Fulcrum Publishing

Society Board of Directors

MINUTES

Sunday, September 26sth, 2015

UCU206, 10:30 a.m.-3:47 PM

Meeting #5 2015-2016 Publishing Year

Attendance

**Present**: Dayne Moyer (ex-officio), Benjamin Miller, Sabrina Nemis, Marguerite Gollish, Nadia El-Bouzaidi (ex-officio), William Hume, Deidre Butters (ex-officio), Jon Rausseo, Allison Tanner, Lindsay MacMillan

**Partially Present**: Mackenzie Gray

**Absent (with reason)**: S. Gollish

**Absent (without reason)**:

1. Opening of Meeting

B. Miller called the meeting to order at 10:44 AM.

1. Approval of Agenda

B. Miller motioned to approve the agenda, moving President’s Report from item 5 to item 11. L. MacMillan seconded the motion. All approved. The motion carried.

1. Approval of Minutes

W. Hume motioned to approve the minutes for July and August with the amendments specified below. B. Miller seconded the motion. All approved. The motion carried.

* J. Rausseo and L. MacMillan were absent with reason.
* Under item 7 words were missing in three places.
* Under item 8 “less experience…” needs to be corrected.

1. Standing Action List

B. Miller presented the Standing Action List and made the necessary changes.

1. Advertising Manager’s Report

D. Butters began by stating that sales had started slowly. This was in part due to the fact that an issue was removed before FROSH week as a result of capacity limitations. D. Butters then strongly recommended bringing this issue back next year. D. Butters went on to note that a number of returning clients were not returning as expected and consequently she does not expect that The Fulcrum will attain the advertising income level it obtained last year. She then expressed her commitment to implement new ideas brought in by D. Moyer.

D. Butters noted that she may have missed an opportunity with political party election advertising. She noted that in this area, an advertising intern may be useful.

D. Butters went on to give an account of the current level and rationale behind contra. She then noted that negotiations with JDC were ongoing and that the outcome would affect her other contra activities, but that the division of labour in these negotiations was unclear.

D. Butters notified directors that the Fulcrum continued to sell ads on a time-based model pending the implementation of the previously discussed CPM model. It was now expected that the CPM model would not be finished before the end of November.

D. Butters noted that after cleaning the office she found $350 in cash as well as many of the missing forms that D. Moyer had been looking for. D. Butters also noted that she had found a potential individual insurance plan. She inquired whether she would need to present at least two more options to the Board to get approval. The Board responded in the affirmative.

S. Nemis asked whether the absence of an ad intern made a difference to sales. D. Butters responded that the ad intern did not enable a lot of sales last year, but was very helpful in obtaining auction items. S. Nemis asked if D. Butters could provide more concrete targets for her activities. D. Butters agreed.

J. Rausseo asked where the lost issue was added. D. Butters responded that it was added in December when there is far less revenue. J. Rausseo suggested and all directors agreed to provide D. Butters with five (5) advertising leads each.

D. Butters asked if the Board required an explicit sales strategy. B. Miller responded that such a strategy could be provided as part of the Strategic Planning process.

1. General Manager’s Report

D. Moyer began by stating that The Fulcrum’s finances are where they were expected to be. He went on to say that he was not yet able to produce a year to date report, because of newly discovered receipts and the transition to a new credit card. D. Moyer stated that he was unsure whether 2014-15 accounts with Free Media were fully settled. D. Moyer then commented that the temporary time-based billing model was perfectly effective and that the wait time for the implementation of the CPM model would be worth it.

Regarding insurance, D. Moyer explained that The Fulcrum had been overpaying by about $1,000 annually. He presented a property protection policy that still covered more than the Fulcrum currently owns and leaves room to obtain other policies, including errors & omissions. D. Moyer presented the competing policies and explained the benefits and drawbacks of each. S. Nemis motioned to obtain an errors & omissions policy and increase the insurance budget line by $140. L. MacMillan seconded the motion. All approved. The motion carried.

B. Miller motioned to select the option with a $5000 deductible. S. Nemis seconded the motion. All approved. The motion carried.

1. Editor-in-Chief’s Report

N. El-Bouzaidi informed directors that the Associate News Editor had to be let go due to serious communication issues and availability problems. She noted that there continued to be certain issues with the Production Manager. She explained that she was aiming to hold one-on-one meetings with all editorial staff before Reading Week. N. El-Bouzaidi informed directors that all planned events had been successful, including: 101 week tabling, volunteer meetings, volunteer workshop, Media Bowl. She explained that she was in the process of organizing a tour of the Ottawa Citizen. N. El-Bouzaidi concluded by noting that online page views had increased from this time last year.

1. Finance Committee

B. Miller noted that the Finance Committee had not met yet. D. Moyer explained that this was likely because they were waiting for a year-to-date report and a capital assets list.

