

Fulcrum Publishing Society Board of Directors MINUTES

Sunday, June 29th, 2014
206 University Center, 11:00 a.m.
Meeting #2 2014-2015 Publishing Year

Attendance

Directors: Chris Radojewski (VP), Keeton Wilcock (President), Benjamin Miller (Chief of Staff), Jon Rausseo, Jon Evenchick, Freya Boyle Bauer, Simon Gollish (Chair)

Ex-officio: Andrew Hawley (GM & NASH co-ordinator), Mackenzie Gray (NASH associate coordinator), Sabrina Nemis (EIC)

Absent (with reason): Brent Holloway, Deidre Butters (Ad Manager), Jessie Willms (NASH coordinator)

1. Opening of Meeting

C. Radojewski motioned to open the meeting at 10:38 AM.

2. Approval of Agenda

K. Wilcock confirmed that item #11 (Candidate for director) is no longer tentative. J. Rausseo motioned to approve agenda with confirmation of item #11. K. Wilcock seconded the motion. All approved. The motion carried.

K. Wilcock motioned for C. Radojewski to serve as chair for this meeting. B. Miller seconded the motion. All approved. The motion carried.

3. Approval of April and May Minutes

J. Rausseo pointed out that there is an extra period three paragraphs from the end of May minutes (A). J. Rausseo motioned to approve minutes with aforementioned corrections. K. Wilcock seconded the motion. All approved. The motion carried.

4. President's Report

K. Wilcock gave an account of recent developments including: Board elections, editorial staff, the new ombudsman, creation of committees, and potential

future board members. He continued that work to hire the new Junior Ad Rep. would begin in earnest in July. He reiterated his commitment to collect and post online 2013-2014 Board meeting minutes. He explained that the Editor-in-Chief, General Manager and he had decided to recast the strategic plan discussions into strategic commitments. He continued that a number of policy amendments would be up for discussion later in the meeting as part of the broader initiative to fully review the policy manual.

S. Nemis corrected K. Wilcock's list of newly hired staff stating that the visual arts director had already been hired. K. Wilcock agreed to amend, but stated that he had generated the list from last month's minutes. B. Miller agreed to review.

The report was unanimously approved with amendments.

5. General Manager's Report

A. Hawley began his report by giving an update on expenses and revenues. He specified that revenues came mainly from large deposits (e.g. Winter grad students' levy, Campus Plus Bankruptcy, etc.) and only some small expenses had been incurred (e.g. Fulcrum Independence Day party). Capital assets spending will begin in July and so it would be useful to have a capital assets committee meeting in the coming few weeks. He added that bank consolidation work and preparation for the coming year was progressing well and he and K. Wilcock would be visiting the bank in the coming week to transfer signing authority from J. Willms. He stated further that some large transfers had come in from national advertising, amounting to as much as \$15,000 in the 2014-2015 fiscal year. This will affect the budgetary flow and substantively cut down on the deficit recorded in the 2013-2014 income statement. It should be discussed how this timing in funding should be handled in the future. He added that Free Media has presented their contract for the 2014-2015 year. It is largely the same as this past year, with the significant exception that it is a non-exclusive contract (i.e. the Fulcrum can pursue its own national advertising as well if it so desires). Although it is non-exclusive, the Fulcrum can only offer those customized rates specified in the contract. Overall Free Media has not lost one publisher and though they did not meet projections, they did collect more revenue overall than Campus Plus. A. Hawley added that uncollected debts are being cut down and those that remain pay predictably late. All editorial hiring has been completed.

J. Rausseo reminded A. Hawley, with regards to capital assets spending, that the university's furniture recycling program was still open. He also asked whether, given that OPIRG vacated, would the Fulcrum be looking to rent out the building's third floor. A discussion ensued pertaining to the possible value and drawbacks of renting the space. A. Hawley answered that they were in talks that

would most likely formally begin at the university committee level in September.

J. Rausseo pointed out the need to update the Fulcrum website's Board page. K. Wilcock added that a number of other changes are required: 2013 core documents, 2013-2014 minutes, 2012-2014 audits.

J. Rausseo asked, regarding unpaid debts, whether there was any formal limit to what an advertiser could purchase with unpaid bills. A. Hawley answered that there was no formal policy. K. Wilcock stated that he trusted A. Hawley to make decisions on a case by case basis.

