

**NC State Student Media Board of Directors
March 2024 meeting minutes**

**Tuesday, April 9, 2024 • 7 p.m.
356 Witherspoon Student Center
(African American Cultural Center
Conference Room)**

Members present: Julianna Lopez, Caitlin Laye, Scarlett Taylor, Madeline Renneker, Tim Werner, Dean Phillips, Christa Gala, Ethan Bakogiannis, Jameson Wolf, Milan Hall, Josie Headley, Carter Fields, Garrett Gough, Bran Poster, Jermaine Hudson, Emma Carter, Kate Denning, Rose Kelley, Patrick Neal

Absent: Tyler Dukes, Robbie Williams, Jake Seaton, Ryley Fallon, Erie Mitchell

Staff and guests present: Jamie Lynn Gilbert, Zanna Swann, Ben McNeely, Abi Barefoot, Ray Black III, Emily Vespa

CALL TO ORDER

With a quorum of voting members present, board chair Julianna Lopez called the meeting to order at 7:03 p.m.

APPOINTMENT OF BOARD SECRETARY

Josie Headley agreed to serve as recording secretary for the meeting.

APPROVAL OF MARCH MEETING MINUTES

Dean Phillips made a motion to approve the minutes from the March 19, 2024 meeting, Christa seconded the motion, and the board unanimously approved them. Those minutes were included in the meeting package and are made part of these minutes by reference.

APRIL 2024 BUDGET UPDATE

Jamie Lynn Gilbert reviewed the April 2024 budget update, which was included in the meeting package and made part of these minutes by reference. She noted the following:

- As of April 1, we are now 75% through the year.
- Agromeck payroll is 75%, which is on track for the year.
- Nubian non-fee income is at 32% due to slow kiosk payments.
- Roundabout payroll is at 103%, which is not unexpected nor a problem. Roundabout non-fee income is at 93%.
- Technician payroll is at 85% and non-fee income is at 66%, again due to slow kiosk payments.
- Windhover payroll is at 56%.
- WKNC payroll is at 45% and non-fee income is at 72%.
- Temp payroll for General Administration is at 48%. Supplies are over budget at 115% and

capital outlay is over budget by 151% due to the emergency replacement of the AC system at WKNC's transmitter room at Hill Library and the purchase of the new equipment lockers. Non-fee income is at 41%, but about \$1,400 of that will be transferred to Nubian Message to account for their shares of kiosk income.

- The Student Media Enhancement Fund had \$2,740 deposited during Day of Giving, bringing the total to \$10,900. Technician had \$3,600 deposited during DoG, bringing that total to \$51,600. The WKNC Enhancement Fund had \$1,400 deposited during DoG, bringing that total to \$5,200.
- Overall, Student Media is at 63% of its non-fee income for the year, and at 95% of fee income. All told, 90% of income has been realized while only 75% of expenses have currently been spent.

TECHNICIAN FINAL FOUR EDITION

Technician EICs Ethan Bakogiannis and Jameson Wolf, Agromeck EIC Jermaine Hudson, Student Business Office GM Garrett Gough, Ben McNeely and others spoke about their special editions and activities associated with the women and men's basketball teams' trip to the Final Four. Technician put together a Final Four edition that garnered both strong ad sales and unprecedented demand from students wanting copies. Despite printing 12,000 copies of the issue – which is four times the number of print copies Technician distributes in a normal week – every box on campus was quickly emptied, and hand-to-hand distribution of the issue on Stafford Commons led to lines that stretched literally around the building. A total of 2,000 copies were held back for sale through the Student Media e-store, and posters of both the ACC Tournament Championship and Final Four Technician covers were also printed for sale. As of the meeting date, Ben said sales of both papers and posters had generated nearly \$22,000 so far. The Student Business Office also sold a special commemorative edition after the tournament to be published on Friday, April 12. Patrick said the Final Four edition grossed about \$9,000 – some three times more than a regular Technician – and the commemorative edition was expected to gross over \$11,000. Patrick said the teams' historic tournament runs had also boosted Agromeck sales; Agromeck EIC Jermaine Hudson said the yearbook had sold 100 more copies than expected thanks to the teams' performances. Dean and Christa congratulated all of the leaders and their groups on their successes, and Patrick gave Abi Barefoot special recognition for managing the fulfillment of over 1,000 e-store orders for papers and posters.

SMART GOALS

Jamie gave the board a brief summary of national conference attendees' SMART (Specific, Measurable, Attainable, Relevant and Timebound) goals. Such goalsetting was part of this year's assessment plan for Student Media. Jamie said almost all of the students who attended the conference had submitted their goals and reported on their progress, and that she would provide a fuller report on those goals to the board when she distributed the May budget update to the board via email.

END-OF-SEMESTER MEMBERSHIP UPDATE

A total of 427 individual students had spent time with one or more of Student Media's organizations in 2023-2024, which beats the previous single-year participation record of 411 students set just last year. She broke that number down as follows (with comparison numbers

from Fall 2023 included in parentheses:

- We had 603 records, of which 176 were duplicates, to leave 427 individual students:
 - 194 paid staff (up from 179)
 - 218 volunteers (up from 185)
 - 15 who have since been terminated (up from 8)
- By outlet (removing those who were terminated), we have 412 students:
 - 31 Agromeck (up from 27)
 - 9 Business Office (unchanged)
 - 30 Nubian Message (up from 26)
 - 60 Photo/Video (with a primary area of 13 Agromeck, 4 Nubian, 2 Roundabout and 41 Technician) (up from 50)
 - 19 Roundabout (up from 14)
 - 110 from Technician (up from 98)
 - 19 Windhover (unchanged)
 - 134 WKNC (up from 121)
- By class, there are:
 - 110 first-year (up from 89)
 - 115 second-year (up from 101)
 - 93 third-year (up from 86)
 - 78 fourth-year (or more) (up from 74)
 - 16 graduate students (up from 14)
- We look to have up to 78 graduating this spring semester (assuming plans didn't change), which is 18% of our staff.

Prior to COVID, Patrick noted that participation had been running at about 350 students per year, fell some 40% at the peak of the pandemic, and had “blown up” since students returned to in-person classes. “We are bigger than we’ve ever been,” he said.

PRESENTATION OF 2023-2024 DEAN PHILLIPS AWARD FOR GENERAL EXCELLENCE

On behalf of Student Media, Ben presented the 2023-2024 Dean Phillips Award for General Excellence to Technician Managing Editor Emily Vespa for her investigative reporting work over the course of the academic year. In addition to her work, those nominating Emily noted her positive effect on staff morale and dedication to Technician.

BOARD MEMBER CHECK-IN FOR 2024

Patrick went around the table to see which board members would be returning for 2024-2025. In doing so, Caitlin Laye and Tim Werner both said they would be graduating at the end of the semester, but all other members present said they planned to return to the board in 2024-2025.

ORGANIZATION UPDATES

Board reports from each organization were included in the meeting package and are made part of these minutes by reference. Addenda to those reports were as follows:

- Jermaine gave a special shout-out to senior Photographer Hallie Walker for her work covering the Final Four that had greatly enhanced both Agromeck’s and Technician’s

coverage.

- Bran thanked Garrett, Zanna and the rest of the Student Business Office staff for their strong sales effort for the Orientation edition of Roundabout.
- On behalf of Windhover, Josie Headley said the new book should be delivered next week.
- On behalf of WKNC, Rose Kelley said most positions had been filled for the summer and that she expected to fill the remaining positions shortly.

ADJOURN

With no additional business before the board, Dean moved to adjourn the meeting with Christa seconding. The motion passed unanimously, and the meeting was adjourned at 7:35 p.m.