1. Policy Committee

D. Moyer suggested adding director liability to the Board Manual.

B. Miller motioned to approve the audit policy revisions as presented with the following two amendments: “Financial review” should be changed to “review engagement”; “following **and preceding**…”. S. Nemis seconded the motion. All approved. The motion carried.

1. Human Resources Committee

S. Nemis stated that the Human Resources Committee had not met and consequently there had been no progress on the questions of the General Manager bonus. S. Nemis stated that she would like to discuss contra commission and full-time staff wages.

S. Nemis suggested that the General Manager’s salary baseline be the poverty line + 25%. She then suggested that a salary policy be developed. B. Miller agreed.

M. Gray entered 12:20 PM.

S. Nemis motioned to go in-camera to discuss contra commission. B. Miller seconded the motion. All approved. The motion carried.

B. Miller motioned to bring D. Butters into the in-camera session. S. Nemis seconded the motion. All approved. The motion carried.

B. Miller motioned to remove all non-directors from the in-camera session. S. Nemis seconded the motion. All approved. The motion carried.

A. Tanner left at 1:00 PM.

B. Miller motioned to bring D. Moyer into the in-camera session. S. Nemis seconded the motion. All approved. The motion carried.

B. Miller motioned to go out of camera. S. Nemis seconded the motion. All approved. The motion carried.

J. Rausseo motioned to recess for 20 minutes. L. MacMillan seconded the motion. All approved. The motion carried.

The recess ended at 2:15 PM.

1. Readership Committee

J. Rausseo stated that there was nothing to report.

1. President’s Report

M. Gray explained that his workload has increased. He continued that the new credit card had not yet arrived and that new insurance had been approved. He noted further that D. Moyer was still in the process of reconciling. M. Gray then praised N. El-Bouzaidi for articulating problems early and well. He stated that his aim was to finish JDC negotiations in the first week of October.

M. Gray then stated that he was unsure what will happen with the Diamond Edition, but that The Fulcrum has until 2017 to publish it officially, so it is not pressing.

M. Gray then noted that this year could be an excellent opportunity to seek greater partnership with La Rotonde.

1. CUP Report

S. Nemis reminded directors of the Youth Vote program encouraging student journalist to engage in election coverage from the perspective of student issues. CUP would be meeting the following Wednesday.

1. Freelance Fund

M. Gray reiterated that there were currently two vacant staff positions. He proposed not filling one of the positions and making those funds available in a pool to the Editor-in-Chief to hire on a task by task basis. The advantage of this model would be the flexibility of investing funds in busy weeks and not being required to invest in slow weeks. In order to be eligible to be hired under this fund, a person would need to have staff status and have attended at least one skill building session. M. Gray suggested that the fund could be paid out at a rate of $35 per article and flexibly for other tasks. The fund would then be equivalent to 73 articles per year.

S. Nemis asked what the title of the freelance position would be. M. Gray responded that this had not yet been considered.

J. Rausseo asked why the Fulcrum would pay volunteers. S. Nemis responded that payment offers some certainty as well as some minimum quality. M. Gray added that this compensation brings the Fulcrum closer in line with industry standard.

M. Gollish asked if this fund would be used to reward high quality work. N. El-Bouzaidi clarified that it would not and that all assignments would be pre-determined.

S. Nemis asked if there is a sample contract. D. Moyer added that the contract should specify that the product provided must already be edited.

J. Rausseo asked if staff will be eligible. M. Gray said no.

Based on Board discussions, B. Miller proposed that the online vote be accompanied by a:

* Budget;
* Report on the impact on administrative workflow (General Manager, Editor-in-Chief);
* Job description;
* Contract draft;
* Suggested rates of pay.

D. Moyer suggested that the Board asked to be updated monthly on the budget line that corresponds to this fund.

D. Moyer and N. El-Bouzaidi clarified that we need a staff reporter in the interim, week to week, until we agree on the fund.

1. Building Discussion

J. Rausseo began by stating that if The Fulcrum wants a new building, the request will have to go to the Planning Committee. The Planning Committee is of the view that the University has no available space except in an expanded University Centre.

He put forward three possible strategies for The Fulcrum to pursue:

* Advocate for the SFUO to construct a new University Centre (earliest completion 2020);
* Unite with other media groups, including La Rotonde, and CHUO to find a common space;
* Purchase/rent Fulcrum-only space.

It was recommended that a space audit be conducted of The Fulcrum, to clarify exactly the needs. J. Rausseo and M. Gray agreed to conduct the audit.

1. Contra Commission

Directors agreed to maintain the current contractual status.

1. Information Audit

L. MacMillan explained that she had met with D. Moyer to discuss the Fulcrum’s information management needs. A report will be presented at the October meeting articulating current practices, what is needed, what is suggested, and when changes need to be made by.

