

Student Media Board

Minutes

Tuesday, January 11, 2022 • 7 p.m.

Via Google Meet

Members Present

Andrea Alford, Fatima Baloch, Don Bui, Sarah Gagner, Christa Gala, Jaylan Harrington, McKenzie Heavlin, Maddie Jennette, Camilla Keil, Madissen Keys, Patrick Neal, Dean Phillips, Jake Seaton, Nathan Shorter, Mandy Stacy, Robbie Williams, Jonny Zemola

Members Absent

Abi Hearn, Tyler Dukes

Staff and Guests Present

Martha Collins, Ellen Meder, Zanna Swann, Jamie Lynn Gilbert

Call to Order and Appointment of Recording Secretary

With a quorum of voting members present, board chair Nate Shorter called the meeting to order. Jaylan Harrington served as recording secretary for the meeting.

Approval of November 2021 Minutes

Dean Phillips moved that the [minutes from the board's Nov. 9, 2021](#) meeting be approved, with Robbie Williams providing a second; the board voted unanimously to approve them. Those minutes were included in the meeting package and are made part of these minutes by reference.

January 2022 Budget Update

Jamie Lynn Gilbert presented the [budget update through Jan. 1, 2022](#), the midpoint of the 2021-2022 fiscal year. The update was included in the meeting package and included as part of these minutes by reference. Jamie noted the following:

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- Agromeck's payroll is at 44% with 50% of the fiscal year complete. Agromeck's non-fee revenue was at 26%, or about \$2,300, which doesn't include ad sales that are typically deposited in April.
- Nubian Message's payroll is at 37%. The Nubian is at 21% of its non-fee revenue goal, but at 66% of their goal for print, social media and the like.
- Roundabout's payroll is at 80%; as Jamie reported in previous budget updates, that number is the result of commissions paid on excess sales for the Orientation issue. Roundabout is at 69% of its revenue goal and should have no problem reaching its full goal once the 2022 Orientation magazine is taken into account.
- Technician's payroll is at 32%, which is a little low, but Jamie said she and Patrick had spoken to Ellen about it, and based on those conversations will not be adjusting Technician's payroll for future budgeting purposes. Non-fee revenue is at 20%, and 52% of its overall goal.
- Windhover's payroll is at 6%. Jamie said that was normal, as Windhover paid almost all of its people all at one time in April of each year.
- WKNC's payroll is at 36%, and its non-fee revenues is at 29%.
- General Administration's student payroll is at 41%. Also, Student Media's new utility vehicle has been paid for at about \$10,000 and is now reflected in the budget report. General Administration also paid \$800 for kiosk repair. Jamie said the low bid for painting WKNC's tower came in at roughly double the \$8,500 grant WKNC received to pay for it (see below.) She said Student Media would cover that overage with unspent travel funds and deferring another capital project until next year. General Administration non-fee income is at about \$17,000, which represents proceeds from both kiosk advertising sales and the Spring Housing Guide published by the Student Business Office.
- The Student Media Enhancement Fund is at about \$12,000, which includes the \$8,500 tower painting grant that has been deposited there temporarily.
- The Technician Century Fund is unchanged at about \$41,750 on deposit.

2022-2023 Budget Process Review

Jamie said that while Student Media hadn't yet received its official budget deadlines from the DASA Business Office, the budget is typically due around Valentine's Day, so she and Patrick were

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planning ahead based on that timetable. Jamie said she planned to submit a budget draft to Patrick on Feb. 7, so she needed any requests and proposed changes to the current year's budget by 10 a.m. Monday, Jan. 31. To that end she asked all of the student leaders to meet with their advisers over the next couple of weeks to look over the budget and see what, if any, changes they wanted to make for 2022-2023. Jamie said she and Patrick would do their best to accommodate any requests.

Call for 2022-2023 Senior Leader Applications and Phillips Award Nominees

Patrick said that he has already sent out [the call for senior leader applications](#) to the current senior leadership, and he asked them to make sure that every member of their staff receives it so that anyone interested can submit their applications by Feb. 3 at noon. Once that deadline has passed, Patrick said the various advisory boards would meet during the month of February to interview candidates and ready their recommendations for the board's March 1 meeting. Patrick reminded everyone that the board can and sometimes does waive certain requirements for senior leadership, like the minimum-of-two-semesters-of-experience-with-the-medium rule, but they cannot waive the 2.5-minimum-cumulative-GPA rule nor the rule that requires all applicants to be free of active sanctions from the Office of Student Conduct.