C. Radojewski motioned to approve report as presented. All approved. The motion carried.

C. Radojewski motioned to add "Approval of Free Media Contract" to Any Other Business. K. Wilcock seconded the motion. All approved. The motion carried.

6. Editor-in-Chief Report

S. Nemis presented the new selected candidates and gave a rationale for each. She updated members on the renovations to the Fulcrum office, including a new couch and painting. At least one story has been published each week in a variety of sections. She explained further that the website had been updated so as not to include unnecessary search boxes and social media icons and a Dear Di question form had been added. S. Nemis continued by giving an overview of Facebook and website statistics for the past two months. She cautioned that these were not reflective of year-round activity. Highlights include:

- Photos from the tuition fees protest was the most popular Facebook content
- Search engine was the most common way to access the site
- The most accessed pages were the main page, "Orgy Etiquette", and "How to Make a Porno"
- Facebook provided the most referrals of any social media site (roughly seven times what the next leading platform, Twitter, provided)

C. Radojewski asked S. Nemis what her thoughts were on the meaning and direction of these metrics. S. Nemis stated that it showed a clear advantage for photos on Facebook and so more photos should be taken at events, furthermore she hoped to reorganize the website thematically so those accessing the site with an interest in, for example, sex-related articles can access them more easily. She also hoped to rename the "supplement" material. J. Rausseo recommended special edition.

J. Rausseo asked if it would be possible to compare these metrics to metrics from last year at the same time. S. Nemis seemed to indicate that it would be possible. K. Wilcock indicated the importance of being able to do this to implement HR Committee's ideas on Editor-in-Chief performance evaluation. C. Radojewski indicated the importance of these for the readership committee.

S. Gollish asked if any more changes would be made to the office. S. Nemis indicated that publications would be displayed more prominently for staff, volunteers, and visitors to read, and a description of each department with contact information would be made more visible.

K. Wilcock noted that the new selected candidates would need to be ratified. He proposed to add an item for that purpose in Any Other Business.

The report was unanimously approved.

7. NASH Update

A. Hawley began by saying that the space and accommodations contracts have now been signed with the Ottawa Convention Centre and Les Suites, which made a last minute proposal that beat that beat all others in terms of both room quality and price. In the end, it they also negotiated the Ottawa Convention Centre down on food from \$57/plate to \$43/plate. Once this step was completed, the coordinators moved to seek out sponsorship. They began with potential major sponsors, e.g. banks, Canon, etc. Many of the banks expressed that they tend not to support conference-style events, but rather marathons, festivals, etc. In the coming month, the team will focus on university/college journalism programs, airlines, and media as potential sponsors. In particular, Transcontinental has expressed much interest in attracting American schools. Therefore 40 international schools have been reached out to including 37 in the U.S. and three elsewhere (Iceland, Dublin, and London).

A. Hawley explained further that the social media accounts for the conference had been set up and the website had begun development. They are aiming for a soft launch of the website by July 7th, 2014. CUP non-members will also be reached out to in July. Overall though, the focus of July will be securing the keynote speakers.

M. Gray added that they will be meeting with CUP to discuss the budget. CUP has been very supportive and has offered whatever help it can give.

J. Rausseo asked if they had considered offering exclusivity contracts to attract larger sponsors. M. Gray responded that there is already a limited number of sponsors at each level (i.e. Gold, Silver, Bronze, etc.). A. Hawley added that they

were offering schools discounts on sponsoring specific sessions. J. Rausseo asked if they had considered allowing some companies to run certain sessions on their relevant expertise (e.g. a printer running a workshop on paper). A. Hawley answered that they are open to the idea.

B. Miller asked how the volunteer committee had contributed thus far. A. Hawley replied that they have been contributing ideas for potential speakers.

The report was unanimously approved.

8. Policy Committee

K. Wilcock presented the document “Policy Amendments Proposal for June Policy Committee”, he gave a brief summary of the rationale of each and a longer explanation of the more substantive changes, including:

- 1) Rewriting the Chief of Staff duties to include fostering a culture of learning, engagement and professionalism, as well as supporting the president in recruitment.
- 2) Replacing the current wording of the contingency fund section so that it is not required if the Fulcrum holds adequate liquid assets, and if it doesn't it must budget for a time-based (i.e. one September-April operating month) budget line so the Fulcrum has sufficient cash flow in case of an emergency.
- 3) Specifying how the Campus Plus bankruptcy funds may be spent over the next four years.
- 4) Making more precise the commitment to keep all committees public by stating that each is open to non-members, though there is no obligation to advertise the date and time or publish any of the documents anywhere.