1. Strategic Planning Session

B. Miller introduced directors to the idea of the Strategic Planning Session.

B. Miller motioned to move the next Board meeting to November 1st at 10:30 AM. S. Nemis seconded the motion. All approved. The motion carried.

M. Gray stated that he would go through the old strategic planning document and add his own presidential goals. He will present the product to the Board and to the Editorial Board.

1. Accessibility Committee

B. Miller presented the accessibility plan.

D. Moyer asked about what the definition of access would be. B. Miller responded that the Committee would likely define this early on.

L. MacMillan motioned to accept the plan. B. Miller seconded the motion. All approved. The motion carried.

M. Gollish motioned to strike an Accessibility Committee. B. Miller seconded the motion. All approved. The motion carried.

1. Skill Building Session

This item was deferred to next meeting.

1. Other Business

A discussion ensued about the Production Manager’s performance issues, causes, and possible solutions. It was agreed that any action to be taken would be taken by Reading Week and that recruitment efforts for this position need to be more concerted.

B. Miller adjourned the meeting at 3:47 PM.

**Appendix**

Advertising Representative Report

September 27th, 2015

Hello Board,

Since we always have a fair amount to see to in board meetings, I’ll get straight into the numbers. We can definitely state the following: sales are slow this year. We saw this with the summer issue, but I had hoped we would see a solid pick up through the September rush.

**SALES**

Total: $44,968.56

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **2015-16** |  | **2014-15** |  | **2013-14** |  |
| 6-Aug | $768.75 | 14-Aug | $2,550.00 | 1-Aug | $1,842.00 |
| n/a | n/a | 28-Aug | $7,539.70 | 29-Aug | $5,775.00 |
| 3-Sept | $8,033.28 | 5-Sep | $8,096.70 | 5-Sep | $5,305.00 |
| 11-Sept | $4,256.30 | 11-Sep | $4,033.00 | 12-Sep | $3,495.00 |
| 17-Sept | $6,970.31 | 18-Sep | $4,889.25 | 19-Sep | $4,679.25 |
| 24-Sept | $2,927.50 | 25-Sep | $4,461.75 | 26-Sep | $3,010.00 |
|  | $22,956.14 |  | $31,570.40 |  | $24,106.25 |

This year’s September numbers were not wildly off as compared to 2013-2014, but we are definitely not doing as well as last year overall.

A factor that is contributing somewhat to low numbers this year is that last year we had an August summer issue and an additional late August issue that sold very well. For next year, I would push to see that issue come back as it represented $7539.70.

I’ve spoken with Nadia to quickly review the decision to lose that late August issue. We both feel that this was the most appropriate course of action given how late everything was happening this year (several late editorial hires and a backlog off the top of the year), but she said it would be reasonable to expect that we can bring it back next year.

Generally, I’m finding that I’m just not hearing back from our existing clients the way I would expect to by this point in the year. There are several ad buys in progress, such as Sports Services, Banfield Seguin, Oxford Properties, some leads coming through Communications Directorate, Escape Manor. I had been expecting a fuller roster of SFUO ads coming through but so far they are just placing their weekly ½ pg vertical. While we are pursuing new leads to fill in these gaps, we are seeing the slow response from our existing clients reflected in the numbers. I am actively following up with all of them to try to move things along.

I’m going to address the low numbers by reaching out aggressively for Halloween, retail operations that are geographically close to campus for their holiday messaging, and in general I am targeting more fast food and restaurant establishments this year.

I will also sit down with Dayne next week to consult with what he found were good avenues to investigate from his experience at the Uniter. He’s coming up with some great ideas of new areas and industries we can focus on to target for advertising. Some things we have tried before, but this is a good opportunity to pursue them again (such as approaching the Rideau Centre and larger businesses). We’ll have to push hard this year in order to recapture some of the dollars that haven’t been coming in.

New Contracts:

|  |  |
| --- | --- |
| Revolve EPS Holdings | 18 |
| Carleton Factulty of Grad Studies | 19 |
| VRRC-15-280 Pub - Cartes de souhait de Noël | 20 |
| CGCE-15-245 Campagne annuelle 2015-2016 | 21 |
| Al Basha Shawarma | 22 |
| The Draft | 23 |
| OPIRG | 24 |
| Green Party of Canada - Ottawa Vanier | 25 |
| Queen's University | 26 |
| Cumberland Museum | 27 |
| Jay's Pizza | 28 |
| FnS | 30 |

Reachouts and clients in progress:

|  |
| --- |
| Rideau Dental |
| Laurier Social House |
| Paul Mercs Concerts - New contact |
| Bastient Prizant f/u |
| Revolve EPS Holdings |
| Green Party Canada |
| NDP Ottawa-Vanier |
| Mauril Belanger - Liberal |
| Mathieu Fleury |
| