

NC State Student Media Board of Directors April 2022 meeting minutes

Tuesday, April 19, 2022 • 7 p.m.

356 Witherspoon Student Center (AACC Conference Room)

Members present: Nate Shorter, Fatima Baloch (by phone), Dean Phillips, Christa Gala, Jake Seaton, Robbie Williams (by phone), Jaylan Harrington, Don Bui, Mandy Stacy, Maddie Jennette, Tim Werner, Ugonna Ezuma-Igwe (representing Nubian Message EIC), Patrick Neal

Absent: Abi Hearn, Madissen Keys, Tyler Dukes, Sarah Gagner, Elikem Dodor, Camilla Keil, McKenzy Heavlin

Others present: Jamie Lynn Gilbert, Martha Collins, Ray Black, Ryley Fallon, Bran Poster, Emma Carter, Krishna Patel, Shilpa Giri, Charles Smalls

CALL TO ORDER, INTRODUCTIONS AND ELECTION OF MEETING SECRETARY

With a quorum of voting members present, board chair Nate Shorter called the meeting to order. To accommodate members joining by phone to attain a quorum, the order of the agenda was changed to put the action items (approval of the March minutes and appointing an Editor-In-Chief for Roundabout) at the top of the agenda. Patrick Neal volunteered to serve as recording secretary for the meeting.

APPROVAL OF MARCH 2022 MEETING MINUTES

Dean Phillips moved that the minutes from the March 1, 2022 meeting be approved, with Jake Seaton seconding the motion; the board voted unanimously to approve them. Those minutes were included in the meeting package and are made part of these minutes by reference.

ROUNDABOUT EDITOR-IN-CHIEF RECOMMENDATION

On behalf of the Roundabout Advisory Board, Charles Small recommended that Bran Poster be named EIC of the magazine for the 2022-2023 academic year. The advisory board recommended Bran shadow the current editor for the remainder of the year and also avail himself of one or more of the writing trainings offered to the other print publication students.

APRIL 2022 BUDGET UPDATE

Jamie Lynn Gilbert presented the budget update through April 1, 2022. The update was included in the meeting package and is included as part of these minutes by reference. She noted the following:

- **Agromeck** - At 75% through the fiscal year, Agromeck payroll is at 70% so that's great. Non-fee income is still at 27%, but 15 ad pages have been sold.
- **Nubian Message** - Nubian payroll is at 53% and non-fee income is at 31%. That's about \$100 shy of Nubian's non-kiosk revenue.
- **Roundabout** - Roundabout payroll has officially gone over budget, at 107%. We anticipated this, as it is because we sold so many ads in the welcome to campus edition we had to pay large commissions to our media consultants. Non-fee income is still at 69%, but that should be at or near 100% by the end of the fiscal year.
- **Technician** - Technician payroll is at 46%. Non-fee income is now at 64%, which at this point does not include any kiosk revenue.
- **WKNC** - WKNC payroll is at 49% and non-fee income is at 51%.
- **General Administration** - Temp payroll is at 54%. Fixed charges are now slightly less over budget, as we were able to get a 50% non-profit discount on our paid Buffer account.

Overall, temp payroll is at 51%. Hopefully, more students will be returning to a regular schedule in the fall semester, but this will allow us to institute the \$2-per-hour increase for the summer staff with no problems. Fee income is now at 101%. For some strange reason, Student Media often gets above its fee allocation. Even if we don't get additional student fees we are already \$6,600 to the good in unbudgeted fee money.