J. Rausseo suggested regarding (2) the Board should consider stipulating that having less than 10% of annual expenses in liquid assets automatically triggers an emergency meeting of the Board.

C. Radojewski stated, regarding (2) that it must be specified what kind of month must be budgeted for (i.e. September to April).

A. Hawley asked that the finance committee look at (3) in greater detail. Members agreed.

J. Rausseo motioned to approve all policy amendments as presented with the exception of (3) which will be examined in greater detail by the Finance Committee, and with the understanding that the language around “one

operating month” in (2) will be made more precise. K. Wilcock seconded. All approved. The motion carried.

9. Human Resources Committee

S. Gollish presented the initial thoughts of the Human Resources Committee on performance evaluations for the General Manager and Editor-in-Chief. The evaluations would each work in three areas; that is, for the Editor-in-Chief, physical readership (40%), online readership (40%), and social media interaction (20%) would all be considered. What’s more, within each of these areas, reward might be calculated on a three tiered basis. K. Wilcock explained that the first threshold would be an increase in readership of 3%, the second threshold an increase of 5%, and the third a threshold of 6%, and for social media, 8%, 12% and 15%. Besides quantitative results such as readership, surveys were considered, but dismissed due to their high cost and subjective nature.

J. Rausseo commented that a very specific definition of readership would be required in order to make these measurements effective for the Fulcrum’s mandate (e.g. just University of Ottawa students, or anyone on the web?).

S. Gollish continued by stating that currently the General Manager bonus is tied to 72 criteria. The Committee is looking to reduce that number to as few as 10.

J. Rausseo suggested that Mercedes Mueller had previously written an advisory document on the General Manager bonus that might be consulted.

C. Radojewski suggested that as this was only an initial discussion any further comments should be sent to S. Gollish, chair of the Human Resources Committee.

S. Gollish asked members when they thought the performance evaluation criteria should be completed by. C. Radojewski suggested August. K. Wilcock suggested that it was not necessary to formalize the evaluations by that time, but provide the Editor-in-Chief, President and General Manager with the general direction of the evaluations so that going into the year they would have guidance.

The report was unanimously approved.

10. Board Learning Plan

B. Miller presented his proposal for the annual professional development plan. The plan has six main components based on Board best practices:

- A “full day” orientation session for new Board members
- A comprehensive and up to date Board manual
- Recruitment advice and materials for the President
- Standing agenda item dedicated to skill-building to be delivered collaboratively at the Board and committee levels
- Further development and utilization of the “Library of Online Resources”
- Attempt recruitment of external professionals to present to the Board on relevant subject matter

B. Miller motioned to approve the proposal as presented. J. Rausseo seconded the motion. All approved. The motion carried.

11. Strategic Commitments for Approval

K. Wilcock presented a draft version of the Fulcrum’s Strategic Commitments, giving a brief summary of each area: business, editorial, and governance. Commitments include:

- Finishing 2014-2015 with a budgetary surplus
- Increasing print and online readership
- Increasing volunteer base
- Complete a comprehensive policy manual review

K. Wilcock explained that he was only feedback and informal approval.

J. Rausseo commented that the Fulcrum Day of Information should be captured in writing somewhere. K. Wilcock concurred.

C. Radojewski motioned to approve the proposal in principle. B. Miller seconded the motion. All approved. The motion carried.

12. Candidate for Director

K. Wilcock explained that Mercedes Mueller, former Executive Editor of the Fulcrum, had indicated her interest in serving as a Board member. As the only remaining open seats are reserved for Fulcrum staff, and Mercedes does not currently meet the requirements of staff. It would still be possible to approve her membership with the understanding that she will pursue staff status as soon as possible.

C. Radojewski motioned to approve Mercedes Mueller’s membership on the Fulcrum Board of Directors with the understanding that she would pursue staff status as soon as possible. K. Wilcock seconded the motion. All approved. The motion carried.

13. Any Other Business

Ratification of Remaining Editorial Positions

S. Nemis presented those staff members who had not yet been ratified.

Associate News Editor: Lindsay MacMillan

Staff Reporter: Spencer Murdock

Webmaster: Chantale Streeting

C. Radojewski motioned to ratify them all as an omnibus. K. Wilcock seconded the motion. All approved. The motion carried.

