

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, January 22nd, 2017
FSS4004, 10:00 a.m. - 3:50 p.m.
Meeting #7 2016-2017 Publishing Year

Present: Kate Murray, Savannah Awde (ex-officio), Shanèl Dear (ex-officio), Niharika Namulla, Jonathan Rausseo, Maggie Gollish, Thivya Naganathan, William Hume, Julia Miraflores, Spencer Murdock, Eric Davidson (Editorial Board member)

Partially Present: Raghad Sheikh-Khalil, Mackenzie Gray, Fadi Azzi, Lucas Ghosn (ex-officio)

Absent (with reason):

Absent (without reason):

1. Opening of Meeting

M. Gollish called the meeting to order at 10:40 am.

2. Approval of Agenda

K. Murray motioned to approve the agenda. J. Rausseo seconded the motion. All voted in favour and the motion passed.

3. Vacant Board Seat

M. Gollish informed the Board that S. Mutis had handed in her notice of resignation from her Student Rep seat on the Board. F. Azzi and S. Murdock presented their candidacies to the Board.

J. Rausseo motioned to go in camera. R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed. K. Murray motioned to go out of camera. W. Hume seconded the motion. All voted in favour and the motion passed.

M. Gollish announced that J. Miraflores has resigned from her seat on the Board.

J. Rausseo motioned to approve J. Miraflores for a Honorary Board seat. K. Murray seconded the motion. All voted in favour and the motion passed.

J. Miraflores motioned to approve S. Murdock for the open Student Board seat. J. Rausseo seconded the motion. All voted in favour and the motion passed.

R. Sheikh-Khalil motioned to approve F. Azzi for the Community Board seat, as M. Gollish has now assumed the Student seat and K. Murray has now assumed the continuity seat, previously held by M. Gollish. S. Murdock seconded the motion. All voted in favour and the motion passed.

4. Reviving Inter-Board Relations Committee

M. Gollish explained to the Board that this is already a standing committee and read its description from the Policy Manual. She stated that she thinks that reviving this committee would be a good idea to bring together and improve communication between the Board of Directors and the Editorial Board.

S. Awde also said that she thinks it's a good idea, but she's not sure if it would work well in practice because of how busy the Editorial Board is. R. Sheikh-Khalil noted that there is typically a lot of time in between Board meetings and suggested striking meetings with the committee when necessary instead of meeting every month. S. Awde proposed that these ad hoc meetings could be before the Editorial Board meetings.

Discussion ensued about this committee. J. Rausseo explained that it was created six years ago as an ad hoc committee. He suggested that the Board make the Inter-Board Relations committee a standing committee. The members of the committee include: W. Hume, J. Rausseo, K. Murray, M. Gollish, S. Murdock, S. Awde, and K. Wiens. W. Hume volunteered to serve as the committee's chair.

J. Rausseo motioned that any funds needed for these meetings, for example a pizza lunch for the members, shall be taken from the Board's line as it relates to the the inter-board committee. R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed.

5. Approval of November Minutes

K. Murray motioned to approve November's meeting minutes. S. Murdock seconded the motion. All voted in favour and the motion passed.

6. Review of Standing Actions

M. Gollish presented the Standing Actions list and R. Sheikh-Khalil made the necessary changes.

7. Finance Committee

M. Gray noted that the finance committee did not meet this month and, thus, did not have an update for the Board. F. Azzi noted that he would like to join the committee.

8. Human Resources Committee

There was no update from the human resources committee.

9. Policy Committee

R. Sheikh-Khalil stated that the policy committee met in December to go over the signing authority policy, section 9 of the policy manual (ad policy), and the cookie disclaimer. R. Sheikh-Khalil proceeded to go over the proposed changes to those sections. With regards to the signing authority policy, R. Sheikh-Khalil explained that the policy committee found that more people needed to be added as signing authorities. W. Hume volunteered to be the new signing authority as he is on campus often and will easily be able to come into the Fulcrum office.

R. Sheikh-Khalil explained to the Board that the policy committee had a discussion on cookies in the hopes of generating some more advertising income for the Fulcrum. The committee thought about placing a cookie disclaimer at the bottom of the Fulcrum's website.

