

**Spinnaker Media Advisory Board  
Meeting Minutes**

Friday, January 10th, 2020, 11:00 a.m.  
UNF Student Union, 58E/2200

I. Call to Order – 11:01 a.m.

II. Attendance –

**Members Present**

Mo Baker, Chair	Adviser, Spinnaker Media
Steve Patrick	Professional Digital Media Representative
Paul Runnestrand	Professional Print Journalism Representative
Nataliya Roman, Phd	Communication Department Faculty Representative
Lili Kendall	Student Representative
Sam Foley	Professional Business Representative

**Members Absent**

Staci Spanos	Professional Broadcast TV Representative
Rich Jones	Professional Broadcast Radio Representative

**Others Present**

Heydi Ortiz	Managing Editor, Spinnaker
Emma Finnegan	General Manager, Spinnaker Radio
Aisling Glocke	General Manager, Spinnaker Television
Carissa Marques	Business Account Executive

III. Welcome

Mo welcomes everyone back from the holidays. Excited to begin the new semester. Mo mentions what a great job new Spinnaker Radio employees did with their first basketball play-by-play experience. She also mentions our new magazine and encourages the board to take one home to read.

IV. New Business

1. Dr. Roman Google Analytics update

Dr. Roman shared the results of her students' research on UNFSpinnaker's google analytics. They also offered recommendations on how to improve UNFSpinnaker.com The research compared Fall 2018 to Fall 2019.

Some important highlight's:

- There were more recorded sessions by new visitors during the fall of 2019
- However, return users are down for 2019. This is a big challenge as return users tend to spend twice as much time on the website.
- The bounce for new and returning users declined
- IOS was the most used operating system for visiting Spinnaker's website
- The largest Spinnaker audience was 25-34 year-olds.
- Organic traffic from Google is the largest source of traffic

- **Recommendations:**
  - Boost Social Media presence
  - More articles directly impact students
  - More timely articles and yes, even odd articles drive traffic
  - Add Spinnaker tile to “My Wings?”
  - Brand website as “the” source for emergencies and natural disasters

2. Leaders Updates: Leaders update board on their goals.

- Heydi Ortiz Spoke for **News**: New’s goal is for 5-6 stories on the site/day, 3-4 video packages/week and to start a weekly **features** podcast to complement our weekly news podcast.
- Mo discussed Mary’s goals for **Creative**: Creative’s primary goal is to increase engagement across all social media platforms by at least 15%. (This includes Twitter, Instagram, and Facebook). Creative’s second goal is to gain 100 Instagram followers, 50 Twitter followers and 50 likes on Facebook. Finally and more generally, to increase brand awareness by ordering and distributing promotional items and attracting more volunteers.
- Aryan’s **business** goals is to make \$7k a semester and have at least 3 big clients outside of the school.
- Aisling’s goals for **TV** is to live stream once a month and have three-four shows up per week.
- Emma’s goals for **radio** is to focus on sports and news content on the station and to better track listener retention and rebranding for social media and online presence.

3. Antenna Update Mo: updated the board that we continue working through logistics to get our new antenna installed. We expect more progress this month.

4. A&S budget update. Mo updated the board on the leaders’ budget presentation to the B&A committee. All seemed to go well.

V. Old Business

VI. Vote on December 2019, meeting minutes. Delayed until February.

VII. Announcements

1. Next Advisory Board Meeting is February 14<sup>th</sup> at 9:00 AM.
2. Dr. Roman will try to recruit two more students for our Advisory Board as the others graduated in December.

I. Adjourned – 12 pm