K. Wilcock motioned to ratify all selected staff. J. Rausseo seconded the motion. All approved. The motion carried.

75 Volume Taskforce

K. Wilcock explained that this year would mark the Fulcrum's 75th volume and would also mark a number of other important anniversaries (e.g. 10th anniversary of independence). K. Wilcock proposed that a team be formed to comb the University archives and select material from each volume in order to produce a book to commemorate the anniversary. K. Wilcock explained further he is seeking volunteers and suggestions.

S. Nemis volunteered and suggested that Fulcrum Twitter could use this material for Throwback Thursdays leading up to the publication of the book.

J. Rausseo volunteered and suggested he approach the University of Ottawa Alumni Association for financial support.

B. Miller asked how the production of this book will be accounted for in the budget. K. Wilcock suggested it would either operate on a cost recovery model or be factored into dynamic budgeting.

C. Radojewski suggested that volunteers meet at a separate 75 Volume Taskforce meeting.

Running Group

B. Miller reminded members that the Fulcrum running group would begin next Saturday afternoon at 2:00 PM on campus and that he would be in touch with members who had expressed interest. K. Wilcock added that a Fulcrum alum had alerted him to a charity run, for which each participant would have to pay \$40.

Free Media Contract

J. Rausseo asked if there were any penalties for broken commitments within the contract, e.g. failing to report on a monthly basis. A. Hawley explained that there was open communication about such things although formal reports aren't filed on a monthly basis.

J. Rausseo asked how D. Butters would be expected to handle national advertising given that the Fulcrum could now pursue it on its own, as this is not currently captured in her compensation structure. C. Radojewski stated that this would have to be discussed going forward.

K. Wilcock motioned to approve contract as presented. B. Miller seconded the motion. All approved. The motion Carried.

C. Radojewski motioned to close the meeting at 12:47 PM.

Appendix

President Report #1 - June 29, 2014

There have been a number of developments since the last President's report. These developments are outlined below.

Board Of Directors:

The Directors for the 2014-2015 publishing year were elected on April 23, but the executive positions were not filled until May 25 when the new board had our first meeting. Benjamin Miller,

Chris Radojewski and myself were voted by the board into the positions of Chief of Staff, Vice

President, and President, respectively. For the time being, the position of Chair is being filled on

an ad-hoc basis.

At the same meeting, I was excited to see Alexia Bystrycki elected by the board to the position

of Ombudsman, which had been vacant for some time. She can now be reached at ombudsman@thefulcrum.ca.

Also at the May 25 meeting of the new board, four standing and one ad-hoc committee was established. The standing committees are Finance, Human Resources, Readership, and Policy.

The Legal committee has been eliminated. The ad-hoc committee is Capital Assets. So far, the

HR and Policy committees have met.

More recently, I've been in discussions with Mercedes Mueller, former Editor-in-Chief, President,

and Chief Returning Officer, about her joining the board. Mercedes would be a huge asset to the

organization and I'm looking forward to receiving a letter of interest from her so that her candidacy for directorship can be put to a vote. This would bring us to nine voting directors, and

thirteen directors in all.

Business Department:

As you know, the board agreed in principle to a proposal put forth by DeeDee et al. to take the

Fulcrum's advertising in a new direction. DeeDee has been on a well-deserved leave for the month of June and when she comes back in a few days the work to hire a Junior Advertising Representative, to report to DeeDee as the Advertising Manager, will begin in earnest. I will also

make sure that DeeDee's new contract is signed as soon as possible.

Speaking of business department contracts, Andrew and I have signed his contract for 2014-2015. As discussed, the terms of the contract did not change from 2013-2014. I'm happy

to have Andrew back again.

Editorial Board:

At our May 25, 2014 meeting we ratified the following editorial positions:

- Managing Editor;
- News Editor;
- Online Editor;
- Arts and Culture Editor;
- Opinions Editor;
- Features Editor; and
- Sports Editor.

We now have the Hiring Committee's Visual Editor pick up for ratification as well as the Production Manager. I believe this rounds out the editorial board for 2014-2015

Minutes:

Gathering and posting the 2013-2014 board minutes remains on my to-do list.

Policy Amendments:

The Policy Committee has put together a bunch of amendments, to be passed by the board. Because there are many amendments to many different parts of the policy manual, I won't repeat the amendments here and will instead refer you to the separate amendments document,

circulated as material for this meeting.