Finally, R. Sheikh-Khalil went over the changes to the ad policy in section 9 of the policy manual that the committee is proposing. She noted that the committee changed the policy concerning excessively delayed payments from six months to two months for fiscal responsibility and because six months seems to be too long, especially to follow-up with contracts. J. Rausseo suggested that a provision should be added for multi-week contracts. R. Sheikh-Khalil continued to go over the specific changes proposed for that particular section, including adding the wording "for debt owed" to 9.4a. R. Sheikh-Khalil added that the committee didn't change section 9.6, but they felt that the Fulcrum should be abiding more strictly to it. L. Ghosn argued that in the event of a printing problem, it's better to have clients pay for the ad space and give them a free ad in the next issue. L. Ghosn went on to note that the Fulcrum needs to make sure these deals are written down, especially if they're conducted by the advertising representative.

J. Rausseo wondered when the advertising representative is going to make a rate card. S. Dear answered that a new one will be created in March.

R. Sheikh-Khalil explained to the Board that there was some confusion on the wording of the Fulcrum's bylaws, especially those concerning honorary board members. She also mentioned the committee removed section 4.09 of the policy manual and moved it to 4.06.

F. Azzi motioned to approve the changes to the policy manual proposed by the policy committee as an omnibus. J. Rausseo seconded the motion. All voted in favour and the motion passed. S. Murdock motioned to approve the omnibus policy amendment. J. Miraflores seconded the motion. All voted in favour and the motion passed.

10. Readership Committee

J. Rausseo informed the Board that the readership committee had a brief meeting, but that not many members were able to attend. He stated that he will organize another meeting before the next Board meeting.

11. Referendum Committee

M. Gollish began by summarizing the purpose of the referendum committee to the new directors on the Board. W. Hume gave an update on the current situation, noting that the Fulcrum would have needed 1500 student signatures in support of its referendum question in order to have the Fulcrum's question included in the referendum, which can be found in their constitution. M. Gollish volunteered to go into the SFUO office to try to get some more information.

S. Awde recommended that the Fulcrum submit its referendum question for the next winter referendum instead of the one in the fall because it tends to have a higher turnout.

M. Gray asked how the other centres were able to have their questions passed. J. Rausseo answered that he wasn't sure. E. Davidson stated that if the Fulcrum wants to see a change in the numbers of signatures needed, the only way to do it would be by a vote at the SFUO's BOA. J. Rausseo wondered whether the Fulcrum would have to get double the amount of signatures if it wants to have a fall and a winter referendum question. R. Sheikh-Khalil suggested that after Maggie's meeting with the SFUO, the Board should set a referendum committee meeting.

12. General Manager

L. Ghosn began by informing the Board that the SFUO has deposited the Fulcrum's levy from the fall. L. Ghosn went over the Fulcrum's year-to-date with the NASH numbers and noted that the budget is looking okay. With regards to the year-to-date, he noted that the service line keeps going up. With that said though, as the bound edition's fund is closed, the Fulcrum can move some funds from that line. L. Ghosn explained that the Fulcrum is a bit behind this year because of the advertising representative line and the advertising sales.

L. Ghosn also updated the Board that he's still awaiting his final sponsorship request to be either accepted or denied by the Alumni Association. He went on to state that the Fulcrum received a late penalty from the CRA, RC59, for filing financial statements late. J. Rausseo urged that the Fulcrum needs to find out if interest is still being accumulated.

L. Ghosn mentioned that there are cheaper and more efficient alternatives to the Fulcrum's current accounting software. L. Ghosn recommended that the Fulcrum switch from Sage to either Quickbooks or Quickbooks online in order to be able to invoice, update accounts, and process payments on the go and on the cloud.

With regards to invoicing in particular, L. Ghosn presented Plooto, an online business payment platform. He explained that the Fulcrum could use this particular software to pay and get paid by anyone, anywhere, at anytime all in one platform. L. Ghosn went on to say that not only does Plooto sync with Quickbooks, but it also allows for the customization of permissions on which Fulcrum employees can authorize, edit, and reject payments. He noted that he is waiting to hear back from a Plooto account manager to inquire whether it would be possible to set up a

two person authorization in order to be consistent with the Fulcrum's signing authority procedures.

