

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, May 29(B)th, 2016
FSS4004, 12:30 p.m. - 2:00 p.m.
Meeting #1 2016-2017 Publishing Year

Minutes amended after approval without change from May's Meeting.

Present: William Hume, Mackenzie Gray, Kate Murray, Carolyn Mutis, Julia Miraflores, Thivya Naganathan, Niharika Namulla

Partially Present: Raghad Sheikh-Khalil, Savannah Awde (ex-officio), Jocelyn Cadieux

Absent (with reason): Dayne Moyer (ex-officio), Jon Rausseo, Maggie Gollish

Absent (without reason):

1. Opening of Meeting

M. Gray called the meeting to order at 12:39 p.m.

2. Approval of Agenda

K. Murray motioned to approve the agenda with the following amendments:

-Defer item 4 until another time as D. Moyer is currently looking into this. M. Gray suggested that the Board could have an online vote on the matter,

-Defer item 5 until another time,

-S. Awde will present her Editor in Chief report in Item 8.

C. Mutis seconded the motion. All voted in favour. The motion passed.

3. Ratification of Ombudsperson

K. Murray motioned to ratify Jocelyn Cadieux as The Fulcrum's Ombudsperson for the 2016-2017 year.

T. Naganathan seconded the motion. All voted in favour. The motion passed.

4. Election of Officers

K. Murray nominated M. Gray for President. All voted in favour. The motion passed. C. Mutis nominated

K. Murray for Vice-President. All voted in favour. The motion passed. M. Gray nominated K. Murray for

Chief of Staff. All voted in favour. The motion passed. K. Murray nominated C. Mutis for Treasurer. All

voted in favour. The motion passed.

5. Formation of Committees

R. Sheikh-Khalil volunteered to be the Chair of the Policy Committee for the upcoming year. Members of the committee include: R. Sheikh-Khalil, M. Gray, N. Namulla, and T. Naganathan.

M. Gray stated that, as President, he would serve as the Chair of the Finance Committee. Members of this committee include: M. Gray, N. Namulla, T. Naganathan, C. Mutis, and K. Murray.

J. Rausseo was nominated by M. Gray to serve as the Chair of the Readership Committee. J. Rausseo accepted M. Gray's nomination. Members of the committee include: J. Rausseo, J. Miraflores, R. Sheikh-Khalil, M. Gray, and W. Hume.

M. Gray offered to be the Chair of the Human Resources Committee. Members of this committee include: M. Gray, N. Namulla, T. Naganathan, J. Miraflores, C. Mutis, K. Murray, and W. Hume.

6. Appointment of Note-taker

K. Murray agreed to be the note-taker for the upcoming year.

7. Fulcrum Budget 2016-2017

M. Gray informed the Board about the ongoing SFUO issue. He proposed that the Board have a quarterly budget review, an initiative that would also allow the Board to do dynamic budgeting. M. Gray proceeds to go over the budget and its sections in detail. C. Mutis motions to approve the budget. R. Sheikh-Khalil seconded the motion. All voted in favour. The motion passed.

8. Editor-in-Chief Report

S. Awde announced that hiring for the Editorial Board is almost complete and that the hiring committee just finished testing a News candidate. S. Awde explained that she will be putting out a call for support staff soon. She went on to state that she contacted everyone about the summer schedule and issue.

S. Awde noted that she was able to reach The Fulcrum's lawyer and that he promised to have the Intellectual Property document soon.

S. Awde mentioned that she has been trying to regularly post on The Fulcrum's website. She explained that online numbers are a bit down, but that the numbers make sense because there has been less content. S. Awde did reveal that followers on Twitter are up though.

S. Awde said that she talked a bit about the social media style guide with the Social Media Coordinator. She also stated that she has been in discussion with D. Moyer about possible fundraising opportunities for The Fulcrum, as she thinks it would be a good idea to explore.

S. Awde concluded by mentioning her goals for the month and that she would like to continue to develop online training.

M. Gray reminded S. Awde that the Board needs a production schedule from her. He explained that the Board could approve it through an online vote after.

9. Advertising Representative Discussion

M. Gray read S. Gollish's list of recommendations about the Advertising Representative's role to the Board. He noted that the Board will need to strike a Hiring Committee in order to begin moving forward with the hiring process as soon as possible. M. Gray is hopeful that the Board can hire a candidate for the position by July 1st. He briefly explained the hiring process to the new Board members. Following S. Gollish's recommendations, R. Sheikh-Khalil motioned the following stipulations for in principle support:

- that the Advertising representative reports to the General Manager,
- that the Advertising Representative is responsible for a Marketing component,
- that the Advertising Representative receives a commission of 20% across the board.

K. Murray seconded the motion. All voted in favour. The motion passed.

M. Gray nominated K. Murray to be the Chair of the Hiring Committee for the Advertising Representative. K. Murray accepted the nomination. Members of the Hiring Committee include: K. Murray, M. Gray, and N. Namulla.

10. Fulcrum Publishing Schedule

M. Gray noted that S. Awde has not submitted a publishing schedule as of yet, but that the Board can approve it by an online vote as soon as it's sent.

11. Other Business

M. Gray went through a calender with those present and the Board meeting and other important dates were scheduled for the upcoming year.

M. Gray noted that there should be an online discussion about the signing authority so that the Board members can review their options given the fact that there are additional positions this year that could potentially hold it.

