



WLU Student Publications Board of Directors Meeting
Minutes
July 8th, 2020 | Remotely, via Zoom

Attendance: Aaron Hagey (President and Publisher), Arshy Mann (Board Member), Emily Crump (Board Member), Jade Hosick (Board Member/Vice Chair), Keegan Gingrich (Board Member), Care Lucas (Executive Director), Rosalind Horne (Board Member), Victoria Marshall (Board Member/Secretary)

Gallery: None

1. Call Meeting to Order

Call to Order at 7:14pm

2. Approval of Agenda (July 8, 2020)

Motion: Keegan Gingrich

Second: Jade Hosick

All in favour, motion passes

3. Approval of Minutes (March 18th)

Motion: Emily Crump

Second: Keegan Gingrich

4. Approval of Minutes (April 20th)

Motion: same as above

Second: same as above

All in favor, motions 3 and 4 pass. The minutes have been approved.

5. The Chair's Report

- 7:18: Quick points
 - Acknowledgment of shift to digital publication
 - Radio Laurier's new focus on podcasting throughout summer successful so far
 - Increased digital traffic means sponsorship opportunities for increased revenue.
- 7:20: Yearbook updates
 - The Carnegie was printed.
 - Goal is to encourage online sales and delivery at convocation
 - Distribution will likely not occur until next spring, but students are inquiring about shipping and pickup.

- The Keystone faced production issues.
- Emily Waitson was appointed to take over production with a condensed, recovery-focused schedule. She will be receiving an honorarium. The budget will be adjusted to accommodate for this.
- 7:26: Fall term printing
 - WLUSP is currently assuming that WLU will be returning to normal operations in the Winter 2021 term.
 - Fall term printing will be adjusted to suit campus closures/online classes.
- 7:31: Camp/training
 - Will take place from August 14-16.
 - Industry professionals are being contacted.
 - Community directors (Emily Crump, Arshy Mann) will be invited to host sessions in camp.
 - Rosalind raises question of which topics have been discussed in camps past. Aaron and Care will follow up.
- Overall response to the summer term:
 - Inter-departmental collaboration remains a goal.
 - Volunteer and staff enthusiasm has been good. Another goal will be to keep this up as this year's publication continues.

The Board moves onto the next agenda item.

6. The Executive Director's Report

- 7:33: Housekeeping
 - Access to the office remains restricted. All entries are to be escorted by SCS.
 - Care will be meeting with Assistant Vice President of Student and Ancillary Services, Dan Dawson, on Tuesday to discuss WLUSP outreach during O-Week (re: the WLU'er).
 - Access to Lynda.com has been requested to assist with training.
 - WLUSP open houses/brainstorming sessions will continue weekly. Timing to be between 30 and 60 minutes.
 - Web presence needs to be increased due to unprecedented reliance on digital outreach. A new web designer has been consulted to create a new theme for Radio Laurier. The Cord's website will also be cleaned up within the existing theme. Plugins will be adapted for compatibility.
- 7:39: Grants and subsidies
 - An extension for the Canada Summer Jobs program grant may be allowed, potentially pushing the advertising assistant position's start date to September 1st, 2020. Note that this has not yet been finalized.
 - Another position will be posted on the "I Want to Help" platform for a student interested in marketing and promotions. The position will be community-focused.

- The wage subsidy will also be looked at. Moving into August and September, this may need to be engaged due to drops in ad revenue formerly sourced from the WLU'er.
- 7:42: Distribution
 - TCE paper distribution will restart in September at a reduced rate, from 6-6.5k to 1.5-2k issues weekly. The distribution manager is being consulted. Cafes, breweries, small stores may be asked to include physical copies of TCE in bags, orders, curbside and home deliveries, etc. to discourage paper sharing during COVID-19.
 - A subscription option will be explored. Local partners and clients from Steel Rails will be consulted to help with paper distribution and subscription promotion.
 - Aaron Waitson: going into August, WLUSP will look at the cost of distribution management, which is currently a 15-hr/week position, and potentially restructure.

Question period:

7:52

- Arshy Mann inquires about further details regarding The Keystone.
- Aaron Waitson clarifies that when contacted, Lifetouch said they had not received any files for the publication. WLUSP was under the impression that it was near completion.
- Care Lucas adds that communication with the Keystone editor was an issue, but that it was resolved quickly and the wellness of everyone involved was a priority.

7:56

- Arshy Mann asks about the impact of enrolment numbers on WLUSP operations.
- Care Lucas says numbers are expected to decrease slightly, but this will be clarified on Care's Tuesday meeting with Dan Dawson.

7:58

- Arshy Mann suggests discussing subscription/outreach with Dave Bedini of the West End Phoenix.

7:59

- Rosalind Horne recommends consulting Waterloo MP Bardish Chagger about the Canada Summer Jobs Program and funding — extending the start date for the CSJ position with WLUSP should be within reach.

The Board moves onto the next agenda item.

7. Plans for Fall 2020

- 8:02 p.m.
- Emily Crump suggests outreach through a first-year content package in the mail.

- Care Lucas says this will be discussed with AVP Dawson, but that the best way of outreach may still be residence (depending on residence opening plans).
- Keegan Gingrich confirms residence will be operating, but at a reduced capacity.
- Care Lucas says she has spoken with Laurier 101 to discuss first year outreach.
- Based on student presence in Waterloo come fall, distribution of The Cord may also be decreased.
- Victoria Marshall suggests sending out article links via mylaurier email addresses.
- Care Lucas responds by raising the issue of the number of times WLUSP is allowed to utilize student mailing lists per annum.
- Arshy Mann suggests newsletters since they can be condensed and sent digitally.
- Online outreach will remain a topic of discussion.

8. Election Officer Roles

- 8:17 p.m.
- A treasurer is still needed on the Board.
- Aaron Waitson asks if anyone on the Board would like to nominate themselves.
- Care Lucas clarifies that normally this role is filled by a student director, but since it is a much-needed role, an external candidate may be sought.
- Keegan Gingrich nominates himself for Board Treasurer.

Motion: Victoria Marshall

Second: none

All in favour, motion passes. Keegan Gingrich is elected Board Treasurer.

9. Policy Updates

- 8: 23 p.m.
- Care Lucas: Accountability of the Presidents (especially for the future) will need to be revised in WLUSP policy.
- Policy priorities will revolve around the pandemic and will be given more specificity.
- Personal and professional relationships in the workplace will also be added into WLUSP policy.
- A motion is created to establish a policy subcommittee.
 - Victoria Marshall nominates herself to the subcommittee.
 - Jade Hosick nominates herself to the subcommittee.
 - Keegan Gingrich nominates himself to the subcommittee.
 - Aaron Waitson and Care Lucas nominate themselves to the subcommittee.

Motion: Jade Hosick

Second: Keegan Gingrich

All in favour, motion passes. A policy subcommittee is established.

- Rosalind Horne says she may be consulted regarding policy drafting if needed.

Agenda items completed at 8:32 p.m..

Announcements and other items:

- Virtual conference/camp suggestions will be sent out to individuals interested later this week.
- The next board meeting will likely be the 3rd or 4th week of August to finalize the budget and reflect on camp.

10. Motion to Adjourn

Motion: Arshy Mann

Second: Keegan Gingrich

All in favour, motion passes.

Meeting adjourned at 8:36 p.m..