired from full-time service to the university in July of 2020. State retirement rules forbid staff members from engaging in any university-related activities for six months immediately after retirement, which meant Dean was unable to serve on the board during that time. Dean continues to teach part-time for the Communications Department.

JANUARY 2021 BUDGET UPDATE

Jamie Lynn Gilbert presented the budget update through Jan. 1, 2021, which is the midpoint of the fiscal year. The update was included in the meeting package and included as part of these minutes by reference. Jamie noted the following:

- Agromeck payroll is at 40% through 50% of the year.

- Nubian Message had another \$60 deposited for almost \$1,300 so it is inching closer to its \$1,500 print/online advertising goal. (The other \$2,000 budgeted is for Nubian's share of kiosk advertising). Payroll is at 54%, which is good.
- Technician had another \$2,200 deposited to meet 20% of its \$52,000 sales goal. Payroll is at 35%.
- WKNC deposited about \$850, bringing the station to 13% of its non-fee revenue goal. Payroll is at 44%.
- In General Administration, non-fee income is at 70%, so Jamie said she did not anticipate having any problems getting all of the unit's budgeted student fee money. Temporary payroll is at 23%. There was a \$7 donation to the Student Media Enhancement Fund, bringing the total to \$665. Otherwise, Jamie said alumni and friends of the program had donated \$2,715 to Student Media since the board last met (including a \$2,500 donation to the Technician Century Fund) bringing the fund to \$27,100.

BUDGET OUTLOOK FOR REMAINDER OF FY20-21

Jamie shared her end-of-fiscal-year projections, which are based on all revenues and expenditures to date, and all revenue and expenditures anticipated between Jan. 1 and the end of the fiscal year on June 30. She began by noting that the twice-revised budget goal set in July forecast Student Media's total expenditures exceeding revenues by \$50,000.

With regard to revenue, Jamie said she expected the unit to come in at \$38,200 below expectations. Specifically:

- The forecast assumes full student fee funding.
- Print revenue assumes \$39,500 for rest of the fiscal year. She forecast \$0 additional for Agromeck (though that may change), \$1,000 for Nubian (with \$900 already billed), \$1,500 for Roundabout (with \$1,500 already billed and an additional \$5,000 for its orientation issue), \$7,000 for General Administration (for the fall housing guide, which has not yet been billed) and \$25,000 for Technician (with \$15,000 already billed.)
- WKNC revenue assumes that 80% of all scheduled women's basketball and baseball games are played, \$2,000 in donor announcement sales and \$500 in merchandise sales.

Overall, Jamie said she thought a shortfall of this size was good news, given everything that's happened during the year, and that it was significantly better than what she was anticipating earlier in the year.

Moving on to expenditures, Jamie said she expected the unit to spend \$136,935 less than originally budgeted. Specifically:

- Personnel projections for the remainder of the year assume the same amount of paid activity seen in the fall. That comes to \$91,000 in regular student payroll for Nubian, Technician, WKNC, Agromeck and the Student Business Office; \$6,500 for Windhover; and \$2,500 for board operators at WKNC. Jamie said she also assumed an additional \$1,000 for student employee benefits per the DASA Budget Office's formula.
- Contracted services assumes \$1,000 for WKNC's consulting engineer, who now bills the station only in months when he is called for service (and who has not billed the

station anything yet this year.)

- Supplies assumes an additional \$3,000 in spending.
- Travel assumes \$5,000 for summer travel, including Agromeck's summer retreat (though that may change)
- Current services (which is primarily the cost of printing and swag) assumes \$500 at Agromeck, \$500 at Nubian Message, \$6,500 at Roundabout (which includes Orientation issue printing), \$1,500 at Technician, \$10,000 for Windhover printing, \$1,000 for WKNC postage and band payments, and \$5,000 for General Administration for phones and other, similar charges that GA covers on behalf of all media organizations.
- Admin services assumes no additional charges, as the 5% "surcharge" discussed in the November meeting is already included.
- Fixed charges assumes full expenses.
- Capital outlay assumes full expenses.

Finally, Jamie broke down exactly where the program was saving money:

- \$73,700 in student payroll + benefits
- \$4,000 in contracted services (WKNC engineer, legal fees and program review consulting)
- \$9,252 in supplies
- \$5,550 in travel for conferences and the (now postponed) program review
- \$44,245 in current services (printing, swag, concert performers)
- \$187 in admin service fees

On June 30, Jamie said the unit should end the fiscal year between \$6,000 and \$7,000 "in the black" – i.e., with revenue exceeding expenditures by that amount – rather than \$50,000 "in the red" as projected in the revised July budget. She said she was extraordinarily pleased at that outlook, particularly in a year that saw both a crippling pandemic and an unexpected (and unbudgeted) one-time hit of some \$43,000 in additional admin service fees. Jamie credited that performance to the groups' conservative spending and resource management in a time of fiscal stress, and she encouraged them to continue that good stewardship for the rest of the semester.

BUDGET SCHEDULE AND PROCESS FOR FY21-22

In a final budget-related matter, Jamie briefed the board on the budget process and outlined how the individual groups could go about requesting changes to their organizations' budgets for next year.

Jamie said the 2021-2022 fiscal year budget is due to the DASA Budget Office around Feb. 15. That being the case, she said any requests for changes would be due to her by Jan. 31, which would give she and Patrick enough time to incorporate those changes into the budget request.

Jamie outlined the budget process generally:

1. She takes the old budget and copies it to a new year.
2. She makes revenue adjustments based on data from the DASA Budget Office and previous year expectations.

