

Journal Board Meeting – June 25, 2013

Present: Alison Shouldice, Janina Enrile, Kevin Kim, Andrew Stokes, Vincent Matak, Nick Farris, Ben Deans, Nicola Plummer, Keenan Randall, Annette Paul, Devin McDonald, Tristan DiFrancesco

Absent: none

Introduction

- Introduction of Keenan Randall and Andrew Stokes who were not at the first meeting
- Introduction of the drop box folder. For sharing meeting information
 - o Kevin will send out an email to share the drop box

Adoption of the Agenda

Motion – Kevin; Seconded - Janina

Motion passed

Adoption of the Minutes

Motion – Kevin; Seconded - Janina

Motion passed (Abstained – Keenan)

Update from the Editor's in Chief

- Second press weekend went smoothly. Everything is online and in print
- Getting things ready for the July Frosh Mailout issue
- Working on goal plan which Kevin will touch on

Update from the Media Services Director

- Working with Kevin a on variety of things including the goal plan
- Examining advertising analytically to get projections for coming years

Update from the Business Manager

- Second Issue
 - Second issue of the year wasn't as good as first issue with regards to ratio of ads to content.
 - Biggest problems of the issue:
 - Miscommunication in the business office caused a few problems with production. This was a result of the lack of production manager and the business staff creating the pagination early. This won't happen next time due to hiring of the production manager in the next few weeks.
 - Lack of sales due to less events and students on campus in June. Would suggest that next year may want to supply special summer discount or other promotion at this time of the year.
- Free Media Update
 - Overview of free media for new board members
 - Free Media has been compiling a list of potential clients and gotten a little over 2000 names so far which has been divided by business category (education, entertainment etc.)
 - They are looking at the problem of targeting advertising to different sized papers (different physical sizes)
 - They are making a media kit and sales pitch which will be sent to the client list and is customized for the client group/business category.
 - Business kits will be linked for analytics so we can keep track of interest
 - Also created a partnership with Nu-Ads where they sell online ads for member sites at a cost which would make us a decent profit.
- Customer Relationship Management Update
 - Met Sage representative with Lynn and Annette.
 - Concurrent user license would be best option. This would give one license that multiple people would be able to use to access the CRM.
 - Fee (rough estimate) \$1695 + first year maintenance fee + \$434 installation fee = >\$2000 for one year
 - Next stage to find more options and produce presentation.
 - This would be shown to Journal Board and then AMS Board as per policy
- Next steps
 - Work with Devin and Nicola on advertising
 - Work with Janina and Alison on goal planning
 - Plan for working with sales team

Presentation of the Journal Financials from the Media Services Director

- Deficit of \$27000 for last year
 - o 54% down for On Campus
 - o 53% up for local
 - o 12% down for national advertising
 - o 86% down Campus Plus (this is the paid amount)
 - o 8% down for web advertising
 - o 3% up for student fees in line with growth
- 4 challenges for the upcoming year:
 - o Bankruptcy of Campus Plus
 - o Loss of Hub
 - o Major decline of on campus revenue
 - o poor pick up rates
- Projected deficit for this year-- \$40322
- Discussion
 - o What are the projected expenses? Assuming the same as last year.
 - o Is a reduction possible for this year? Yes all reductions are possible for this year
 - o Has the Alfies advertising budget redirected? No, they are cutting costs because they are also facing a deficit this year
 - o Print or design redesign decisions lie with Editors in Chief alone
 - o Are there any potential revenue projections from Free Media? Not until they have some time of sales. After a full operational month we can see some projections (assumed starting in September)
 - o Elaborate on poor pickup rates? There is a strong perception of poor pick up rates and large numbers being recycled. Leads to value for money discussion
 - o How are pick up rates being recorded? Kevin to record the numbers throughout the next month. For the school year the Advertising and Distribution manager will be checking pickups on a biweekly basis. This data can be used for the next year.
 - o Mentioned cyclical deficits, elaborate? Most services go in a cyclical for deficit, depends on management team. "Only thing keeping you afloat is student fee."
 - o If a fee is granted this year does it show up on our budget? No, will show up on next year's budget
 - o AMS Services are not advertising due to perception that no one reads the print version of the paper – they might be interested in online advertising if the web site was optimized.
 - o AMS Services may also be willing to advertise if Journal/AMS relationships were better.
 - o Elaborate on optimized web site? Organize website so that ads are prevalent. Website looks dated and old. If value doesn't change then the clients won't advertise.
- Goal plan will be presented at next board meeting