2022 DAY OF GIVING

Patrick said Student Media had an excellent Day of Giving for 2022. The Student Media Enhancement Fund received 22 donations totaling \$1,745. That total doesn't reflect another \$1,000 "bonus" Student Media will receive for a WKNC-themed social media post that won a "mad lib" competition sponsored by DASA Development during the day. Patrick noted that after last year's Day of Giving, the board had asked about the possibility of each group getting its own enhancement fund. He said he received some pushback from DASA Development, as they don't want units creating numerous small funds without specific events or initiatives behind that. Be that as it may, Patrick said the 2022 Day of Giving further drove home the point that alumni were far more likely to donate directly to the groups they were involved with than a generalized fund for the entire program. With that in mind, he said that even if individual funds weren't an option, Student Media would henceforth track donations earmarked for specific organizations internally to ensure that donors' wishes were honored. To earmark a donation, Patrick said the donor would need to put the name of the group they wished to specifically support on the memo line of their donation. Dean asked if Development was OK with Student Media doing that; Patrick said he hadn't specifically asked about it, but he noted that the board had sole authority to authorize spending from the fund and could disburse those funds using whatever criteria it wished. Martha also noted that the Student Media Enhancement Fund's stated purpose – supporting Student Media's programs and activities – was very broad, which was to the organizations' advantage.

Patrick said the Technician Century Fund also had a very good Day of Giving, receiving 21 donations totaling \$1,385.

UPDATE ON NUBIAN MESSAGE OPENING

Patrick said he, Nubian Editor In Chief Elikem Dodor and Managing Editor Ugonna Ezuma-Igwe had met with African American Cultural Center Director Angela Gay-Audre to plan a video blast calling for editor candidates. Patrick said he and the Newspapers Advisory Board would spend the summer identifying and interviewing potential candidates with a goal of having a recommendation ready for the full board by its September meeting.

AGROMECK VOLUME 120 EVENT UPDATE

Martha said the Volume 120 event originally set for later this month would be postponed until the fall. Martha said that just 50 people, including guests, had RSVPed for the event, and the majority of those responses came from students currently on staff. Martha said the effort had been hampered by mass-email issues, with many messages either going to spam or not reaching their intended recipients at all; several board members shared that they got the note that it was canceled, but did not see the original event note.

RECRUITMENT UPDATE

Jamie gave a report on recruitment for the 2021-2022 academic year. By way of history, Jamie noted that Student Media's total participation dropped from 350 students in 2019-2020 to 210 students in

2020-2021, an alarming 40% decrease year over year. Jamie said that after intensive recruitment efforts throughout the year, Student Media's numbers had rebounded to 335 students this year. She said that of those 335, 315 were still active. Of that total, she said about a third were with WKNC, a third were with Technician and the remaining third was divided amongst the other groups. Patrick said that he thought it would take two years to rebound to pre-COVID levels and was gratified that the program was more or less back at full capacity after just one year.

DEAN PHILLIPS AWARD FOR GENERAL EXCELLENCE

Patrick said it was his pleasure to present the inaugural Dean Phillips Award for General Excellence to Emma Carter. Emma, a fourth-year student studying graphic design and English, has worked with several of Student Media's print publications since getting involved in the Fall 2019 semester. She served as graphic designer for the Student Media Business and Marketing Office and design editor for the *Windhover* literary and visual arts magazine. She also worked as a writer for the spring 2022 *Roundabout* magazine, and as principal designer for the summer 2021 orientation magazine and WKNC's 2020 *Double Barrel* magazine. Patrick said that more than any other student, Emma was responsible for the "design language" currently in place at Student Media. "Some students are just superstars and are always up at the forefront, but sometimes the people who really make the operations run are sometimes the more quiet people who are steady, dependable, quiet, smart, effective," Patrick said. "If Emma Carter doesn't reflect those qualities, no one does." Emma's name will be on a perpetual plaque to be hung outside the Student Media Business Office.

SMBOD MEMBER POLL FOR 2022-2023

Patrick polled the current board members present as to whether they would return for the following year. Patrick said Sarah Gagner was graduating. Board chair Nate Shorter said he would be back for 2022-2023. Dean, Christa Gala and Jake Seaton said they would also be returning for 2022-2023. Patrick said he would check with the remaining board members as to their willingness and ability to serve another year.

ADJOURN

Dean moved to adjourn the meeting, with Christa seconding the motion. The meeting was adjourned at 7:35 p.m.