3. She adds any new expenditures incurred over the past year that will be recurring and factor in any price increases based on current year spending.
4. She places a rough-draft budget in the budget folder on the Admin server that the professional staff have access to. Staff and student leaders should use the budget template with the most recent date as they work through their budget requests. (At this stage in the process, Jamie told the staff not to worry about fee-funded vs. non-fee-funded projects at this time. That will be worked out later. She also said not to worry about whether a group is showing more expenditures than income. That will also be worked out later.)
5. Student leaders and advisers should consider all proposed increases, especially payroll. Assume a 2% cap on any additional payroll requests or -- better yet -- reallocate hours within your existing payroll.

MIDYEAR UPDATES AND SPRING 2021 OUTLOOKS

Each organization's senior leader briefed the board on their group's plans for the fall semester in light of the COVID pandemic.

- Agromeck – Cameron Motsinger said the yearbook had done well meeting its deadlines thus far this year and would thus continue with its current hybrid in-person/remote arrangement. She said her staff had four deadlines remaining for the book currently in production and that she didn't anticipate any significant staff turnover. Finally, she said that there would be additional portrait sessions in the spring.
- Business Office – Lucas Martin said that staffing would be a particular focus for the coming semester, as attrition – COVID-related and otherwise – had taken its toll on his already-small team. In particular, he said he'd like to find a new designer, as the designer from last semester was not returning. He said he was pleased with his team's progress making connections and building relationships with local businesses. He expressed optimism about the coming semester, with particular praise for Technician's newsletter. He said that his team and the team at South Carolina had done some joint trainings together in the fall and that he hoped to continue those sessions, both with South Carolina and other schools. Finally, he said that he planned to implement performance reviews for all of his team members in the spring.
- Nubian Message – Elikem Dodor said her staff hadn't spent much time in the office in the fall because they aren't printing, and she foresees that continuing in the spring. She said that she would continue her "Elikem's Corner" poetry feature, and also said the staff was planning to feature Black-owned businesses in the area, though she said that may or may not happen due to COVID. Above all, she said, recruitment would be important in the coming semester, as the Nubian staff was down to two-and-a-half people, a number which includes both Elikem and her managing editor.
- Roundabout – Speaking on behalf of Roundabout editor Cliff Maske, Ellen Meder said that based on a conversation she and Cliff had had the previous day, Roundabout would not have a print edition this semester – both because of COVID and for lack of staffing – and would instead concentrate on getting the group's website up and running in addition to recruitment.
- Technician – Rachael Davis said Technician would continue to operate in the spring

just as they had in the fall, with a hybrid in-person/remote arrangement. She said the staff planned to continue their fortnightly “e-editions” as well as one planned actual print edition on Thursday, Jan. 28. Otherwise she said her primary focus in the coming semester would be strengthening the news section, and that two new assistant news editors had been tapped to help in that effort.

- Windhover – Xenna Smith said that her staff had exclusively worked remotely in the fall and that they planned to continue on that way in the spring, as it had worked well thus far, though she noted that keeping morale up under such an arrangement can be challenging. Otherwise, she said Windhover had sufficient staff to review submissions and continue work on the current book, though she is taking on new volunteers to help with other work not directly related to the book. She plans to publish two more newsletters and continue work on the “SubVolo” artist series online.
- WKNC – Laura said their board report contained most of their plans for the station in the coming semester, but they added that, like the Student Business Office, WKNC would be beefing up its evaluation process for DJs.

REMINDER: 2021-2022 SENIOR LEADER APPLICATIONS

Patrick reminded everyone that the deadline for senior leader applications was Thursday, Jan. 28 at noon in the Business Office. (A copy of this year’s application memo and instructions were included in the meeting package and are made part of these minutes by reference.) He also reminded them that while the board could waive some requirements, such as the two-semester-of-participation rule, the requirements that applicants be full-time students, have at least a 2.50 cumulate GPA, and be free of active Office of Student Conduct sanctions were set in stone and could not be waived.

SPRING 2021 ADVISORY BOARD ASSIGNMENTS

A list of current advisory board members was included in the meeting package and is made part of these minutes by reference. Patrick said that while that list indicated that Sarah Gagner was currently unassigned, he said she had since indicated to he and Zanna Swann that she wished to serve on the Business Office Advisory Board. All the other board members listed indicated that they wished to continue on with their current assignments. Patrick said the advisory boards were always in need of “new blood,” and he encouraged members of the board to let him know if they knew of anyone in the media or any related fields who might make a good member.

Otherwise, he said the process would be similar to years past except that the meetings would take place remotely, and that the advisory board meetings would be held in lieu of a regular board meeting in February.

ELECTED STUDENT BOARD SEATS FOR 2021-2022

Jamie and Patrick spoke to the board about the upcoming Student Government election and the Student Media Board of Directors at-large students seats that will be included in the ballot. Historically, Jamie said, few students have run for those seats, and it has sometimes been difficult for the Student Body President to fill all three. With that in mind, Jamie said she and Patrick had brainstormed some ideas to try and generate student interest in running

for the seats. So far, she said, Patrick had verified with Student Government that the seats will be on the ballot, and that she had written an article for the Student Media website letting students know that the seats are available and that any student not currently involved with Student Media and Student Government was eligible to serve, regardless of class or major. She said she also asked WKNC's designer to build a number of house ads marketing the seats through the sites' websites, social media platforms and the like.

Patrick asked Student Body Vice President McKenzy Heavlin for any information he had about the upcoming election. McKenzy said SG was close to finalizing details for the election and provided a link to the information known thus far.

Patrick encouraged everyone to reach out to any current student who they thought might make a good, engaged board member. He noted that a student seat on the board did not represent a very big time commitment, so even busy students ought to be able to serve without issue.

ADJOURN

There being no need for an executive session, Dean moved to adjourn and Tyler seconded. The meeting was adjourned at 7:50 p.m.