L. Ghosn added that the Fulcrum would be eliminating bad debts with these methods and said that he would check to see if there are any other fees. M. Gray noted that the Fulcrum is with Sage until October, but that it would be a good idea to make this change in the summer next time.

L. Ghosn informed the Board that the Fulcrum's lawyer on the SFUO issue is going on maternity leave soon.

L. Ghosn stated that advertising has been going well over the past few months and that S. Dear has been working hard to prepare for the second half of the publishing year, establishing relationships with medium and corporate-sized clients. He asked the Board what the Fulcrum should do with regards to the SFUO and ads and J. Rausseo suggested that the Fulcrum wait to negotiate with the lawyer.

L. Ghosn announced that there are two outgoing employees: the Social Media Coordinator and the Staff Photographer and that two new employees need to be ratified by the Board under emergency hiring protocol: J. Cote-Marshall as the Dear Di/Associate Features Editor, D. Campion-Smith as the Social Media Coordinator, and M. Keirkas as the Staff Photographer. M. Gray stated that in the future, it would be good to inform the Board before.

L. Ghosn finished his report by outlining his objectives for the coming month, which included: meeting with S. Awde and the Digital Journalism Department to development internship details, attending *Invest Ottawa* small business and non-profit workshops with S. Dear, the freelance budget line, and securing GM insurance. L. Ghosn presented the insurance quotes that he looked into to the Board. He explained that the HSA option is more to get tax money back, and that they don't help to offset the individual's medical expenses. Conversely, the HSA option is more flexible. M. Gray remarked that the Fulcrum allocated \$1000 in the budget for the insurance line.

J. Rausseo motioned to take a recess. W. Hume seconded the motion. All voted in favour and the motion passed. R. Sheikh-Khalil motioned to go out of recess. J. Rausseo seconded the motion. All voted in favour and the motion passed.

13. Advertising Representative

S. Dear began by announcing that advertising sales from December and January have been really good, although she's been having some trouble with a few clients not getting their contracts or artwork on time.

S. Dear stated that the Fulcrum has a total of 43 contracts right now. She said that she's had a few old clients return to work with the Fulcrum this semester, but that many of them prefer to

advertise with the Fulcrum in the fall. With that said though, some of these old clients are going to continue advertising with the Fulcrum over social media. Concerning new clients, S. Dear mentioned that she plans on going to Sexapalooza in the hopes that many vendors will be interested in advertising in the Fulcrum's Sex Issue.

S. Dear went on to inform the Board that she's had some emails asking the Fulcrum to run contests and/or promotions for clients using the Fulcrum's social media. W. Hume wondered how the Fulcrum would make money from this. M. Gray remarked that he does not agree with sponsored content as it ruins the Fulcrum's reputation. Discussion ensued over the ethics of whether an opportunity like this would be good for the Fulcrum. It was agreed that if someone could win something then it would be good, but otherwise, no. S. Awde recommended that the Fulcrum stick with contests, as long as the Fulcrum is in control of the content.

S. Dear noted that she and L. Ghosn will be attending a networking event on January 24th where the individuals who are organizing Ottawa 2017 will be discussing their plans for Canada's 150th celebrations.

S. Dear explained that she and L. Ghosn have been looking into different ways of getting an advertising intern for the Fulcrum, including reaching out to the community engagement office at UOttawa to see if the Fulcrum is eligible as a placement for students.

S. Dear declared that she has worked in the media kit and has been encouraging the Fulcrum's clients to try online advertising as well as print. She said that so far, the Fulcrum has four ads rotating right now and if there was more space for ads on the Fulcrum's page it would help increase advertising sales as well. S. Dear recommended that the Fulcrum start by adding some advertising space in between articles and eventually moving towards the cookie-enabled ads, which will require a greater layout change.

S. Dear updated the Board that she contacted all clients about the sex issue date change and that the only delay is waiting for new rate cards for her visits.

S. Dear explained that because the contact number on the rate card and the contact number on her business card are different, she's had more clients contact her from the rate card, which has the Fulcrum office number. In order to remedy this, S. Dear continued that she and L. Ghosn decided it would be best for S. Dear to just use her personal phone. The Fulcrum can cancel the second phone plan and instead contribute \$10-20 towards S. Dear's data plan, as she often uses data to show clients the Fulcrum's online advertising options when she is out doing visits.

S. Dear concluded by stating her goals for the upcoming month, which include: keep doing visits, continue networking, and finalize a contract with Cineplex.

S. Awde informed the Board that both the Fulcrum's social media coordinator, A. Morgado and staff photographer, R. Yuan resigned from their positions. S. Awde stated that she conducted an exit interview with A. Morgado and said that she is leaving for multiple reasons, namely: health reasons, feeling underpaid for the work that she has done, and feeling devalued by the Board. S. Awde recommended that the Board reflect on the process taken to adjust the social media coordinator pay and negotiation process, as A. Morgado was dissatisfied with the way that it was handled. She noted that she hasn't been able to conduct an exit interview with R. Yuan yet, but mentioned that he has found another job. S. Awde said that she would update the Board with more detail following her interview with him.

S. Awde explained that both of the staff members that have been hired into these positions are Fulcrum alumni and as such, she expects a smooth transition process.

Following the finance committee's recommendation in December, S. Awde mentioned that the Fulcrum hired an associate features editor who is a former volunteer to write Dear Di in place of the Fulcrum's features editor.

S. Awde noted that D. Campion-Smith's online report will be available at the end of the day on January 22nd. S. Awde went on to explain that there is no report for the second week as D. Campion-Smith was hired on the day of the week that the report is usually due, and A. Morgado's position was not in effect at that time. S. Awde reassured the Board that she doesn't see this as an issue though as the Fulcrum didn't have a paper that week.

S. Awde proceeded to go over the Fulcrum's online numbers. When reviewing the numbers, she asked the Board to keep in mind that the Fulcrum only had a paper on stands for four days at this Board meeting, so the numbers are more reflective of the repackaging rather than the current content.

S. Awde expressed that this year's NASH was great. In total, the Fulcrum had eight delegates and one of them was a Freelancer.

S. Awde announced that she and L. Ghosn are excited to be introducing a Fulcrum internship for summer 2017. She explained that she'll be meeting with the Head of the Department of Digital Journalism in order to finalize the details.

S. Awde concluded her report by updating the Board that she and L. Ghosn have finalized the dates and deadlines for the Editor-in-chief elections, and have formed a full election committee. The members of the committee include: S. Awde, K. Darbyson, K. Wiens, and M. Marchildon, and there is one space left. S. Awde stated that she will be writing the editing and knowledge tests in the coming weeks, which will then be edited by the elections committee.

S. Murdock suggested that the elections committee book a big room this year for the election night. M. Gray asked what election procedure will be used. S. Awde replied that they will be

using the ranked voting system. M. Gray suggested having multiple rounds of voting instead. Discussion then ensued over the merits of each system.

W. Hume motioned to go in camera. M. Gray seconded the motion. All voted in favour and the motion carried. M. Gray motioned to go out of camera. S. Murdock seconded the motion. All voted in favour and the motion passed.

15. President

M. Gray did not have any further updates to note.

16. Sex Issue Date Change

S. Dear informed the Board that the date has been changed and that all clients have been informed.

17. SFUO Contract Issue

As L. Ghosn was no longer present at the meeting, the Board decided to speak about this item at a later date.

18. Diamond Edition

M. Gray noted that he had no updates with regards to the Diamond Edition.

19. Staff Contingency Fund Moved to Wages

M. Gray stated that he would highly recommend against doing this.

20. Strategic Planning Session

S. Awde suggested that it would be a good idea to have the strategic planning session after the editor in chief elections, which are on March 2nd. She proposed March 12th or March 19th as potential dates and stated that she would ask the editorial board for their preference.

21. Skill Building Presentation

As the meeting was running late, the Board decided to move W. Hume's skill building presentation to February's monthly Board meeting instead.

22. Ratification of Editorial Board Members

W. Hume motioned to add the ratification of the new editorial board positions into an omnibus vote. S. Murdock seconded the motion. All voted in favour and the motion passed. M. Gray

motioned to approve the omnibus vote. W. Hume seconded the motion. All voted in favour and the motion passed.

23. Other Business

M. Gray voted to end the meeting. All voted in favour and the motion passed.

Online Votes

On February 21st, following the unexpected and sudden resignation of the features editor, K. Murray motioned to emergency hire N. El-Bouzaidi as the features editor for the remainder of the year. S. Murdock seconded the motion and the motion passed.

Appendices

GM Report #006

Jan 22, 2017

1. Financials

TOTAL	\$ 283049.49
Chequeings	191,256.12
Savings	4,177.77
GIC 1	21,113.19
GIC 2	66,502.41

2. YTD

I've attached the YTD with NASH numbers updated. Still awaiting my final sponsorship request to be accepted or denied by the Alumni Association. I'm very proud of Savannah and myself for raising donations and it was a great trip. Kim and Shanel have been doing a great job selling our in-house design services to clients.

3. Budget

Budget is looking OK. Fall tuition levy cheque has been deposited, bringing our bank balance up significantly. Awaiting official board approval to reallocate certain accounts from last finance meeting.

4. Tax

See attached \$2500 late filing penalty notice from CRA.

5. Accounting Methods

The Fulcrum has and will always use double entry accounting, however there are more efficient methods being developed every day and it's important that we stay up to date on accounting technology.

There are cheaper alternatives than our current software (over \$500 per year) and we are lucky enough to have a new and very valuable relationship with *Tech Soup Canada*. My proposal is to switch to Quickbooks or Quickbooks Online (prices in GM folder) to be able to invoice, update accounts, and process payments on the go and on the cloud.

For invoicing, we are far below the nonprofit benchmark; accepting cheques from customers as our main method of collection. Plooto is an online business payment platform. We can use this software to pay and get paid by anyone, anywhere, at anytime in one integrated platform. Best of all, Plooto syncs with Quickbooks.

We can customize permissions on who in our company can authorize, edit, and reject payments. I am waiting to hear back from a Plooto account manager on if we can set up 2-person authorization to be consistent with our signing authority procedures.

6. Legal

Lacey Miller is going on maternity leaving for 12 months. The time could not be better for legal expertise to be added to our board. Chadi is still awaiting our reply to his board application and I urge the board to see if any steps can be taken to get him a seat on the board. He has a network of legal colleagues and this may be our best way to connect with lawyers for pro-bono.

7. Ad Department

Ads have been good over the quiet months at the *Fulcrum*. Shanel has been prepping for the second half of the publishing year and has established great relationships with medium size and corporate clients. This is great because medium and large size clients have more capacity to place ads and are seeking consistent advertising campaigns.

Shanel and myself think it's time to sit down and negotiate with the SFUO for ads without lawyers involved. With the board's approval I will be sending out an email on Monday to president@sfuo.ca and elections@sfuo.ca.

8. HR

Outgoing employees:

- Social Media Coordinator

- Photographer

New hires to be ratified by the board under emergency hiring protocol:

- Dear Di/ Associate Features Editor: Jodie Cote-Marshal
- Social Media Coordinator: David Campion-Smith
- Photographer: Marta Kierkus

9. Other

- Meet with Savannah and Digital Journalism department to develop internship details
- Attend *Invest Ottawa* small business and nonprofit workshops with Shanel
- Freelance budget line
- GM insurance (see attached)

Ad Report January 22nd 2017

Sales

Our total sales so far are \$26,419.52. December and January sales were pretty good; I have been having trouble with a few clients not getting in their contracts or artwork on time.

Contracts

We have a total of 43 contracts with a few waiting for a signature.

Old Clients

I have had a few clients return this semester. Many have told me they only want to advertise in the fall with us, some are going to continue their advertising using social media.

