ASNMU Agenda
December 3, 2018
UC, Charcoal Room

I. Call to Order
   a. 8:00 pm

II. Roll Call
   a. Simon – tardy; excused
   b. Adel – absent; excused

III. Public Comment
   a. Ashley: You guys have done great work and I’ve loved seeing you all grow and develop including the new reps.

IV. Approval of Consent Items
   a. Agenda – 12/03/2018
      i. Amend approval of consent items sub point (b) and another sub point (i) from 11-19 to 11-12
         1. Kyleigh first; approved unanimously
      ii. Under resignations adding sub point (b) college of arts & sciences Kyleigh Sapp
         1. Emma D. first; approved unanimously
   b. Minutes –
      i. 11/12/2018
         1. When Cody is speaking on the 11-12 minutes, ASNMY to ASNMU
            a. Sammi motions to change; Paige second; unanimous
      ii. 11/26/2018
      iii. Emma D. moved to approve the consent items; Marissa second; unanimous

V. Executive Reports
   a. President - Cody
      i. It’s been a great semester and I’m proud with all the work you’ve put in. Moving into next semester I know I like to talk a lot but I will be doing that less in the meetings.
      ii. SRA reports will be released on December 7th and I don’t know if I have access to those yet, but if I do, then I will email them to all of you.
      iii. I’d like to highlight things I will be focusing next semester: looking at updating some things in the bylaws that are outdated or vague and you will be part of that process. We are looking at possibly looking at a referendum for an allocation increase for the bike share program. Another big project is rebuilding our judicial branch & getting the justice seats filled. If you know anyone interested send them my way.
   b. Vice President - Connor
      i. Last week and the week before break a group of reps and myself met with the three candidates for the dean position for the College of Arts & Sciences and we look forward to seeing the results. Thank you to those who went and for your good feedback.
      ii. Over break I’ll be working on starting the legwork for forming the elections committee at the beginning of next semester. Anyone who’s not returning and would like to be part of that let me know. I also need one non-ASNMU member. Things they will handle is the general assembly elections and updating the
constitution specifically on student affairs side with housing and that
reconstruction. I will also be working on the VP binder with all you need to know
from my perspective & experience. Any of you who are interested in running for
VP feel free to come meet with me.

iii. Next Friday the 14th at 9:00 in Cohodas 602 the board of trustees will be meeting
and that’s a good opportunity to see how things are decided at the university.
Cody will be presenting about what we, ASNMU, have coming up and what we
will be doing

iv. Thursday I will be at two meetings. One with Paige with the ORC in regards to
the bike share program and the other, I will be sitting on the committee to pick
the spring commencement speaker and the honorary degree recipient. There
are 10 nominations and a good discussion about that.

v. Thank you everyone for the good work this semester. Even though we have had
bumps we have had a successful semester and have turned out a lot of work.

c. Chair of Assembly – Simon
d. Read by Connor, as Simon is at a mandatory housing meeting.
i. Good job this semester. I can’t wait to see what happens next semester.

ii. This is the last week of office hours. There are none during finals but check to
make sure hours are all logged & signed off on before the end of the semester.

iii. Check emails over break in the event things pop up.

iv. Before you leave for break if you have things in the fridge take them out.

v. To the chairs - make sure you sent out another doodle poll so you can set up
meetings for your committees and I will be sending one out for our meetings
next semester.

vi. Going into next semester he will not accept any budgets unless it comes from
Holly. Holly has to see every budget and approve it and this has been a standing
rule for a while. I, as the chair, have the ability to approve or deny anything on
the agenda.

e. Treasurer - Holly

i. ASNMU currently has $2,648.19

ii. Last week the executive board approved a budget for $115 for posters for the
24 hour study lounge and there’s another budget on the agenda tonight for the
study lounge.

iii. SFC currently has $23,362.33

iv. Last week was the last regularly scheduled meeting and we passed a budget for
Condominium (?) which will be taking place next semester.

v. This coming Thursday are the EFG evaluations if you guys have any questions
about them I will be happy to answer.

vi. To touch on the budget procedure for next semester - I will send an email with
the procedure, a template, and an example.

