

MINUTES – Martlet Publishing Society Board of Directors Meeting

January 27, 2014

In attendance: Regan Shrumm, William Workman, Jules Hogan, Graham Briggs, Sonya Hoonjan, Erin Ball and Graydon Leigh (recording)

Absent with regrets: Shandi Schiach

- 1) Call to order**
- 2) Agenda**
 - A) Board Reports**
 - B) Questions**
 - C) Will's Update**
 - D) Audit Results**
 - E) Martlet Full-Time Staff Evaluation Policy**
 - F) Motion to Adjourn**

Briggs called the meeting to order. Seconded by Leigh.

A) Board Reports

-Erin: we've exceeded sales projection for year. Absence of sales director helped revenue.

-Second large dispersal of fees expected in February. Not sure if we have more than last year yet. Following that, planning for next year will commence. UVic sales are doubled from last year. We might use new money to purchase new chairs.

-Reached web sales projections. Get lots of money from free media.

-we've been offering web ads to local advertisers. Might be good idea to reserve a spot for free media.

-Distribution is on track for annual budget-was cut from last year.

-High school work experience bundles have helped, program going to expand.

B) Questions

Graham: If we maintain current surplus, will there be an opportunity to hire more staff?

Erin: Yes. It will be considered.

Will: It would be nice to see a web tech stay over summer.

Erin: We might use the money to develop a group of volunteers separate from our contributors. Concept will be presented at next AGM.

Jules: Have we considered using some of the money for advertising?

-note about lack of awareness among student population.

-might be an idea to host event.

-Erin: volunteer coordinator deals with that, notes that we've been throwing up more posters and a group has been speaking to classes.

Regan: movie program could expand.

Graham: Is there a group tasked with engaging volunteers?

Erin-entry point established, but volunteers that can frequently table or engage in alternative means of engaging students is lacking.

Jules: Good idea to engage with business program.

-*offered to coordinate that.

Erin: Someone did visit business school, and interest was evident.

Graham: Might be a good idea to get volunteer coordinator to analyze all the way we're engaging students.

-we'll check on this at next meeting.

C) Will's update: Cover meetings moved from Wednesday to Monday-allows more time.

-consensus vote on how to attract readers. Got to point where no one was really engaged, and it got to the point where the writer had their topic chosen.

-Lottery system in place. People have more of a heads up. (See Will's report for details).

Met with graphics, photo and junior designer over critique work with Nash. Established that we're going to clean things out, give things more space. More fluid layouts, rather than stringent.

Website: Jeremy's continuing his work on that, and has been improving the site. It's quicker to respond, and we're moving to a friendlier mobile version.

-Trying to turn it into an evolving thing rather than a start/go project.

Graham: what happened with Nash (Canadian University Press National Conference)?

Erin: -first year we haven't been involved in CUP. To rejoin, it'd cost \$3000, and we decided to not. They forwarded a proposal but left out a lot of details.

-They're not being transparent because their proposal isn't finished.

-A lot of people at NASH felt that the Ubyyssey/Varsity proposal was too drastic a change.

-Others thought CUP re-organization shouldn't be pandering to the large papers that left CUP.

Gray: what do we lose?

Will: the wire (we can print stories from other papers), similarly our staff could be published in other papers. Mentorship programs. However, we still have ways of pulling stories. The wire enabled us to publish things without all the red tape.

Erin-Apparently there were errors with CUP articles, despite all the editorial channels the pieces went through. Part of the allure is being part of a collective.

Graham and Erin established that Erin will speak to manager of CUP and glean details of proposal.

-we'll vote on it again at the next AGM, regardless

We'll schedule our next meeting roughly 4 or 5 weeks from now, and we'll return to this issue.

D) Audit results:

Erin: audit documents were sent out. We have to decide whether we want to do an audit this year.

Will: not necessary to do it every year, noted the Varsity does a small one once every 2 years.

Erin: audits are very expensive, and in the past we came to the conclusion we'd get one audit done and the UVSS would split it with us. Now, there's no requirement.

Graham: we should forward what we expect with audits.

Jules: We should make a policy where, every four years, we do it when there's a management turnover.

-Will: Is it worth doing it every year for the marginal annual price reduction?

Audit did come out well in the past.

We'll discuss the policy at the next meeting, with theme of having a formal vote at next AGM.

E) Martlet Staff Evaluation Policy.

-Graham presented the Martlet Full-Time Staff Evaluation Policy

Comments: Consensus was good. Just need to finalize it.

Graham-we're going to deploy a survey with comments and ratings, where the paid staff members will review every other full-time staff member.

Regan: On survey monkey, you can put the entire job description. Graham: Yes.

Graham: we, or future boards, can modify the policy if any issue comes up.

Jules: doesn't know how much experience any respondent would know about providing feedback. We need to be given a training session, so we're not too harsh. An ethical document that is unbiased and standardized.

-*Jules offered to put a guideline together.

Graham: is it a good idea to include Likert scale for 7 questions?

-There was a full-time staff adherence policy that hadn't been followed.

Erin: include comments box.

Graham: Question one could be converted into two parts. Incorporate question: how well does this staff member fulfill their responsibilities as it adheres to their job description?

Sonya: best to be concise; don't want to tire staff members out.

*Erin's offered to put it together in survey monkey and send it to Graham.

Regan-to summarize all the information from the survey and send them with survey monkey.

Consensus that Erin's financial statements are ridiculously organized and she rules.

F) Motion to adjourn:

Briggs adjourned the meeting.

All in favour.