**Those in attendance:**

Kevin Dilley, Tami Bongiorni, Norma Young, Lorie Bednar, Katie Barnes Evans, Clara Sullivan, Mark Turner, Lusi Cai, Neville Hardman, Sierra Allen, Layne Gerbig, Ujkarsh Menon, Ryan Dunn, Jimmy Miller, Erica Collins, Nathan LaChance, Gene Shelton, Karl Idsvogg, Stephanie Lawrence, MJ Eckhouse, Mitch McKenney, Mark Goodman, Thor Wasbotten and Kristan Dolan.

**Call to Order, Introductions and Minutes Approval**

Kristan Dolan, SMB chairperson, called the meeting to order. Mark Turner seconded. Those in attendance introduced themselves.

Dolan called for a motion for a 2016-2017 chairperson. Mark Goodman nominated Mark Turner. Gene Shelton seconded. Turner accepted. The board all voted in favor. Dolan congratulated Turner and turned the meeting over to Turner.

Turner asked for a motion to pass the 2016 minutes. Thor Wasbotten motioned to pass the spring 2016 minutes. Karl Idsvoog seconded. All approved. The minutes were approved as is.

**Director’s Report**

Kevin Dilley thanked the board for their service, time and commitment. Dilley asked if a second chair could be named in case Turner could not serve. Dolan was selected. Dilley stated it has been a year since he came on board. He is excited to be here to present to the board on what has taken place thus far. He stated fall 2015 was his learning time about KSU Student Media, and spring was focused on data gathering to further find the path we need to take.

Dilley said he kept the presentation similar to the previous year because this is a continued conversation of where we have been and where we are going.

4 Main Points

* Clarity of Mission
* Revenue and Savings
* Ideas and Execution
* Data

These continue to be the four things we need to focus on. Dilley stated he wants to detail these out today utilizing the data we collected. Dilley also shared the revised student media mission.

*We empower students through practical, collaborative and professional learning opportunities within a multi-platform media framework.*

*We create valued sources of advertising, entertainment, information and news and develop meaningful connections with our core audiences.*

*We encourage excellence, leadership and accountability as students become innovative, ethical and skilled media producers within a diverse and global society.*

He would like a finalized mission statement to move forward. Dilley said we don’t have to vote on this today, but he wants to close this so we can use it soon. He asked the board if this is on the right path. Dolan stated that she likes it. She thinks its concise and exactly targets what we do. Wasbotten wanted to know the process of how students were involved. Dilley said that students met with him to discuss their own unit’s missions to build the overall group one. He also sent a GoogleDoc to capture student input. Wasbotten wanted to make sure students were involved and he stated it definitely sounds like it was. Dilley said some of these students have since graduated as they were leaders in the spring.

Idsvoog wants to know how the students feel about journalism not being in the mission. Dunn said that this was derived from the students and thinks this mission fits along with every unit even without journalism in it. Dunn did express concern about advertising being listed first. Katie Barnes Evans said that we put it in alphabetical so that all partners were on an even playing field. Turner said this was a smart way of looking at it, although in journalism, usually the most important aspect is listed first. Turner is troubled but completely understands. Dilley said he is open to any and all recommendations. Wasbotten said that we are both journalism and mass communications so we would not want to just single out journalism. He did say that most of the students involved are part of the news. Wasbotten said he does not mind the order of the words, but he did remind that this school was built on the journalism sequence and we need to always value each person within student media. Thor also stated elsewhere, usually the most valuable asset first, or most revenue generating is the one listed first. Jimmy Miller stated that since advertising is first, it was a bit concerning. All of the student leaders in attendance agreed. Shelton stated that most people view our program as journalism and not advertising. Although then he realized that they were in alphabetical order. Thor said the last thing we would want is people to be confused by the mission. MJ Eckhouse said he was not confused but distracted because he would think news and journalism first.

Evans said she thinks this is an addressable issue. She asked if there were any other stumbling blocks to pushing this forward? Idsvoog pointed out that missions should be

true to the organization and not a crock. Dilley agreed, this is something the students need to be behind the final copy. Goodman said he likes that we are recognizing both the content producers and the audience. He would like to see fundamentals included regarding us being independent and student-run and student-determined content. Turner asked if there were any other comments. Shelton stated that if he was a parent, he would be concerned that advertising and entertainment were listed first, he would be troubled. Wasbotten reminded everyone that our largest incoming class is entertainment driven with DMP.

Dilley asked if he could take the feedback and rework the wording and some of the facets. He will then share a GoogleDoc and allow board members the next 2 weeks to make corrections/recommendations. October 21st was set as the deadline.