VI. 5 Minute Recess

a. It is 8:15 and we will reconvene at 8:20

VII. Committee Updates

a. Mental Task Health Force - Emma Drever

i. The Mental Health Needs Assessment Survey got 1152 responses in total. I’ve
spent office hours analyzing the data and once it is cohesive I will send a report
to everyone.

1. Connor: was that all of campus or just students that responded?
a. *Emma D.*: just students and was only sent out to students to look at their opinion.

VIII. Resignations

a. **College of Arts & Sciences Representative - Emma Drever**
   i. Due to studying abroad in winter of 2019, I would like to resign from this position. My resignation will go into effect on December 15th, 2018.
   ii. *Logan* first; *Marissa* second; unanimous

b. **College of Arts & Sciences Representative - Kyleigh Sapp**
   i. Due to studying abroad in winter of 2019 I would like to resign from this position. My resignation will go into effect December 13th, 2018.
   ii. *Sammi* first; *Marissa* second; unanimous

IX. Appointments - **Connor**

a. **On-Campus Apartments Representative- Lana Wilson**
   i. She served on ASNMU last year and has decided to come back. She was an off-campus rep and served as the chair for external affairs. We had an enjoyable conversation about some of the projects she would like to bring to ASNMU. She applied as an on-campus apartments representative.

b. **Food Advisory Board Committee- Lana Wilson**
   i. We have two reps now if this is approved and she has served on this in the past as an ASNMU rep and has worked closely with the committee.

c. *Rich*: you were previously chair of external affairs - what did you accomplish?
   i. *Lana*: we went to two conferences and skyped into a third because we wanted to make more of a connection with downstate and Michigan Tech.

d. *Logan*: how long were you on ASNMU?
   i. *Lana*: all of last year.

e. *Rich*: why did you leave ASNMU last year?
   i. *Lana*: I work two jobs and have 16 credit hours and didn’t think I would have the time for it but I do have ample time.

f. *Emma*: when is your graduation date?
   i. *Lana*: next December

g. **Closed session @ 8:28**

h. **Session reopened @ 8:41**
   i. Closed ballot to appoint *Lana Wilson* to the assembly
      i. approved
   j. Closed ballot to appoint *Lana Wilson* to FAB
      i. approved

X. New Business

a. 24-Hour Study Lounge Budget - Dhruv Patel
   i. The budget is for a student officer to provide safety to students during the study lounge
   ii. *Sammi*: where is the officer going to be located? And did you call them to clarify the price?
      1. Dhruv: in Jamrich and I spoke with Mike Bath in person and we decided that ASNMU would pay $285 and public safety would pay $285.
      iii. *Emma D.* first; *Marissa* second; unanimous

XI. Presentations

a. **The North Wind – Tyler Penrod, Tim Eggert, Jackie Stark**
   i. *Tyler Penrod*: Business Manager
Tim Eggert: Editor in Chief
Jackie Stark: Journalistic Advisor

Tyler: we were asked to come in today to give a presentation, answer questions, and give clarifications so I’d like to keep the presentation part brief. To go back to 2014 that was the last year that the NW ran a positive budget and that was of $16,100 and from then until present we have gone $99,500 in debt. From 2014 going into 2015 we lost $24,700 and the next year we lost $20,600, and the next year we lost $37,500 and the next year $35,000. It snowballed and accumulated quickly, and we were not here for this. It is a result of management that came before us. During that period the NW had about 5 different business managers. These managers from what I can tell did not leave any records for me to follow and I’ve heard from numerous advertisers that they did not bill for advertisements that were ran and they billed ads that were underrun and ultimately soured relationships the NW had prior to 2014. During that time ad revenue plummeted. At some point the NW business advisor (faculty member) stopped holding regular meetings and the board of directors stopped reviewing budgets for a number of years. Under our leadership, our board of directors have had a budget going into every meeting so that we know exactly where we stand. We have made changes to address these issues. Looking at the budget you all have, is the officially the most up to date version and at the end of the year without any further changes, we are looking at a loss of over $8,973.21 and that came after some revisions we did not anticipate such as minimum wage increasing to $10. We looked at labor and employment cost and we were able to justify cutting 64 hours per week which can save us about $9,600 per semester. The number seen at the bottom will be addressed by these employment cuts which isn’t official yet – it has to be approved by our board of directors. Another way we are looking at saving is by stopping paying rent for our office space, since we are a similar organization to ASNMU so by changing that up we could save $4,600 per semester. We have looked closely at reducing the number of papers we print from 4,500 to 3,000. At the end of the week we do have some waste papers and by bringing in our delivery driver who has done some sustainability research we know we could print less. However we are concerned by asking to reduce our number of printed copies the mining journal will not consider us as worthwhile. They have kept our rates the same for about 8 or 9 years and we don’t want to sour that relationship by reducing that number. We are looking at cutting color printing unless an advertiser pays for color. We haven’t worked that out exactly per week/per semester but it could add up to thousands of dollars. We have also looked at reducing the frequency the NW prints. That would really hurt our ad sales, and also the cost of going to a larger paper it might break even. It would also cut into the editorial side for those genuinely interested in journalism. That is all I have to present, but we are here to answer questions or give any clarification now.

