



AUBURN UNIVERSITY
DIVISION OF STUDENT AFFAIRS

TO: Judith Riedl, Advisor III, Student Programs

FROM: Elizabeth Stone, Manager, Communications and Marketing, Division of Student Affairs

DATE: 3/19/2015

Elizabeth Stone

SUBJECT: Notification of Impending Layoff

Due to reorganization of the student media programs structure, your current position of Advisor III, Student Programs, will be eliminated as of May 15, 2015. As a result of this action and in accordance with University policy, you will be placed in layoff status effective May 15, 2015, for a period of six calendar months. During this six-month layoff period, you will continue to be an Auburn University employee; but you will be placed in leave-without-pay status.

Your accrued unused sick and annual leave balances will be "frozen" as of the date you go into layoff status. If you seek and are selected for another position during the layoff, these balances will be reinstated. No annual or sick leave will accrue during the layoff. If you are not selected for another position by the end of the layoff period, your employment with Auburn University will be terminated and you will be paid any unused accrued annual leave and/or sick leave in accordance with standard terminal leave pay policies. If you chose to voluntarily resign from employment with the University prior to the end of the six-month period, you will be eligible to receive your unused accrued leave at the time of your resignation.

Group hospital/medical and life insurance benefits in effect prior to the layoff may be continued during the layoff period, provided arrangement for prepayment of premiums are made by you with the Payroll and Employee Benefits Office. You may contact them at (334) 844-4183.

Contributions to the State Retirement plan cannot be withdrawn until you either resign or are terminated. If you are selected for another position during the layoff period, contributions will automatically be resumed if otherwise eligible.

Please contact Linda Maxwell-Evans in Human Resources at (334) 844-4145 to discuss the University's policies concerning layoff and procedures for pursuing other positions at Auburn University. If you are interested in seeking other positions with the University, you will need to make this appointment.

Copies to Karla McCormick
Linda Maxwell-Evans
Angela Erlandson
Lady Cox
Melissa Stillwell
Dr. Bobby Woodard



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Auburn University Student Media Business Plan

New Student Media Structure

The new student media structure will bring the five student media outlets under one umbrella. This would allow for a sharing of resources (human, facility, technology, content, etc.) across all five mediums. This new structure more closely models what is happening in media today, and will better prepare our students for their future careers. It will allow students space to grow and diversify their skill sets, making them more marketable to future employers. Media outlets now require their employees to have knowledge across the board. This new structure would allow students in all five mediums to be exposed to four necessary skills: technical, broadcast, advertising and marketing, and editorial.

In order to accomplish this new structure, five new positions will be created and will report to the Manager of Communications and Marketing in the Division of Student Affairs. It should also be noted that these five positions will have no control of content decisions and will serve as an advocate for the students' first amendment rights. The new structure will include the following positions:

- **Administrative Support Associate:** The Administrative Support Associate would provide administrative, financial and general clerical support to all five student media outlets.
- **Advertising and Marketing Advisor:** The Advertising and Marketing Advisor will oversee advertising and marketing efforts for all five student media outlets: The Auburn Plainsman, The Auburn Circle, The Glomerata, Eagle Eye TV and WEGE. The position will seek new opportunities and cultivate current relationships with advertising clients for all student media outlets, as well as provide training to the student advertising team for all student media outlets. This advisor will assist the advertising representatives of all five student media organizations in creating advertising packages that can be altered to fit the needs of the client, providing opportunities across all five mediums, as well as an a la carte menu of choices for advertising placement.
- **Broadcast Advisor:** The Broadcast Advisor will coach and mentor students on the application of broadcast, video, audio and multimedia production. This position will most closely work with the Eagle Eye TV and WEGE station managers, providing training and support on video and audio production. The Broadcast Advisor will also assist the print publications in the creation of multimedia pieces.
- **Editorial Advisor:** The Editorial Advisor will provide hands-on advice and mentoring to the station manager and staff members of all student media entities on planning, newsgathering and publishing, and general technical aspects of writing. Not only will the editors of The Auburn Plainsman, The Auburn Circle and the The Glomerata report directly to the Editorial Advisor, but WEGE and Eagle Eye TV will also have access to the support provided by this position. This person will provide direction on the technical aspects of



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writing, providing extensive training to all student writers and realistic experience for their future careers.

- **Technical Advisor:** The Technical Advisor will provide training to students on all technical equipment, specifically for the audio/visual production relating to Eagle Eye TV and WEGL, while also providing support and training to print publications as they integrate new and innovative opportunities for including audio/visual in their productions as well. The Technical Advisor will ensure that as student leadership changes year-to-year, the level of technical training and support remains consistent.

Space Renovations

As part of this reorganization, another immediate need for the students is to renovate the student media spaces. The current spaces are not functional for the type of work produced by these organizations. Eagle Eye TV needs additional space in the production studio. WEGL could also use room to expand to air and record live entertainment. The Glomerata and The Auburn Circle do not have enough space to work. The Auburn Plainsman does not have functional furniture for writing and editing. All five organizations are in desperate need of meeting and training spaces. While all of these needs remain necessities and will continue to be important goals, there are changes that can take place immediately.

In order to create a more collaborative atmosphere and to better serve the students and their needs, we will be relocating the organization spaces to provide an opportunity to work more closely together and to share editorial expertise, meeting spaces, and training areas. All of the current furniture in The Glomerata, Auburn Circle, and The Auburn Plainsman offices will be completely removed. This furniture does not promote a collaborative atmosphere, impedes communication because of tall barriers, crowds the room, and doesn't allow for large numbers of students to meet at once. It also does not provide functional workspace for the largely print editorial organizations.

As previously mentioned, there will be an advertising team that serves all five student media organizations. Because of this change, the room previously used by The Plainsman advertising team will now become The Plainsman editorial space. This larger space can provide more work stations, as well as more training and meeting space because of the size and configuration of the room. The Glomerata and The Auburn Circle will move into the space previously used by The Plainsman editorial team. This space will also have increased work stations as well as meeting and training space.

Conclusion

Bringing these student media organizations under one umbrella is imperative to the success of Auburn University students both now and in the future. Our students are incredible talented, and this new structure will provide the right means to showcase their skills in the best manner possible. The media landscape is continuing to change, and these five student media organizations must serve as a true learning laboratory by mirroring what is happening beyond our campus borders. This plan will serve to ensure that our students are fully prepared to be successful in their careers following graduation.