

IMPACT & OUTLOOK 2018 - 2019

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 five students; two faculty members, one staff or faculty member, and one NM Press Association member.

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 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 a learning environment where students can develop skills in all aspects of newspaper operations including journalism and advertising; (2). to give access to the UNM community to have information published in the newspaper through letters to the editor, calendar of events, advertising and news coverage; (3). to provide news, information, entertainment and forums for the dissemination of ideas to the university community. 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* and *Best Student Essays* each publish an annual magazine in the spring.

Programs, Services, Sub-units and Initiatives

PROGRAM	Academic Affairs Engagement*	UNM 5 **
The <i>Daily Lobo</i> is published in its various forms: newspaper twice weekly, online daily, social media, video 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 and sales. The <i>Daily Lobo</i> serves the wider UNM community as its readership target to provide news and information about the UNM community.	Minimal	Critical thinking, communication, collaboration, assessment, professionalism
<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.	Minimal	Critical thinking, communication, collaboration, assessment, professionalism
<i>Best Student Essays</i> is the annual non-fiction magazine produced in the 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.	Moderate	Critical thinking, communication, collaboration, assessment, professionalism

Fiscal Update, Revenues

Source	Amount
ASUNM collected undergraduate fee	\$ 66,772
Self-generated revenue through advertising sales made by students	\$ 191,844
Allocation from SFRB	\$ 25,000
Allocation from Student Affairs	\$ 15,000

Goals for 2019-20

1. 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 the university to be financially viable. Investigate opportunities for funding for professional staff through university funding such as I&G. The Student Publications Board will investigate grant-writing— proposals to the UNM Foundation will help identify grants.
2. Continue cost reductions and work toward eliminating incurred deficits for the department. Seek other expense reduction opportunities such as job sharing for our administrative staff.
3. Continue to focus on creating digital content and increasing social media presence for the *Daily Lobo*. Explore ways to monetize digital content and creative services. 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? Can creative services, such as graphic design, be sold to campus departments and local clients?
4. Collaborate with alumni to charter Student Publications and Daily Lobo Alumni Constituency Chapter to plan and implement Daily Lobo's 125th anniversary reunion in June, 2020. Explore networking, support and fundraising opportunities at reunion event.
5. Apply for SFRB funding in 2019 for FY21. Having increased funding from student fees to support Student Publications will ensure student salaries for the future.



Selected Impacts and Outcomes

Student Publications students directly served:

126 students employed within the three publications
64.29% of students First College Experience
3.5 cumulative GPA of students; 3.243 Fall 2018 GPA; 3.245 Spring 2019 GPA
95.65% of students retained or graduated for Fall 2018 enrollees
116 undergraduates and 10 graduate students employed
9 colleges and 53 majors represented
73.02% of students received non-loan financial aid in Fall 2018
Diversity: 1.59% American Indian; 3.17% Asian; 38.89% Hispanic; 43.65% White

Student Publications students receive direct experience for career paths in journalism, accounting, video production, advertising sales and design.

Daily Lobo students are recruited out of the newsroom into newspaper and publishing careers in New Mexico. Alumni report that their experience working for the publications in Student Publications have launched careers locally, nationally, and even internationally.

NM Daily Lobo—Student newspaper

75 print editions yearly, 5,000 copies printed twice weekly
362,012 page views on dailylobo.com
152,290 unique visitors on dailylobo.com
215,380 sessions on dailylobo.com; 1.68 pages per session

Conceptions Southwest—Annual fine arts and literary magazine

46 submissions from 34 contributors published
4 students volunteered on the magazine

Best Student Essays—Annual non-fiction essays magazine

11 essays published, each nominated by UNM faculty
4 students volunteered on the magazine



Quick Facts

New Mexico Daily Lobo

- 75 print editions per year
- Daily online content

Conceptions Southwest

- Annual arts and Literary magazine

Best Student Essays

- Annual non-fiction essay magazine

Student Publications supports 125+ students who are solely responsible for all the content in the publications they produce to serve the UNM community. Working at these publications gives students direct experience in their career paths.

Student Publications

New Mexico Daily Lobo; Conceptions Southwest, Best Student Essays
MSC03 3320 • 1 University of New Mexico • Albuquerque, NM 87131

505-277-5656 phone • 505-277-7530 fax

dailylobo.com • beststudentessays.org • conceptionssw.org

news@dailylobo.com; advertising@dailylobo.com; classifieds@dailylobo.com

bse@unm.edu; csw@unm.edu