

Fulcrum Publishing  
Society Board of Directors  
MINUTES

Sunday, May 31<sup>st</sup>, 2015  
Protection 228, 1:45 p.m.  
Meeting #~~12~~ 201~~54~~-201~~65~~ Publishing Year

Attendance

**Present:** Keeton Wilcock (returning Officer), Andrew Hawley (ex-officio), Benjamin Miller, Sabrina Nemis, Jon Rausseo, Mackenzie Gray, Simon Gollish, Marguerite Gollish, Lindsay MacMillan,

**Partially Present:** Deidre Butters (ex-officio), Nadia El-Bouzaidi, Jasmine Van Schouwen

**Absent (with reason):** William Hare

**Absent (without reason):**

1. Opening of Meeting

S. Gollish called the meeting to order at 1:45 PM.

S. Gollish nominated himself as Chair for the meeting. B. Miller seconded the nomination. All approved. The motion carried.

2. Approval of Agenda

J. Rausseo motioned to approve the agenda with the elimination of items 2-4. M. Gollish seconded the motion. All approved. The motion carried.

3. Ratification of Ombudsperson

J. Van Schouwen presented herself as a law student who had previous experience with the Fulcrum.

S. Nemis commented that N. El-Bouzaidi should know about her.

S. Gollish asked if she had ever been or was currently: an employee of the SFUO, declared mentally incapable by relevant authorities, or declared bankruptcy. She responded in the negative to all questions.

S. Gollish suggested reaching out to University ombudsperson as a resource.

B. Miller suggested that she report regularly whether or not there have been any events.

S. Nemis suggest she reach out to the Editorial Board throughout the year.

M. Gray motioned to ratify J. Van Schouwen as Fulcrum Ombudsperson for 2015-16. M. Gollish seconded. All approved. The motion carried.

#### 4. Appointment of Auditors

J. Rausseo motioned to defer this item to next meeting. L. Macmillan seconded the motion. All approved. The motion carried.

A. Hawley agreed to do research to support this item.

#### 5. Legal Counsel

S. Nemis motioned to approve current legal counsel until such time as the Board decides on the renewal of CUP membership. J. Rausseo seconded the motion. All approved.

J. Van Schouwen and D. Butters left the meeting.

#### 6. Election of Officers.

Each election took place sequentially according to the following steps: Chair explained the position and invited questions or comments, nominations were taken, in the event of multiple candidates for the same position K. Wilcock was prepared to serve and Returning Officer.

For president, S. Nemis nominated M. Gray. He accepted the nomination. B. Miller nominated J. Rausseo. He rejected the nomination. No other nominations were put forward. M. Gray won by acclaim.

For Vice-President, M. Gray nominated S. Nemis. She accepted. No other nominations were put forward. S. Nemis won by acclaim.

For Chief of Staff, M. Gray nominated B. Miller. He accepted. No other nominations were put forward. B. Miller won by acclaim.

For Chair, B. Miller nominated S. Gollish. He accepted. No other nominations were put forward. S. Gollish won by acclaim.

#### 7. Formation of Committees

S. Gollish referred to the prior meetings transition reports to explain committee work.

J. Rausseo motioned to disband the Capital Assets Committee and have its activities be incorporated into the Finance Committee. B. Miller seconded the motion. All approved. The motion carried.

M. Gray motioned to strike the following committees with the following membership. M. Gollish seconded the motion. All approved. The motion carried.

Finance: M. Gray (Chair), J. Rausseo, S. Nemis, S. Gollish  
Policy: B. Miller (Chair) M. Gray, J. Rausseo, L. Macmillan  
Readership: J. Rausseo (Chair), M. Gray, S. Nemis, M. Gollish  
Human Resources: S. Nemis (Chair), L. Macmilla, S. Gollish, J. Rausseo

#### 8. Appointment of Note-Taker

No appointment was made. B. Miller agreed to organize a training session for the Chairs of all committees, so that knowledge of effect note-taking is spread throughout the Board.

B. Miller motioned to add an agenda item on S. Nemis' Online Restructuring Proposal. J. Rausseo seconded the motion. All approved. The motion carried.

#### 9. Online Restructuring

S. Nemis began by explaining that based on her own experience and consultations with other editorial staff, certain gaps in online work responsibility came to light. The proposal to correct these gaps includes shifting tasks from the Online Editor to the Managing Editor including the posting of online content and the review of social media content. This would improve the editorial quality and consistency of both online articles and social media content as a single person already familiar with the articles would be responsible for editing both. The Online editor would take over the role of the Webmaster and online design work in addition to their own duties, consequently, they would be a become a more regular and active presence on the Editorial Board.

M. Gray asked what the hierarchy would be under this restructuring. S. Nemis replied that the Managing Editor would be highest.

S. Nemis added that this would likely requiring increasing the pay of the Online Editor, but could ultimately be cost-neutral.

Some discussion ensued on how this proposal was complicated by the fact that an Online Editor had already been hired. S. Gollish answered that it would be up to the Human Resources Committee to renegotiate that contract if necessary.

