

Journal Board Meeting Minutes:

Motion 1- Approval of the Agenda for June 21st, 2017 for Queen's Journal Board

Speaker: Any amendments to the agenda?

Tyler Lively: Could we move up Motion 5 to be the next motion so that we can have the permanent chair running this meeting?

Speaker: Last call for amendments to the agenda.

In favour: All
Opposed: None
Absentations: None

Motion passes

Motion 2- Approval of the Minutes of March 14th, 2016

In favour: All
Opposed: None
Absentations: None

Motion passes

Motion 3- Queen's Journal Board Chair Election (2017-2018)

Speaker: I will not be taking nominations for QJ Board Chair. You can also nominate yourself

Dodson accepts, Lively accepts

Speaker: Last call for nominations for speaker. I would like to invite both up to the front. I will provide a one-minute opening and up to a maximum of three questions.

Dodson: Hi everyone! My name is Morgan and I'm going into my third year. I spent the last year working for the Journal and I really care about it especially the financial side of it. I have an economics background that can be beneficial especially when it comes to determining good

policy. I've also been a member of ASUS assembly and have dealt a lot with the AMS. I will be taking more classes and less extra curriculars so the Journal Board will have more of my focus.

Lively: Hi everyone, my name is Tyler Lively and I would also like to be the chair of this board. I've been quite involved with the AMS. I am currently part of the AMS Board of Directors and was also on it 2 years ago. 2 years ago it was clear that the Journal's relationship with the AMS was not ideal, however that has changed. I can help facilitate meetings between the Journal and the AMS.

Speaker: We will now take questions.

VP Operations: What role should the AMS play with the Journal?

Dodson: There needs to be more transparency and for the AMS to see why the financials are the way they are and more needs to be done to explain some necessary changes.

Lively: The problem is summed up in the way you asked your question. The Journal is not independent of the AMS and this mindset needs to be changed. We need the Journal to work well in the AMS structure. Last year the big thing was AMS HR reaching out to the Editor in Chief and offering help and assistance, which was a first. Being friendly and civil with each other and understanding where both sides are coming from is a must.

Editor in Chief (Cattana): Where do you see the Journal going in the long term?

Lively: It comes down to the digital. JBoard should do research on best practices and find what works in the context of the AMS. We should be calling other papers to take burden off of the actual Journal staff. Usually the staff gets bogged down in the day to day activities.

Dodson: I also kind of agree with Tyler. Pushing digital should be a priority. The more we push the more money we make. We need to find ways to increase our readership online while decreasing the number of print issues. Last year we printed so much that more than half of our issues were not picked up.

Speaker: Congratulations Morgan! You have been chosen to be the Chair for J-Board for 2017-2018.

Editor in Chief Report:

Editor in Chief: We had our first issue come out, which had 5000+ page views than last years first issue. We had a great weekend; actually finished at 9 PM. Meg and I are balancing our Whig internships with the Journal. We made the social media plan and will be discussing that later today. Abby is in charge of the budget. That is all for our report.

Business Manager Report:

Chaudhry: Nothing to add.

Speaker: Statements by anyone? Ok we shall proceed

Motion 4 – Approval of the Queen’s Journal Goal Plan (2017-2018)

Editor in Chief (Cattana): For this year’s goal plan I looked at past years and wanted to see what changes were realistic and based on merit and not on sentiment. Therefore, we cut lots of stuff from old goal plans because they were simply not realistic to getting done within this year. One thing we did cut was cut the number of issues to 3000 and got a new printing contract. Our strategy for this year is going to be digital. We will be redirecting traffic to the website to move completely to the web. The broader plan for the long term, goal plan is one step in the right direction.

Wronko: Joe you spoke of CRM. What exactly is that.

Media Services Director: I can speak more on the CRM. Past Business Manager Kevin Kim had a capital expenditure for CRM. Basically CRM is a sales tool to keep track of correspondence with customers and can even bill the through that and keep extensive organized notes to increase the institutional memory of the Journal and can help us strengthen relationships with clients.

Wronko: CRM is not cheap. Could we get another product? Is this something that we can really afford?

Media Services Director: So the goal is to look over the project management systems and not specifically the CRM that we had the capital expenditure for. We need to be critical of what project management system we adopt.

Wronko: Does the Journal have any kind of financial forecasting system? What I mean is that is it possible to project what the surplus or deficit will be? Like exactly where we are on the books and where we want to be in the month.

Mackay: We usually do that on an annual basis. The budget is not static. Traditionally the annual budget is the forecast, given that we are predicting finances in the face of unforeseen circumstances arising in the future. What you are asking for is going to be discussed at the next J-Board meeting.

Wronko: Companies do quarterly forecasting. Would be nice to have that at the Journal.

EIC (Cattana): It costs \$2000 to print each issue. We need to make sure we are covering costs of printing and to make sure that it is not as bad.

Wronko: Do we have some kind of documentation to track monthly expenditures? It seems that the budget is decided at the beginning and evaluated at the end of the year.

