

Journal Board of Directors Meeting

July 30, 2013

Present: Gen Cairns, Ben Deans, Janina Enrile, Nick Faris, Kevin Kim, Vince Matak, Devin McDonald, Annette Paul, Nicola Plummer, Keenan Randall, Alison Shouldice, Andrew Stokes
Absent: Tristan DiFrancesco

- i. Introduction – None
- ii. Adoption of the Agenda
 - Motioned by Andrew, Seconded by Janina, **Vote passed**
- iii. Adoption of the Minutes from Last Meeting
 - Motioned by Andrew, Seconded by Keenan, **Vote passed**
- iv. Update from the Editors in Chief
 - Third issue came out today.
 - Announced the issue cuts this weekend, news was well received
 - New production manager was hired and started this weekend
 - Launched a new cover design to positive reception
 - Now preparing for orientation week
- v. Update from the Media Services Director
 - Worked with Janina, Alison and Kevin to complete and present the goal plan
 - Working on budget preparation with Kevin
 - Working on Journal policy proposal with Janina and Alison
 - General operational activities
- vi. Update from the Business Manager
 - 35.4% of the content of issue 3 was ads
 - Total revenue was \$9550.50 which is more than last year, but includes in-kind deals
 - Now invoicing all in-kind deals to maintain transparency
 - Results from the pickup study for issue 2: 80% were picked up during the first week, 93% pickup by the second week.
 - The majority of the remaining papers were left at the Journal House causing us to change our distribution
 - Free media update: Good news for online. Deal was struck with NewAd which will mean approximately \$40,000 in online revenue. Next step is to get print ads hammered out.

- Practice copy of the CRM has been obtained, more on this later.
- vii. Policy Committee Proposal
- Draft is in the drop box.
 - Discussion of changes
 - o Journal Alumn “preferably an editor in chief”
 - o Definition of ratification
 - o Correction to Timeline
 - o Ex-officio member(s) and Resource member(s) added (ie who is taking notes at these meetings?)
 - **Vote to accept the proposal: Passed (6, 0, 1)**
- viii. Voting for CRM Software
- Proposal is in the drop box.
 - Two options are available: Sage and Sales Force
 - Recommendation is Sage due to its’ customizability and compatibility with the pre-existing accounting system (AccPac)
 - Training Costs? Time of developers to train our staff and customize the system for our organization.
 - **Vote to accept recommendation: Passed (7, 0, 0)**
- ix. Goal Plan Discussion
- Available on dropbox
 - How will you bolster print readership? By cutting to one issue a week it ensures the issue is on stands for longer enabling more pickup. Working to integrate more interactive content online to improve online issues. Increase stands and pickup points to make issues more accessible. Work to make things more efficient with PPS.
 - Will there be print specific articles? No, all articles will go online
 - AMS endorsement will still be in print
 - Pricing for Web Revamp? Looking at developers under \$10K. Not looking at hiring a student due to deadlines and standard of expectations. Actively looking right now and hoping to get started by September.
 - How long for Web Revamp? 100s of hours as it has to be built around thee large amount of existing content already available (stories, images, etc).
- x. Printing Contract
- Available in the drop box
 - This was held off until this meeting due to the cut in print issues which was being discussed
 - Looking to print 24-28 pages in each issue to reach potential in earnings. Last year mostly 16 page papers were printed.
 - Distribution will be staying at 6000

- Price Increase? Approximately 2% which is moderate compared to the last 5 years
- **Vote to accept Printing Contract: Passed (7, 0, 0)**

xi. Other Business

- Closed Session Motioned by Kevin, Seconded by Keenan, **Vote Passed**
- Open Session Motioned by Andrew, Seconded by Keenan, **Vote Passed**

xii. Ajournment

- Motioned by Andrew, Seconded by Kevin, **Vote Passed**