

IMPACT & OUTLOOK 2016 - 2017

Student Publications

DIVISION OF STUDENT AFFAIRS

Who We Are

The UNM Department of Student Publications supports students who participate in and learn from the opportunities offered in its publications: *Daily Lobo*, *Conceptions Southwest* and *Best Student Essays*. Each publication is created entirely by students with the target audience of the University of New Mexico students, faculty, staff and community.

Student Publications is governed by a Student Publications board, whose makeup up consists of 5 students—one selected from among the ASUNM Senate by the ASUNM vice president; two selected from among the undergraduate students by the ASUNM president; one member selected from among undergraduate students by the UNM student chapter of the Society of Professional Journalists and one person selected from among graduate students by the president of the Graduate and Professional Students Association; two faculty members appointed by the president of the Faculty Senate; one person selected from among the University staff and administration by the president of the University; and one journalist, otherwise unaffiliated with the University, who shall be appointed by the president of the New Mexico Press Association.

Started in 1895, the *Daily Lobo* is the University of New Mexico's only recognized student newspaper. The *Daily Lobo* employs 60-75 students each year to produce the newspaper and support its operations. Students are involved in all aspects of producing a newspaper and its operations—delivery, accounting, advertising sales, design, layout, reporting, photography, videography and editing.

Conceptions Southwest is a student-produced annual art and literary magazine for the University of New Mexico. *Conceptions Southwest* has been publishing since 1978. A student editor recruits a volunteer staff of 15-20 students who seek submissions, select pieces for publication, and design the magazine for print.

In 1989, Student Publications introduced a non-fiction magazine for the university community—*Best Student Essays*. *Best Student Essays* is a student-produced bi-annual non-fiction magazine of essays written by students and nominated by professors. A student editor recruits a volunteer staff of 10-12 students who seek submissions, select pieces for publication, and design the magazines for print.

Mission

The department of Student Publications supports students who participate in and learn from the opportunities offered in its publications. The department provides the professional resources and environment to ensure an optimal learning experience for complementing formal classroom instruction. The primary objective is to build a broad base of student writers, editors, photographers, designers, and advertising professionals for the future.

Vision

To provide student-generated news, advertising and information for the University of New Mexico community while serving as a learning laboratory for the students served by Student Publications.

Impact on Students

Student Publications provides an experiential learning environment for students. Students learn by doing, and in the process gain real world experience in all aspects of producing a newspaper or magazine, giving graduates skill sets and experience that translate directly into the job market in a way that academic learning alone cannot provide.



The *Daily Lobo*, *Conceptions Southwest* and *Best Student Essays* are the only publications of their kind on campus. Each publication is created entirely by students with the target audience of the University of New Mexico students, faculty, staff and community. Each publication provides a unique opportunity to work and/or be published. As the independent voice of UNM, the *Daily Lobo* strives to cover news and events taking place on campus and of interest to students. The *Daily Lobo* provides opportunities for student groups, campus departments, and local businesses to purchase advertising to market their programs and events. Student groups and campus departments are included in the calendar of events curated and published by the *Daily Lobo* in print, online and on our mobile app. Individual students are given free ads in several categories in the classified section of the *Daily Lobo* in print and online. Further, the *Daily Lobo* accepts and publishes letters from individuals within the university community, giving the community even more access to the student newspaper.

The role of the *Daily Lobo* is (1) to provide news, information, entertainment and forums for the dissemination of ideas to the university community; (2) to provide a learning environment where students can develop skills in all aspects of newspaper operations including journalism and advertising. All editorial policy is determined by the editor-in-chief, who is a student. Content is published at the discretion of *Daily Lobo* editors, without prior review or consideration by administration.

The *Daily Lobo* publishes daily online, 75 print issues, and one advertising and information magazine per year. *Conceptions Southwest* publishes an annual magazine in the spring. *Best Student Essays* publishes two magazines per year, one in the fall and one in the spring.



Programs, Services, Sub-units and Initiatives

	UNM skills
<p>The <i>Daily Lobo</i> is published in its various forms: newspaper twice weekly, online daily, social media, mobile app and other products such as <i>Lobo Deals</i>. The <i>Daily Lobo</i> is produced by 60-75 students who are solely responsible for content. The <i>Daily Lobo</i> serves the wider UNM community as its readership target to provide news and information about the UNM community.</p>	<p>Professionalism, Communication, and Collaboration</p>
<p><i>Conceptions Southwest</i> is the annual literary arts magazine produced in the spring for the University community. <i>Conceptions Southwest</i> is produced by 15-20 students who are solely responsible for content. <i>Conceptions Southwest</i> is distributed to the university community and provides a publishing platform for students.</p>	<p>Professionalism, Communication, and Collaboration</p>
<p><i>Best Student Essays</i> is the bi-annual non-fiction magazine produced in the fall and spring for the University community. <i>Best Student Essays</i> is produced by 10-12 students who are solely responsible for content. <i>Best Student Essays</i> is distributed to the university community and provides a publishing platform for students whose essays have been nominated by professors.</p>	<p>Professionalism, Communication, and Collaboration</p>