Mackay: This body does ongoing reviews. At subsequent passing of this meeting will refer to board of directors. We want to make sure directors of this board will reflect the goals of the AMS Board of Directors. Tyler want to add something?

Lively: No, everything we wanted to include is included in this plan. Paper to digital is key. It is clear the Journal lacks business processes. I think there is too much focus on the Business Manager leaving last year. It is also an issue of contracts and the broader issue of system level things.

EIC (Cattana): I asked Max Garcia and he blamed the Business Manager leaving. I do realize, however, that you are right in that there are structural problems as well hindering the Journal.

Lively: I see Brian has included something on the EIC election process. I think that it's a causation correlation issue. I'm wondering if there is any basis on the lawsuit issue that is included.

Mackay: The issue leads to legal issues. We should strike that part of the goal plan as we do not want to include this in the official documents.

Lively: Ice on the steps of Journal House may be a bigger legal issue. My other 2 things are more strategic in nature. How to use video to drive traffic to web? And how to use video to drive up ad revenue?

EIC (Cattana): One video that we made this year had 200000 views. We need to make sure the video is not stand alone and we should find a way to leverage the video for ad revenue.

Hollidge: Studio Q can help by being more creative and having more structure.

Wronko: There was a video that was 2.5 million views. Did we monetize that?

EIC (Cattana): Last year's EICs did not anticipate that video to blow up. Unfortunately, now that video's views have stagnated so can't go back and capitalize.

Lively: I wouldn't view Studio Q as a competitor as compared to regular people just posting stuff on social media or Overheard. You guys have identified news as the big thing that we do that others are not doing. Biggest competitor will be something that someone posts and then shares on social media. I was wondering how the Journal can deal with people beating the Journal to the punch?

EIC (Cattana): We offer accurate news and make sure that we got everything right with right course. We also intend to continue using our breaking news protocol from last year.

Wronko: Like you could see the news breaking but then people eventually to go to the Journal to confirm who said what officially.

Lively: You said that you wanted to enforce a written report by anyone who has a summer internship with the Kingston Whig. This highlights an important issue that last year we found out someone may or may not have spent their full time at the Whig. The Whig does not care as they do not pay but the AMS does pay and does care. Written reports will definitely help with accountability and is a good start.

Speaker: So are we taking out that section on threats? The line we discussed earlier on law suits?

EIC (Cattana): When I take that line out, should I send that to everyone else?

Mackay: Just for your reference.

Speaker: All in favour of approving this plan and the motion?

In favour: All

Opposed: None

Absentations: None

Motion passes

Motion 5 – Approval of the Queen’s Journal Marketing Plan (2017-2018)

EIC (Cattana): Ok so this is me again. I think the biggest thing that we are trying push is to make sure we market ourselves and not do it just for the editors. We need to make sure everyone is following up on the staff and make sure all staff are posting their own articles to social media. I found that we had the smallest AMS social media following. Even Golden Words beats us! We need to up our following and market ourselves through our people and we need to make people comfortable to coming to the Journal House and spending time.

Lively: I think Joe has a really good idea! If you’re not posting then you stop showing up on social media feeds. What are you guys doing to keep up to date on what social media algorithms are doing? How are we getting up on the news feeds?

EIC (Cattana): So I went through Google Analytics and saw times and days to take advantage of. Then I got the employees to share all of that stuff at once on social media.

Speaker: You want to increase the contributor base, if you don’t have that social media presence by then, what is the plan to increase that?

EIC (Cattana): We need to make the Journal a more friendly and open place. Historically even I felt that it was closed. We need to make the Journal more open. Once people get in the door, the idea of the Journal changes. Do this in frosh and market ourselves and we will go a long way!

Wronko: Are section heads encouraged to scout contributors?

EIC (Cattana): What I did in my time was to post in every single group on Facebook. Now we won’t have 7 Erika Streisfields but we could have her do a workshop on how to find and maintain contributors.

Speaker: All in favour of approving the marketing plan for the Queen’s Journal (2017-2018)?

In favour: All

Opposed: None

Absentations: None

Motion passes

Discussion Topic: Minimum Wage

Mackay: I move to move to closed session:

Speaker: All in favour of moving to closed session?

In favour: All

Opposed: None

Absentations: None

Motion passes

Closed Session

Discussion Topic: Rate Card

Speaker: Next discussion topic is the rate card.

Wronko: Did they have a rate card last year?

EIC (Cattana): Yes they did but that version is very much out dated. I would like to thank Abby for re-evaluating the rates and revamping the rate card.

Lively: Will you train the sales reps? I mean the rate card says stuff but it is kind of unclear.

Chaudhry: Yes, I plan to create a sales pitch that I will teach all sales reps on how to market our products and use that rate card effectively.

EIC (Cattana): Yes in previous years a lack of training has been a big problem when it came to the business staff.

Speaker: Last words, thank you for voting for me as chair!

Motion to Adjourn:

In favour: All

Opposed: None

Absentations: None

Motion passes