New Clients

I used the weeks we had off to contact prospective clients. I have had a lot of interest; I am now just waiting to hear back from them. I am going to be going to Sexapalooza next weekend, I am hoping to get a lot of vendors interested in being in our sex issue. I have had a few emails asking us to run contest/promotions for clients using our social media, this is something we have not done yet so we are working the logistics out.

Ottawa 2017

Lucas and I will be attending a networking event on January 24th, where all the people who are organizing Ottawa 2017 will be there and they will be discussing their plans for the 150th celebrations.

Ad Intern

Lucas and I are looking into different ways we could get an ad intern. I have contacted the community engagement office at UOttawa to see if we are eligible as a placement for students.

Online

I have really been pushing for clients to try online advertising as well as print. We have 4 ads rotating right now and if we had more space on our page for more ads that would help increase sales as well. I think adding some ad space between articles would be a great place to start. I am hoping that we can move towards the cookie enabled ads.

Sex Issue

I have contacted all all clients about the date change, the only delay is waiting for new rate cards for my visits.

Phone

Seeing as the number on the rate card and my business card did not match up, I had more clients contacting me from the rate card which has the office number. Lucas and I decided it would be best for me to just have one phone (my personal phone) and the Fulcrum would just contribute about 10-20\$ towards data. I use my data often to show clients our online advertising options when I am out doing visits.

Goals

- Keep doing visits
- Keep up the networking
- Get Cineplex contract!!

2016-17		2015-16		2014-15		2013-14	

25-Aug	\$0	6-Aug	\$768.75	14-Aug	\$2,550.00	1-Aug	\$1,842.00
1-Sept	\$256	n/a	n/a	28-Aug	\$7,539.70	29-Aug	\$5,775.00
9-Sept	\$785	3-Sept	\$7,873.28	5-Sept	\$8,096.70	5-Sept	\$5,305.00
15-Sept	\$2,046	11-Sept	\$4,256.30	11-Sept	\$4,033.00	12-Sept	\$3,495.00
22-Sept	\$310.59	17-Sept	\$6,497.81	18-Sept	\$4,889.25	19-Sept	\$4,679.25
29-Sept	\$1,375.43	24-Sept	\$3,001.00	25-Sept	\$4,461.75	26-Sept	\$3,010.00
6-Oct	\$1,377.12	1-Oct	\$2,119.25	2-Oct	\$3,095.00	3-Oct	\$3,769.95
13-Oct	\$204.80	8-Oct	\$2,249.06	9-Oct	\$1,560.00	10-Oct	\$6,318.00
20-Oct	\$1,706.23	15-Oct	\$1,618.86	23-Oct	\$5,925.00	24-Oct	\$5,875.00
		22-Oct	\$4,081.03	30-Oct	\$3,635.50	31-Oct	\$2,555.00
3-Nov	\$3,195	5-Nov	\$4,263.10	6-Nov	\$6,088.50	7-Nov	\$3,250.00
17-Nov	\$2,241.44	12-Nov	\$2,251.13	13-Nov	\$0.00	14-Nov	\$1,185.00
24-Nov	\$2,497.55	19-Nov	\$2,127.71	20-Nov	\$3,193.00	21-Nov	\$1,405.00
		26-Nov	\$1,801.71	27-Nov	\$2,733.00	28-Nov	\$1,380.00
1-Dec	\$2,604.20	3-Dec	\$1,761.71	4-Dec	\$4,833.00	5-Dec	\$5,250.00
		10-Dec	\$5,582.77	8-Jan	\$3,818.00	9-Jan	\$6,492.00
19-Jan	\$2,577.90	21-Jan	\$6,713.27	15-Jan	\$3,808.00	23-Jan	\$2,685.00
26-Jan	\$1,791.54	28-Jan	\$2,243.96	29-Jan	\$4,076.00	30-Jan	\$3,644.00
		4-Feb	\$2,141.05			6-Feb	\$3,584.25
		11-Feb	\$6,620.46			13-Feb	\$6,436.00
		25-Feb	\$2,527.21	5-Feb	\$3,428.00	27-Feb	\$4,665.00
		3-Mar	\$2,374.46	12-Feb	\$6,731.00	6-Mar	\$2,942.00
		10-Mar	\$2,637.96	26-Feb	\$4,078.00	13-Mar	\$2,410.00
		17-Mar	\$1,719.71	5-Mar	\$5,206.00	20-Mar	\$3,949.00
		24-Mar	\$5,776.71	12-Mar	\$4,022.50	27-Mar	\$4,419.00
		31-Mar	\$0.00	19-Mar	\$4,938.00	3-Apr	\$4,923.00
		April 7	\$1,975.46	26-Mar	\$6,878.00	10-Apr	\$7,095.00
		14-Apr	\$5,003.21	2-Apr	\$3,428.00		
				9-Apr	\$6,345.00		