Simon: Before any questions are acknowledged, I am going to remind everyone that questions will be professional, respectful and courteous toward the Northwind. If it is not deemed so I have the right to remove you from the room and from the meeting. We are going to proceed.

Emma T: in 2014 when you were $16000 above, would that be at the end of 2013 into 2014?
1. _Tyler_: at the end of financial year of 2014

vii. _Emma D:_ what is FY?
   1. _Tyler:_ fiscal year

viii. _Logan:_ I'm hearing the things you can do to remedy this, if you do all of these things you've proposed, how long will it take to square that? And is the university holding the debt?
   1. _Jackie:_ we need to speak to the university but ultimately we need to sell more ads. We are only adding small amounts to that debt but we are kind of in the black.

ix. _Emma D:_ how long have you been the business manager _Tyler_? And what's your graduation date?
   1. _Tyler:_ winter of 2016 and I will be back here next semester but I graduate in 2020 and it's a possibility I will be back my final year.

x. _Rich:_ what was the debt level when you took over as the manager?
   1. _Tyler:_ I started in the midst of a financial year and was left alone to sell ads. I had Jackie and she had to do more than what she's required to do. I also had a graphic designer but they eventually left. I brought in additional sales reps and a business advisor and hired a new graphic designer so when I started we were $64,500 in debt and because I came in to a situation where we had nobody to sell ads we accrued an additional $35,000 in debt. This semester we will be netting $10,000 in ads just this semester. Whereas all last year we only earned $15,000 in advertising.

xi. _Emma T:_ so the Michigan minimum wage is $9.25, so how is yours $10?
   1. _Tyler:_ it is going up to 10 starting January first so I addressed that for winter 2019.

xii. _Kyleigh:_ if your organization is set up similarly to ASNMU, then how/why do you guys compensate your members? I mean no disrespect, but only the executive board is compensated for their time, but we as representatives are not. So I was curious how that works.
   1. _Jackie:_ historically that is what has been done for the past 20+ years because it is an actual job and a real newspaper that goes out into the world and can be sued and is a job.

xiii. _Cody:_ if we went back to the 80's or so, ASNMU reps were paid, but we stopped that because the assembly voted it to be a labor of love and the executive board scholarships didn't start until a few years back when the board of trustees was trying to recruit students to take on the 20 hours a week.

xiv. _Logan:_ you print through the mining journal and had looked/asked at reducing the printing. Do they know of your debt?
   1. _Jackie:_ they know we are in debt, but not how much we are in debt. I left a message with the publisher but he has not contacted me back.

xv. _Holly:_ how or what process did you use to determine that reducing printing wouldn't reduce your debt?
   1. _Tyler:_ moving to a monthly or bimonthly publication we wouldn't be able to include as many advertisements and raise rates and that may scare off some local advertisers that are small businesses. Also, we would have to increase the number of pages in the paper if we reduced it to monthly to make it worth our time.
2. *Jackie:* you also have to keep in mind the mining journal is printing us and sooner or later they will decide it’s not worth their while if we are doing it once every month.

xvi. *Holly:* I did some quick math and if you kept your ad rates the same and pages the same and reduced the number of issues printed by half (biweekly) you would save about $3,300 per year.