B. Miller agreed to meet with S. Nemis to discuss the policy implications of changing these job descriptions.

B. Miller expressed a concern that if the Webmaster role was incorporated into a broader role, accessibility concerns would fall even further by the wayside.

B. Miller motioned that the Online Restructuring proposal be discussed at the Policy and Human Resources Committees before the June meeting. S. Nemis seconded the proposal. All agreed. The motion carried.

#### 10. 2015-16 Budget

M. Gray motioned that this item be sent for study to the Finance Committee with the following lines to be focused on: Advertising revenue, wages (visibility coordinator, online restructuring) Bonuses, Bound Editions, Employment Insurance, President's Honorarium.

#### 11. Fulcrum Publishing Schedule

N. El-Bouzaidi presented the proposed schedule. S. Gollish commented that as soon as more is known about NASH, the schedule should be revisited.

J. Rausseo motioned to approve the publishing schedule. L. Macmillan seconded the motion. The motion failed.

S. Gollish recommended that N. El-Bouzaidi speak with D. Butters and re-issue the proposed schedule at the June meeting.

#### 12. Other Business

B. Miller presented the sponsorship proposal from Jeux Du Commerce and invited directors to read it.

K. Wilcock invited directors to read his transition report, in particular the section about having special projects take on their own budget and be handled by the Finance Committee on a case by case basis. A. Hawley defined special projects as a one time expense.

B. Miller motioned that the Board meeting schedule be the last Sunday of every month with the exception of December until May 2016. M. Gray seconded the motion. All approved. The motion carried.

S. Gollish adjourned the meeting at 3:31 PM.

## Appendix

## Online Restructuring Proposal

Hello Fulcrum directors,

I am writing this in hopes of restructuring the online editorial positions in order to maximize our potential readership, ad sales, and benefit to staff, in terms of the applicability of skills learned at the Fulcrum to the working world beyond.

I spoke with several former and current Fulcrum staff members to get feedback on restructuring these positions in the most effective way possible, and I hope to be able to answer any questions you may have.

### **The Proposal:**

**Managing Editor:** Same responsibilities as before, with the added responsibility of editing all content for online, as well as print, and managing social media accounts and uploading content. It would likely require a pay increase and agreement by the current Managing Editor (though she originally applied for the Online Editor position, so skill-wise this shouldn't be a problem).

**Rationale:** This would solve the ongoing problem of inconsistency of quality and standards between online and print content. It would also eliminate the problem of unnecessarily having multiple versions of stories because the same draft was being edited by two separate editors for print and online.

This past year, this position had been given the added responsibility of helping to break news and to take on a role that is more managerial in scope. However, Adam Feibel found that the time commitment was minimal given that he was receiving the same amount of pay that the section editors received to do more work. Spencer Van Dyk also had a lot of free time outside of uploading content and scheduling social media posts and having her mobile phone with her to moderate social media.

**Online Editor:** This position would take on the responsibilities of the webmaster, as well as being responsible for generating online content and design, creating online versions of features, infographics, and other multimedia. It would require someone with design and coding knowledge, rather than social media management. This person would be an integral part of the editorial board, attending meetings and working with section editors, the managing editor, and the editor-in-chief to ensure the website is consistent with the print version of the Fulcrum. This person would also work with DeeDee on online ads, uploading them as necessary, and using a checklist similar to that used by the production manager.

**Rationale:** The past year it became apparent that it was no one's job to take on online design and it required more time and effort than could be requested of other staff, volunteers, or of the webmaster, who made a minimal salary and worked remotely. Taking the webmaster job and adding responsibility, as well as salary, would allow the paper to up its online game and ensure consistent quality.

**Associate Online Editor:** This position needs to function in the same way as the Staff Reporter and Staff Photographer. They are given assignments each week to generate content for online and held to the same deadlines as other staff members. They can work in collaboration with the Online Editor, with their content being edited by the Managing Editor to ensure it is up to the same standards as print.

They should come to the job with multimedia skills (the same as the photographer should already be proficient with a camera). The required skills—video, design, etc.—are up the EIC to determine before hiring, depending upon the intended focus for the upcoming year.

**Rationale:** The main problem with this position has been a lack of clarity on what they are required to do, who they should be reporting to, and what standards they are being held to.

**Webmaster:** No longer in existence. Position taken up by Online Editor.

**Rationale:** Expanding and integrating the position into the editorial board reflects the growing importance of the Fulcrum's online presence, as well as the importance of online skills for the journalism industry as a whole.

Tentative Publishing Schedule:

- 1- July 30
- 2- August 20
- 3- September 3
- 4- September 10
- 5- September 17
- 6- September 24
- 7- October 1
- 8- October 8
- 9- October 15
- 10- October 29
- 11- November 5
- 12- November 12 (Online)
- 13- November 19
- 14- November 26
- 15- December 3
- 16- December 10
- 17- January 14
- 18- January 21
- 19- January 28
- 20- February 4
- 21- February 11
- 22- February 25
- 23- March 3

24- March 10  
25- March 17  
26- March 24  
27- April 7