EIC Report - January 2017

Staff

This month saw a lot of movement in our editorial team, as Allegra Morgado, our social media coordinator, and Remi Yuan, our staff photographer, have both resigned from their positions. I conducted an exit interview with Allegra, and she is leaving for a number of reasons, most significantly: health reasons, feeling underpaid for the work she has done, and feeling devalued by the board. I encourage the board to reflect on the process taken to adjust the social media coordinator pay and negotiation process, as she was largely dissatisfied with the way it was handled.

I have not been able to conduct an interview yet with Remi, however he indicated he had found another job and would be focusing on that instead. I will update the board further after the interview if more information is desired.

Both of the staff that have been hired into these positions are Fulcrum alumni and are very excited to take over the positions, so I expect a fairly smooth transition process.

As per the finance committee's recommendation in December, we hired an associate features editor to write Dear Di in place of our features editor. I expect she will be a good fit as she has been a fairly steady volunteer for us in the past few years.

Online

As I mentioned we're in a bit of a transition with social media, and David's first report will be available at the end of the day on January 22. Allegra's report for the first week of January is attached. There is no report for the second week as David was hired on the day of the week that the report is usually submitted by, and Allegra's full-time position was not in effect on that date. I don't believe this is an issue because we did not have a paper that week.

We also have only had a paper on stands for 4 days at this board meeting, so keep in mind that the numbers aren't reflective of current content, but on repackaging.

In the most recent report (January 1-7) we see an increase in reactions on Facebook in comparison to the previous period, but a slight decrease in reach.

As for Twitter, our overall engagement rate decreased by 0.1 per cent, our average daily link clicks decreased from 13 per day to 12 per day, our average daily replies remained the same at 0 per day, our average daily retweets remained the same at 2 per day, and our average daily likes saw a decrease from 7 per day to 5 per day.

Instagram actually saw an increase, which Allegra mentioned was potentially related to the posts from NASH. This is pretty cool as it suggests we should be working more with Instagram on live coverage photos and maybe videos, as editors tend to focus primarily on Twitter.

NASH

This year's NASH was fantastic, we had 8 Fulcrum delegates (one of the largest groups there) and hearing the editors and our freelancer plan their goals after the conference was an amazing little reminder about why the work we do to organize these trips are so worth it.

Super notable thing—one of our freelancers attended on the trip, which shows how much of the mentorship aspect carried over in this freelance project. Very happy with this and excited to continue developing the project to bring in the next generation of Fulcrum staff.

Internship

Lucas and I are super pumped to be introducing a Fulcrum internship for summer 2017! We are meeting with the Head of the Department of Digital Journalism this week to finalize details.

I really believe that having an intern reporting to the EIC over the summer will not only strengthen our online presence when staff writing is very sparse (in comparison to during the year), and also cement our place in the university community as a paper of learning and development for students. I'm hoping we can make this internship a yearly tradition!

EIC election 2017

It's already that time of year again... Lucas and I have finalized the dates for all deadlines and the election itself, and I have formed a full elections committee. I will be writing the editing and knowledge tests in the coming weeks, to be edited by the committee.

Candidates will be named by February 10, and tested by February 17. We will have a new EIC on Thursday March 2!! Myself and the elections committee are really excited to see how the coming months unfold.