Dean asked if students were showing interest in the open positions. Patrick said that such discussions were definitely happening at the various organizations, but he added that in years past most applicants had waited until the very last minute to submit their packages, so the final list of applicants almost certainly wouldn't be known until the deadline had passed.

Patrick also reminded board members about the first-ever Phillips Award for General Excellence, which is open to all Student Media students except the EICs and General Managers, who will be voting along with the rest of the board. He said he'd included a link to a Google form for nominations with the senior leader application emails, and that nominations would be accepted until the date of the March board meeting. Patrick said he would send the list of nominees out to the board immediately after the March meeting so that the board could make its selection in time for its final meeting of the 2021-2022 academic year in April.

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Dean asked if board members would be voting, and Patrick confirmed that they would. After a brief discussion, it was agreed that Dean, as the award's namesake, would only vote to break a tie if necessary. Jamie asked if the winner would be announced at the April board meeting. Patrick said he would keep up with the votes and make the announcement at that meeting unless additional time was needed for a tiebreaker.

WKNC Tower Painting Bids

Patrick said the initial estimate he'd used in Student Media's successful request for a \$8,500 grant from the NC State Foundation to cover the cost of WKNC's tower painting project was "a mile off," and that the lowest bid came in at more than twice that amount. ([The list of bids received](#) was included with the meeting package and is included as part of these minutes by reference.) Patrick said that he had assumed that the University would solicit bids directly from firms that do this kind of work, but he subsequently learned that the university only allows certain "authorized contractors" to bid on projects, and that those contractors, in turn, subcontract the work out to firms who could and would actually do the work. Patrick said that he planned to follow up with Facilities to try and ascertain why the bids came in so high, but he acknowledged that Student Media would almost certainly move forward with the project anyway to finish it in the current fiscal year as the Foundation grant requires.

Dean asked why the bid had come in so much higher than the initial estimate, and whether COVID, supply chain issues, inflation, markups or something else was to blame. Patrick said he wasn't sure how much any or all of those things affected the bids, but he did note that the firm that provided the initial estimate would almost certainly be the one to do the work as a subcontractor, so he'd have a chance to ask about it. Jamie noted that Student Media had asked if they could send the call for bids directly to the tower maintenance firms they'd identified when putting the call for bids together, but they were told no.

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Program Review and Next Steps

Patrick said Student Media had the program reviewers' final report and recommendations in hand. He said the review went very well except for very low turnout for the student staff feedback sessions. Patrick then briefly outlined what would happen next:

- Patrick will work with DASA Assessment Assistant Director Jordan Luzader to draft responses for each of the reviewers' recommendations.
- Patrick, Jordan, Patrick's boss Lisa Zapata and DASA Vice Chancellor Doneka Scott to discuss those responses.
- Once that discussion is done, Patrick and the professional staff would begin working on ways to implement any programmatic or operational changes, and that they would share the results of that work with the board at its April meeting. He said the professional staff would begin implementing those changes over the summer.

Jake Seaton asked why student participation was so low. Patrick said he didn't know, exactly, but added that the review falling so close to the Thanksgiving holiday probably did not help turnout. Maddie Jennette said the review happening during the day, when many students had class, also did not help, and added that it was difficult, generally speaking, to get students to show up for and do things. Martha Collins echoed Maddie's remarks, adding that students may not have realized the importance of attending the review sessions.

Organization Updates

[Board reports were included with the meeting package](#) and are made part of these minutes by reference. Addenda to those written reports included the following:

- Don Bui said Agromeck had received a set of proofs for their third deadline but saw some issues with the photos included in that section. He said Balfour sent new proofs which rectified the issue, and that the staff was reviewing those corrected proofs now.
- Jonny Zemola said Jordan Hall, a media consultant, would be leaving the sales team after being called up to the NC State soccer team from the club soccer team. Jonny also said that he was stepping down as Student Business Office General Manager, and he thanked everyone for helping make his time as GM a good experience.

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- Maddie said that the DJ interest meeting held just before the board meeting had seen excellent turnout, and that the announcement for WKNC's 2022 Double Barrel Benefit to be held March 11-12 had also gone well.

Adjourn

Dean moved to adjourn the meeting, with Jake seconding the motion. The meeting was adjourned at 7:39 p.m.