1. *Tim:* right now we print 30 issues total and cutting that would severely compromise the integrity of the NW so we would like to keep a weekly product. It reflects job experience for students involved. If we could we would print daily to make it more similar to professional journalism but obviously we don’t have the staffing or the funding to do that so weekly gets us closest to the ‘real world’.

xvii. *Cody:* Tyler, I’m confused if you did biweekly, then why would you increase your ad prices since your expenditures would be cut in half?

1. *Tyler:* staff would be doing the same amount of work and we would still have to pay them for the work they’re putting in.

xviii. *Cody:* Tim, I understand you defending your side of this and your worry of identity, but if the university decides to stop absorbing the debt, you wouldn’t be able to print at all. What will you do then?

1. *Tim:* That’s not going to stop me from reporting and that’s not going to stop my staff. Whether we are funded or not. We will still produce a product and will still hold the university accountable. As journalists and reporters and whatever the NW looks like, we will not compromise our journalistic identities. The problem I see with a biweekly or monthly product is my staff and future journalists are losing experience.

xix. *Cody:* I appreciate your passion, but if things keep going as they have, you may not be able to do any of it.

xx. *Connor:* if your journalistic integrity is so strong then why is paying them still necessary? You’ll still get the same experience whether you’re getting the $10.00 or not. No other DAG pays all their staff. Our job is to account for the SAF and I think most students may be slightly disappointed in the NW seeing that their money has been so mismanaged, and again, that’s not your fault, but eventually it will come back on us. Covering the cost of the NW debt takes away from all other DAG’s, EFG’s or student org that wants to host something on campus. So, is it fair for us to say “I’m sorry, but we have to take care of the NW debt” You may be losing out on some opportunities and ‘journalistic integrity’, but we have student orgs that are losing out on their and what they represent. Single digit paybacks per semester is not enough and I don’t think Gavin is going to see that as enough either. At some point it begs the question that the majority of these numbers could be eliminated if the NW functioned like any other DAG does. I know it sucks and I feel the financial crunch but all the other student orgs are going to feel it too and that’s where our concern lies.

1. *Jackie:* has that been presented to ASNMU as a way to take down the debt? Using the SAF (student activity fee)?

2. *Connor:* the money has to come from somewhere -

3. *Jackie:* I know, but I’m asking you if it has been said that it would be used to pay our debt? Because we did not know that. We came in with the idea of breaking even and increasing ad sales but you’re talking
about the university paying it and that's a whole other story. So has that
been presented to ASNMMU as an option?

4. **Connor:** the money that is in debt is for student org that is what the fee
funds so someone has to absorb the debt. Any other DAG or EFG goes
into debt, the debt is absorbed (if voted to do so). If we vote to not
absorb it, then how is it going to get taken care of?

5. **Jackie:** we are not currently expanding the debt

6. **Connor:** okay, breaking even at $100,000 is a concern.

7. **Cody:** how this would work, with a student group who has a debt the
SFC could vote to absorb a debt, which financially they couldn't absorb
this much debt, and if they vote no then they would expect your
allocation to pay off the debt. Which again would go back to you guys
not being able to function.

8. **Connor:** we don’t want to shut the NW down completely. But there’s
greater issues than just the NW’s finances at this point and that’s where
the concern really lies.

**xxi.** **Logan:** have any of you considered cutting the salaries?

1. **Jackie:** We would consider whatever the university suggests and calls for
and is expecting out of us. Our board has to vote on all of this as well.

**xxii.** **Rich:** the students did vote to increase allocation to the NW, so that shows they
care about the NW. I also reached out to my brother-in-law who used to be a
manager for the Grand Valley State University paper and they also pays similar
rates to their employees. How confident are you that you will actually get this
figured out?

1. **Tyler:** we are on track to break even just considering the cuts in labor.
   But a lot of money takes a lot of time to recover and we are looking at
saving thousands by cutting the other things we have mentioned.