Discussion on Journal Policy

- Relationship between AMS and the Journal is not constructing and this comes from the ambiguity in Journal Policy
- There needs to be a process for the Journal and the AMS to buy into a way to rebuild policy or re-examine where policy currently lacking
- Suggestion of an AD HOC committee comprised of 3 AMS, 3 Journal and 3 external members to come up with new policy or re-write what is existing
- Discussion
 - o The function of Journal Boards is to do exactly this
 - o Journal Boards ability to attract external members is limited
 - o External Members would be the important part of the Ad Hoc committee
 - o AMS Board feels highly that the policy should be reexamined and re-enacted
 - o If this board fails to act then AMS board will act.
 - o Not acting shows a lack of financial responsibility
 - o The disconnect between editorial and business causes the problem.
 - o Two end goals:
 - Word policy in a way for the journal to operate as a separate service.
 - Eliminate potential for conflict.
 - o Policy won't be exercised unless necessary
 - o Policy needs to be explicit about what can and can't be done.
 - o What parts specifically need to be changed? Ad Hoc committee would produce a recommendation to Journal Board as to what policies need to be changed
 - o Would the committee be looking to change composition of Journal Board? If this was determined to be an issue
 - o Why can't we just get more varied people for Journal Board? The People we can get for 1 weekend we can't get for an ongoing commitment like Journal Board
 - o Are these the type people we want changing things then? We could get experts
 - o Jonathan Rhodes already agreed to chair
 - o If we remove policy change then what is purpose of the board? Journal board doesn't have time to do this with 40K deficit. The Ad Hoc Committee could be struck by Journal Board and effectively do grunt work and bring their recommendations to Journal Board
 - o If these changes aren't made the board will act maybe 10-15 years down the road to get rid of journal all together.
 - o How would the committee be chosen? Application to Journal Board? Good idea. Vetting/approval would go through Journal Board.
 - o If communication has already gone on (ie with Mr Rhodes) what else has been decided already? Nothing, this was a communication over coffee
 - o How do we find people interested and qualified? Because this is a limited time commitment it can attract more people
 - o Policy changes enable the journal to be sustainable long term.
 - o Policy changes will assure financial stability in the future

- The financial mismanagement seen in the past is due to lack of policy. This won't go away if we don't deal with it
- Relationships need clarification through policy
- How responsible is it to vote without a proposal? We could create a sub-sub-committee to create a proposal.
- Can we strike another meeting to deal just with policy change? Journal Board addressing this issue alone, without outside representation, would not be enough for AMS Board of Directors.
- No specific policy to be changed – just good practice to do this every 5-10 years

Motion for recommendation of a written proposal from Devin

Motioned by Kevin, Seconded by Janina, Vote
Recommendation passed

Discussion of Board Chair Election

- Chair should be elected in the beginning of the summer and not depend on the Business Manager
- Editorial board representative elections haven't happened yet due to lack of time
- AMS board votes chair first meeting

Motion to move to election for summer chair
Motioned by Kevin, Seconded by Devin
Motion Passed

Keenan nominates Andrew Stokes– Accepted
Janina nominates Tristan DiFrancesco – Declined
Nick nominates Ben Deans– Accepted

Moved to vote – Andrew Stokes is elected Chair for the remainder of the summer

Closed Session

Adjournment

Motion to Adjourn by Andrew; Seconded by Kevin