Dilley then moved on to the overall vision of Kent State Student Media. Dilley stated that this vision is what he has developed through talking with students, staff, faculty and the community. He shared that we have more than 34 media outlets that drive content and revenue. He also stated that there are 10 main media partners. Dilley said you cannot leave this meeting without realizing that advertising and marketing is a big part of this meeting and you cannot deny the importance of it. He said he wanted to share his vision to see if this fits with what the students feel. Dilley stated that many want to be digital first. But Dilley wants to be content-first and audience-first.

Dilley separated the media partners into groups. The news group is comprised of TV2, The Kent Stater and Kentwired. The magazine group consists of A, The Burr, Fusion and Uhuru. The entertainment group includes KSUIF, BSR, TV2 and Luna Negra. Finally, we have advertising as a group which is Transitions, Kentcribs and Client Services.

Dilley went through several advertising projects that are ongoing that are new to us: Dr. Belli ad design, Human Resources Title IX work and the Youngstown Phantoms production crew.

Dilley said our biggest challenge is that we are not all independent. We have shared values, shared revenue, shared student fees and a shared office of full-time staff. Dilley said our vision is the collaboration of all of our partners and outlets.

Dilley then turned things over to Evans to share what has been created as the new Kent State Student Media brand. Evans said that having so many partners and outlets has made branding us difficult. She stated that over the year’s we have had a hard time presenting ourselves with so many logos and names, especially since they are all very different.

Evans introduced the open box for the new mark. This will be the overall brand that oversees all of Student Media’s partners. Evans said this can be used as a recruitment tool, a business tool, and much more. She said this was built off of a group of words including inclusion, forward thinking, open, diverse, leading, strong, etc.

The box is forward thinking, it shows collaboration, and shows we are diverse and unique. The open box allows things to flow in and out freely. She said this is a strong mark but also friendly to the clients. She said this needs to instill trust since we have been there for our clients for more than 80 years. She also said it had to be versatile to fit with every brand that we have. Evans then shared the new color palette.

Evans said the challenge came in when making lockups to fit with all of the brands. She said that we would have two lock ups…one with the unit in the forefront. The second would have Student Media first with the unit secondary for business to business applications. She then shared a visual recruitment tool to show how we can use the mark to move forward. She also shared the new desktop background and how the invoices will appear.

Dilley thanked Evans for her presentation and work on this. He said when he came in we were answering the phones, The Kent Stater. This new brand allows for us to make a name in the University and community as Kent State Student Media. He feels this could be the glue to place us all together. Dilley asked how closely we should be related, because when we market and sell Student Media, we are related. He stated this is where we can collectively come together to be a viable, stable media company.

Dilley asked for feedback and thoughts. Idsvoog said it is superb and loves it. He said the design is beautifully done. Dolan loves the presentation of it. She asked where it aligns with the University. Dilley said that because we are a student organization we do not have to follow the University brand and this is something we have in writing. This idea came from being student-led, student-run. He said he was also motivated by Vox Media which is similar to us due to multi-branded products. He said that they haven’t given up their brands or identities. They simply have an overall brand to support everyone.

Menon loved the integrated one logo to reinforce the independence and all values. He thinks it is a shared vision to everyone. Wasbotten asked if there was any reason not to move forward? Dilley stated no, unless the board feels otherwise. Ryan Dunn said that he first entered KSU to a newsroom that did not want to work together. Dunn stated that now it is not that way and he thinks this a great step forward for growth. He is excited to see the new brand and feels it represents who we are and who we want to be.

Dilley said he was excited about that feedback because he feels that we applied what the students wanted. Stephanie Lawrence said she loves the collaboration feel that this brand puts out. She encourages student leaders to get on board with this great move forward.

Sierra Allen loves the logo because it is powerful, modern and clean. She feels that it helps with the collaboration and loves that she feels included. Wasbotten stated he wanted to cry. He loves that Student Media is coming together in such a powerful and collaborative effort. He is thrilled that students feel included. Dolan wondered if we could weight the unit’s names to better call them out. Evans said she could definitely look into that.

Dilley said that he came here hoping to have a yes from the board so we could move forward. Turner said there is no drawback to this and said go forward.

Dilley said that this is important to him because of revenue generation. He shared college media data from Borrell. Main takeaways…have a focus. Readers want digital, mobile, newspapers and web.

Dilley showcased some of the new revenue streams that we are working on and are already doing.

Paid Content (Native advertising) Sponsored Tweets

Multi-Platform Packages Donations

Storefronts Client Services

Friends 2 Follow

Dilley went over the current revenue/distribution and overall budget information. Dilley also covered all fund balances. He said in the spring, the board approved a budget with a deficit of $40,000. We finished the year with a lower $23,000 deficit because of finishing 108% in revenue and givebacks. It is still a deficit, but much better than we thought. Turner asked if there were any questions. There were none.