**xxiii.** **Kyleigh:** do you guys have a business and/or financial advisor? Were they not
able to come tonight?

1. **Jackie:** historically, the journalistic advisor wasn’t a faculty member. I
   was a professional journalist and not a faculty member and the NW got
   sued by the former editor in chief and journalistic advisor. The business
   advisor has always been a member of NMU faculty, and this roll is
currently being taken differently than it has in the past. It’s currently
looked at as a university policy advisor as opposed to a
financial/business advisor. As the business advisor has changed I think
the roll has changed and is approached differently. I don’t want to say
she’s not doing her job, but it’s being done differently now.

**xxiv.** **Kyleigh:** you are now having weekly meetings with who?

1. **Jackie:** we asked for another outside person to help who sells print
   advertising in Marquette County and she has trained the ad sales staff
to help get more businesses.

**xxv.** **Connor:** is there something in place that could change the business advisor?

1. **Jackie:** the dean of students is in our bylaws but I do think it is
something that can be changed. The bylaws have been changed
previously.

**xxvi.** **Marissa:** how will you make sure that there is continuity? There hasn’t been
much in the past so how will you make sure it is actually chipped away?
1. Jackie: we are having a board meeting on Friday and I will be suggesting a change in advising during that meeting and a structural change that will keep things more consistent. I am not a voting member of the board of directors.

xxvii. Emma D: do you know how long you’ve been paying rent for and why if you are a DAG like us?
   1. Tyler: I don’t know how long we have been paying rent
   2. Jackie: historically the NW has paid the rent so that there was never a question of their editorial content. But I don’t think that’s necessary.

xxviii. Emma T: the consultant you’ve been using in the area, has she been paid?
   1. Jackie: Well, I think she was supposed to be getting paid but so far I haven’t seen any expenditures going toward hers. So I think a volunteer, she is a friend of mine and was supposed to be invoicing the NW but I don’t think that’s happening.

xxix. Holly: I have a question in regards to wages. Currently you pay your ad sales reps on commission and that’s 20%, correct? Based on the budget that we have been presented, you haven’t taken those commission wages and they are listed at 0 for the fall and winter semester.?
   1. Tyler: that is correct, projected ad revenue would be $10,323 taking into account the commission.

xxx. Cody: when we met as a committee last time we discussed recommendations so how did that get presented to the board?
   1. Tyler: We haven’t had a board meeting since last month, but they seemed receptive to any ideas to reduce the debt and we said we would have something more set in stone at the meeting this upcoming Friday.

xxxi. Connor: you have made drastic cuts and considered all the options, Tyler, and the fact that you’ll break even and possibly have some carry over to be passed on to future business managers. At the end of the day, I want the Northwind to be here because it is part of our identity as a campus. A school newspaper is asset to almost any campus. I hope that these ideas can be explored a bit more. Thank you guys for coming, I appreciate you guys sharing with the entire assembly what’s going on.

xxxii. Logan: I can’t speak for the executive board, but I’ve talked to assembly members and there’s no doubt that the NW is appreciated on campus. Is there anything us an assembly can do to assist in any way?
   1. Tyler: speaking personally, we have established a committee to discuss this topic and I have been reached out to by members of the ASNMU assembly privately to discuss, but I would like to keep that specific discussion of the budget to the committee. We really appreciate the feedback your suggestions.
   2. Connor: to echo that, the gritty details can be worked out better in smaller settings and that’s the real value in the committee.

XII. Good of the Order
   a. Connor: thanks to the NW for coming to talk to us. It is not easy being on that side of the table. I’d also like to thank Emma D. and Kyleigh for their work this semester and I hope you have a great study abroad experience.
   b. Sammi: I’d like to echo Connor and say thank you to Emma and Kyleigh as well. Working with you guys has been enlightening.
XIII. Public Comment
   a. *Mark:* I’m on NW board of directors and one thing that hasn’t been brought up is increasing the page count per issue but we don’t know how the mining journal will react. I think the only way this will be solved is by setting deadlines and agreements surrounding them to help hold people accountable.

XIV. Adjournment
   a. *Emma D.* first; *Marissa* second; unanimous
   b. Meeting adjourned @ 9:27