2014-2015 Strategic Commitments:

Since the Strategic Planning Session (SPS) in March, there have been a number of discussions

about turning the results of the SWOT analysis and other things into strategic plans. After talking

about exactly what those plans might look like and how they would be acted upon, Andrew, Sabrina, and me agreed to take cues from the SPS discussions and mash them up with our own

thoughts on the organization to create a 2014-2015 Strategic Commitments paper. I won't describe the contents of this paper because it's one of the documents provided for this meeting.

As for the purpose, though, the thought is that it will serve to close the loop on the SPS and check the box on the strategic plans. It will allow the Fulcrum's Editorial, Business, and Governance heads to move forward with recorded commitments that they can reference to make sound decisions, and that others can reference to help them understand the high-level direction that the Fulcrum is trying to take. The document will hopefully help the Fulcrum as a whole to build on past successes and lay the groundwork for future ones.

Personal Note:

I will very busy, and also generally unreachable, for most of August - I'm getting married, among other things. If you have pressing matters, Chris will be Acting President for the month of August. I will be back to regular duties on September 1. The last month has been a busy one, but it's also been a productive one. Here's to more of the same in July and August. That's all folks,
Keeton Wilcock
President of the FPS

**General Manager Report #001
June 29, 2014**

FINANCIALS

As of Friday, June 27, there is now \$173,146.11 in our chequing account. Our spike in chequing since last time is mainly due to a couple of large deposits of ad money and the GSAED winter levy, which finally arrived in early June. Expenses this month have mostly been payroll and costs associated with upgrading office furniture and the Independence Day party.

Debiting should remain low for now, though in July I'd like to spend on capital assets and office supplies to have them ready and in place before editors come back. The Security GIC Plus remains at \$45,200. The Three-Year Financials GIC Plus is at \$21,113.19.

Right now I'm in the process of finalizing year-end and working on completing the bank reconciliation. Once I'm done that (aiming to be done this week) the books can be flipped and our accounting software will be operating in FY 2014-15. This will also allow us to organize and take our files to Connelly & Koshy, where they can hopefully begin the audit next month.

This week Keeton and I plan to go to the bank with Chris to have outgoing VP Jessie Willms' signing authority transferred over to Chris. That's also when I'll provide our banker with the list of director information.

NATIONAL ADVERTISING

There's actually been good news on this front. We received a sizable deposit in May from FREE Media of \$4,624.06. Now, this was followed by a much smaller amount of \$611.70 in June, but the sum of these deposits added 50% to our national advertising revenue. Our total now is \$15,994.95 for 2013-14. Our June remittance statement also indicated future payables of another \$9,338.21. This would represent a total of \$25,333.16 in national ad revenue. Disappointingly that's still a \$10,000 deficit from what we projected, but it is an improvement from where we were in April when a deficit of \$15-20,000 seemed realistic. It is important to note that should we collect all \$25,333.16, a total of \$14,573.97 will have come in after April 30. This represents 57.5% of that revenue coming in after FY.

On Thursday this week I had a conference call with Vikram Seth and Ashleigh Brown from FREE Media. This was to go over the contract for 2014-15 they offered us to sell national ads. The agreement was basically the same as the one we signed in 13-14 with one big difference:

no more exclusivity. Under this new contract, the Fulcrum will be able to approach national clients and take national sales directly. We are obligated to charge rates as indicated in FREE's national rate card, included in the appendix of the contract. The good news is that their rates are tailored to individual papers and not just blanket prices, so the rates they're instructing us to charge are based on factors including the Fulcrum's location, circulation, # of distribution points, etc.

Vik and Ashleigh provided a status update on FREE: despite a mediocre September, they were able to build sales momentum in the winter semester. They are confident this will carry over into the fall. Staples and Parks Canada were two clients they mentioned with whom they have deals in place for the fall. In terms of publisher representation, they mentioned they have not lost a single publisher and have in fact gained some papers. This is most likely due to offering non-exclusive contracts for 14-15, as well as generating more revenue than Campus Plus in 12-13 even though final revenue numbers were less than anticipated.

As a Board, we have already agreed in principle to sign the new contract with FREE Media. Today we can make that official.