Ryan Dunn and Jimmy Miller then presented for the newsroom. They said they are now working together on hiring their top students together instead of separately per unit. They are focusing on being a content-first newsroom. They moved personnel around so that all content managers are working under Kentwired and not each individual unit. Dunn said that it is still a work in progress. The shared a visual roadmap to being co-branded, collaborative and content-first. Miller and Dunn said this is the new model moving forward. Wasbotten asked if he could tweet about this. Miller and Dunn said yes. McKenney stated that the vibe in the whole newsroom is different. The newsroom is working together and there is a friendliness and willingness to work together. Miller

said there is more buy-in from the students. Dilley said this has been a fun project to be involved in. Dilley said the vision is of the students and that is why he thinks everyone is on board. Mark Turner asked if there was anything else? There was no further discussion.

Dilley asked if he could share some takeaways from the Student Media surveys. Dilley said there are numbers in there that need to be shared. Dilley said this was completed in the spring. He said that most are not familiar with us. He also said that the ones that are aware of us think we are above average in trust-worthiness and relevance.

Thor had asked “Do we want to know these answers?”

Gene asked “what are we going to do about it?”

Kevin stated that we are taking from this is that we need a brand, we need to market and we are going to get the information to our audience to learn. Example: We placed rack cards on all Stater stands to better brand ourselves.

Kevin said a part of this is on us, because we have 30 items for the audience to know about it.

Miller stated he is not surprised at all. Miller asked each leader what can we do about this. He doesn’t think this should not just be a business office responsibility, it is also on the students. McKenney stated that basically we are only getting 27% of those polled? Dilley said the print products still have legs which is why we are not digital first, but content first. Dilley stated that the focus groups were interesting to sit in on. Their familiarity was not apparent. They asked what channel TV2 was on. Although when asked about top stories, they had heard about it on social media through Kentwired.

The survey proves that audience is driven by outside sources not the necessary the news sources. KSU Flashline is top info giver. Twitter/Facebook is second. Word of mouth is third.

Dilley stated that students do not identify with the brand or source. They are getting the content from social and not knowing the platform that drove it. Turner stated that the survey points out some concern, but he is encouraged that people find us relevant and important.

Dilley said this is only a baseline and we can build on this. Dilley said the survey is an open record and he will share it with everyone. Kristan said that there are other ways of marketing themselves on campus that are free of charge to all student orgs.

Dilley said that we plan on spending money to get the brand out there. Tami has put together a marketing plan to launch the brand once it is approved and final.

Dilley shared an outdoor newsstand kiosk plan that we tried to launch but the University has turned it down. He stated this is a new revenue stream and also a way of getting the new brand out in the market.

Dilley stated that we need our own website that would be a portal to every brand we have. He was wondering if we had the resources, time and talent to do this. He said that he had a meeting with Idea Base to build a craft CMS custom build through a spring class for responsive web design. It would cost about $5k to pay for this. Dilley stated that Bob feels this is something we could do in-house with WordPress. Katie said the proposal is advising on content strategy, the coding, user experience and the graphics. Turner asked what we would do with the site.

Dilley said 3 things.

Clients – forward facing, what products we have, pricing

Recruiting – recruit both current and high school students

Internal – communicate what is going on in our realm

Stephanie wondered if we would promote content across the outlets? Dilley said yes. He said capacity could limit this due to limited resources. Idsvoog asked if we plan to place an ROI on this? Dilley said yes. This would be a primary tool for clients.

Turner asked if we don’t already share our advertising tools digitally? Tami said that we share our kit on Kentwired and through email, although an actually website would allow us to have an interactive rate card and ordering system.

Turner wants to know who manages this once the class is complete. Kevin said our office. It will be about $100/year for hosting fees.

Dilley said that all units would be linked on this site so users can go back and forth.

Thor stated he would like to see a mockup of what this looks like. He wants to make sure it is a driver to content. This is more a business to business tool, not a content generator. Idsvoog said this is a benefit because the price is reasonable, it is student driven. Dilley said it would be capital purchase as it is a one-time expense. Idsvoog motioned that we do this and move forward with the $5100 expense to build the site. Thor seconded.

Turner asked if we could do this in house. Thor said he would withdraw his second if it was done in house. Katie said that these students have a level of knowledge of this project that we could never achieve in house.

Turner asked if there was further discussion. There was none. All approved and motion passed.

Dilley asked to table salary discussion. He will wrap everything up and send to board next week.

Dilley stated that we do need a selection committee for the student leaders. Notices going up next week.

Idsvoog motioned to adjourn and Thor seconded. All approved and meeting was adjourned.