K. Murray motioned to adjourn the meeting at 2:00 p.m. All voted in favour. The motion passed.

Appendices

Staff

Our hiring process went quite smoothly, and I'm happy to report that most of the editorial board positions—A&C, features, sports, opinions, visual, social media coordinator and production manager—have been filled for this upcoming year! I feel very good about all the decisions made as incoming ed board members also seem enthusiastic about getting started. A few of them have even contacted me with story leads that they will be following up on this summer and submitted stories to go online, which is awesome to see.

I have emailed the incoming ed board members to offer assistance in scheduling mentorship sessions with outgoing ed board members, and encouraged them to bring forward any story ideas they have over the summer as practice. I will also be emailing them on a rolling basis as I come across stories I feel are worth covering.

I've also contacted them all about summer issue/orientation scheduling, and with their responses I will put together a schedule that will accommodate as many people as possible. Dayne and I are continuing to talk about what should be included in the orientation package this year, and will be adding to it on an ongoing basis.

I am in the process of creating a survey for outgoing ed board members to gauge their job satisfaction, motivation, and stress management on the job this past year. I am hoping to use their responses to identify any weaknesses in how support is provided to editorial staff and to adjust as necessary this year. That will hopefully be sent out within the next few weeks.

The remaining editorial board position to be filled is the news editor position. One news editor candidate has passed his test and will be interviewed in this coming week. We will be putting out a call for support staff on the website in the coming weeks.

Summer issue

I've contacted all of the incoming editorial board to find out what their availability is for the summer issue, and after discussing with our production manager, Kim, and Dayne, I've chosen our summer issue and orientation dates. All staff will be informed of the official schedule once the news editor is hired (hopefully within the next week).

CUP lawyer/intellectual property form

I've gotten a hold of the ever-elusive Carlos Martins, and he's promised to have the intellectual property form back to me in the coming week. Although he's pushed the date twice, so I'll continue following up with him.

He did give me some legal advice on an article I was writing within an hour of my email, so it was encouraging to see him make time for us.

Website and social media activity

I've tried to keep our website as active as possible over the past month with the transition into the quieter months of summer, and I've managed to write a few stories each week, with a good variety across the sections. I've also received submissions from our incoming editorial board, which I'm very happy about.

Most of my social media usage this month has been around posting to remind students to pitch us stories if they have any, so they know we're still writing and posting online in the summer, and reaching out to different groups on social media to recruit a news editor. I've done a few throwbacks to old articles they become relevant with current events. These efforts will be taken to a much greater level in the coming month with the new hire of our social media coordinator.

Our Facebook analytics this month show that 2,921 people were reached, we had 977 instances of post engagement (clicking the post, reacting), and 15 new page likes. These numbers are all down from usual, but for the time of year and without anyone specifically managing social media this is not a surprising trend. On Twitter we've had 25,400 tweet impressions this month, 656 profile visits, and 28 new followers. While the impressions and visits numbers are down, our number for followers is actually trending upwards, which is great.

Our website has received 14,348 page views in the last month, and 8,922 sessions. Average time on the website has stayed the same, around 1 minute, and both sessions and page views have decreased from April.

I had an introductory meeting with our newly hired social media coordinator to set weekly expectations and goals. As per her job description, she will be submitting analytics reports with her findings, a weekly schedule, and continuing to work on ongoing projects—namely the social media style guide and the social media branding strategy.

Volunteer relations

I've emailed our volunteers to remind them that they are more than welcome to write or pitch stories throughout the summer. Dayne and I are considering options for voting via email to have staff status renewed for interested volunteers so that there will be available freelance writers from the outset next year.

Fundraising ideas

Dayne and I have talked quite a bit about fundraising opportunities for us next year to offset the cost of NASH. This is a timely thing to talk about now because I think it's important we gain

exposure on campus in the early months of the academic year. Holding fundraisers is pointless if no one knows who we are or what we do, which is why we need to couple fundraising efforts with campus visibility efforts.

We were thinking of opening a LinkedIn-style portrait stand for people to get photos done for use in their professional job applications, and we could also do fun photobooth-style photos (this would be especially good to target froshies with). It'd be a really fun way to use our staff's skills and earn money in a way I think a lot of students would go for.

We could also do an on-campus barbecue, I know we did this in the year Sabrina was EIC, I'm not sure if any of you know how successful it was? I wasn't privy to the numbers in terms of how much we actually made once the hotdog/hamburger costs etc. were factored in, but it'd be a good way to get on campus, improve our visibility and make money.

Last idea is to drive around Sandy Hill and do a bottle drive the week after 101 week is done. Even if we don't make a ton of money we could wear Fulcrum t-shirts, knock on doors and talk about what we do, and people will at least know more about us by the end of it and we don't have any expenses to worry about in doing this type of fundraiser like we would in the others.

Moving forward

- I'm hoping to have my plan for the orientation package finalized by the end of this month.
- I will be closely evaluating the efficacy of our social media coordinator by reading her reports and following up often/collaborating on the progress of the social media style guide and branding strategy.
- We will put out the hiring call for support staff positions this week to begin the process.
- I am in the process of contacting people who might be interested in acting as faculty brand ambassadors on a volunteer basis. This is also something our social media coordinator will be assisting with. I will evaluate the interest levels around this initiative and report back on that project's progress at the end of this month.
- I will be sending out the job satisfaction survey to outgoing ed board this month.
- I will continue to develop the online training options and if possible I will get Reine's input so that it can be as effective and user-friendly as possible.