COLLECTIONS

Collections have been well. The outstanding list is starting to dwindle down to a handful of clients (some of whom have multiple ads to pay for). When I'm done the bank reconciliation I'll be doing another collections blitz. **WBK Boxing** remains the largest debtor by far. My goal is to settle up as much of our receivables from him for 2013 as possible this month and then go from there. **Connoisseur Hair Salon** asked me to call him back in July as he said business in the winter really suffered with the Mayflower closed and Deacon Brodie's not yet open. I'll give him a call this week. All other debtors will be followed up with in the next two weeks.

HR

With the hiring of Adam Gibbard as Production Manager this month, the entire Ed Board for 2014-15 has been hired. Almost all of them have signed their contracts and received keys to the office. They all have access to work email. As per the outcome of the SPS, Webmaster and Online Editor will join GM, Ad Manager, and EIC as salaried employees who get paid bi-weekly.

DISTRIBUTION

SOFTWARE/EQUIPMENT/SUPPLIES

At this meeting I'd like to schedule an occasion within the next two weeks where the Capital Assets committee can meet, primarily to discuss computer software/equipment upgrades.

PRINTING

BOUND EDITIONS

CAMPUS PLUS RECEIVABLES

The trustee handling the bankruptcy of Campus Plus sent us a letter earlier this month stating that of the Fulcrum's owed amount of \$18,060.72, we would be receiving \$15,333.99. This is pretty good news as our auditors cautioned us that potentially receiving only half of the owed

amount was a possibility. The actual cheque from MNP arrived this week.

JULY PLANS

And that's how we dealt with mean green this month.

—ANDREW HAWLEY, FPS GM

Editor-in-chief's Report—June 29, 2014

Staff hiring and ratification

Production Manager: Adam Gibbard

Adam is a University of Ottawa graduate and designer of local publication, the *Leveller*. He was the only production applicant who was able to accurately do the cutout in the design test. He also has some innovative and exciting ideas for the paper's design, intending to make better use of the full colour available. He also has experience teaching design at a high school level, which we may be able to take advantage of for staff and volunteer training.

Associate News Editor: Lindsay MacMillan

Lindsay is a student who had staff status last year and was a frequent contributor to the News Section.

Staff Reporter: Spencer Murdock

We also interviewed Spencer for News Editor. He's been an enthusiastic volunteer, is very reliable, and a strong writer.

Webmaster: Chantale Streeting

Chantale used to be a Production Manager for La Rotonde. She has a lot of experience managing websites and was able to show examples of what she's done in the past when we went over some of the updates we'd like to make to the Fulcrum website.

We're in the process of confirming Moussa Sangare-Ponce as Associate Online Editor, Annalise Mathers as Associate Features Editor, and Julia Riddle as Staff Photographer. All three had staff status last year and were frequent and reliable contributors.

Office improvements

We've replaced the broken couch and repainted the office. We were able to tie each improvement to a staff/volunteer event, which should help everyone feel connected with the office over the summer and invested in the coming year.

Content

We've been publishing a minimum of one story per week, mostly Arts and Culture and News stories. All editors have submitted work from volunteers for their sections.

Website updates

Working with Spencer Van Dyk, our Online Editor, and Chantale Streeting, our Webmaster, we've started making updates to the Fulcrum website. We've fixed the search bar so it's visible on every page, removed links to social media sites we won't be using this year (Tumblr, Pinterest), and we're planning to add more plugins so we will be able to use quizzes, polls, photo galleries, and a Dear Di submission question form.

Other Editorial Board things we're working on this summer

Managing Editor Adam Feibel is updating the Fulcrum Style Guide and looking to make it more of a general guide for staff and contributors, as well as a University of Ottawa Coles Notes version of CP Style.

Visual Editor Marta Kierkus is creating a repository of University of Ottawa stock photos and creating headers for online stories without accompanying photos (especially for breaking news, which needs to go up, but may not have a photo yet).

Online Editor Spencer Van Dyk is working with the Webmaster to update the website, as well as creating guidelines for online content, maintaining our social media accounts (primarily Facebook, Twitter, and Instagram), and looking to create an online survey for readership.

Metrics explained

I've included two documents that I will be updating as the year continues. One is for Facebook Insights, Facebook's own metrics for audience engagement. Numbers are fairly low, but I think they're probably on par for this time of year. During the school year, I would like to look at paying to "boost" articles of importance (like the men's hockey team story) to increase engagement on those stories. I don't think that should be a priority for the summer though.

The other is Google Analytics. Google has pretty extensive analytics, so I've tried to pick the most interesting and relevant numbers. If you aren't sure about any of them, please text or call and I will go over them.