Fiscal Update, Revenues

Source	Amount
ASUNM collected undergraduate fee	\$69,700
GPSA allocation \$1475 each for Best Student Essays and Conceptions Southwest	\$2,950
Donations to Hank Trehwitt Scholarship Fund, Daily Lobo Alumni Fund and Jim Fisher Student Media Fund through UNM Foundation	\$10,021
Self generated revenue through advertising sales	\$300,517
Allocation from Student Affairs	\$15,000

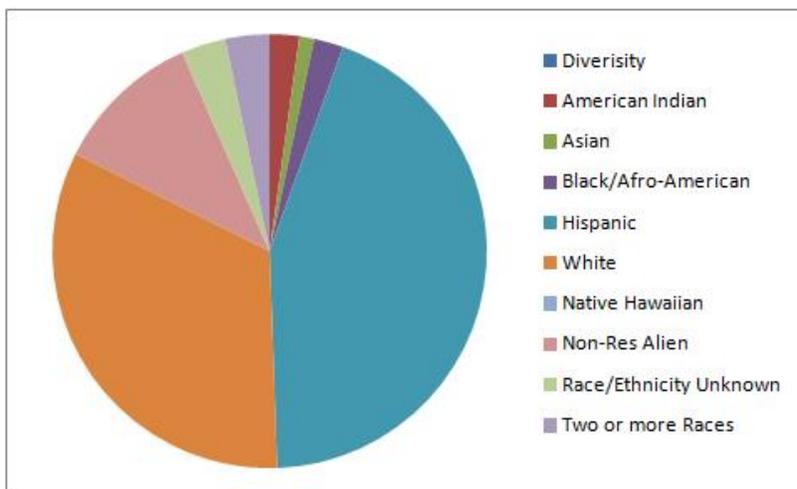
Goals for 2017-18

1. Continue to focus on creating digital content and increasing social media presence for the Daily Lobo. Explore ways to monetize digital content. For example, with the addition of a multimedia team for the Daily Lobo, can those skills/personnel be used to create and videos to be sold for clients?
2. Continue cost reductions for the department. Reducing print publications from two days per week to one day per week will be analyzed, as well as eliminating summer weekly print publications except for special issues. Seek other expense reduction opportunities such as job sharing for our administrative staff.
3. In order to maintain the vision of the department in providing news to the UNM community, as well as developing student journalists, support from sources other than self-generated revenue will need to be explored. If the future is a digital one, Student Publications will need support from grants and the university to be financial viable. The Student Publications Board will investigate grant-writing—proposals to the UNM Foundation will help identify grants.
4. Increase awareness of and submission numbers for Best Student Essays among faculty and students across campus with targeted outreach to classes and professors in all disciplines of study.
5. Apply for SFRB funding in 2017 for FY19. Having increased funding from student fees to support Student Publications will ensure student salaries and work toward eliminating incurred deficits.

Selected Impacts and Outcomes

Student Publications students directly served:

91 students employed within the three publications
78.02% of students First College Experience
3.441 cumulative GPA of students at the end of Spring 2017
96.67% of students retained or graduated for Fall 2016 enrollees
86 undergraduates and 5 graduate students employed
10 colleges and 44 majors represented
Diversity:



NM Daily Lobo

75 print editions yearly, 6,000 copies printed twice weekly
459,013 page views on dailylobo.com
180,053 unique visitors on dailylobo.com
266,494 sessions on dailylobo.com; 1.72 pages per session

Conceptions Southwest

Annual fine arts and literary magazine
57 submissions from 36 contributors published

Best Student Essays

Biannual non-fiction essays magazine
14 essays published, nominated by UNM faculty

Quick Facts

- ☛ **New Mexico Daily Lobo**
 - ☛ 75 print editions per year
 - ☛ Daily online content
- ☛ **Conceptions Southwest**
 - ☛ Annual arts and Literary magazine
- ☛ **Best Student Essays**
 - ☛ Bi-Annual non-fiction essay magazine

☛ Student Publications supports 90+ students who are solely responsible for all the content in the publications they produce to serve the UNM community.

Student Publications

New Mexico Daily Lobo; Conceptions Southwest, Best Student Essays

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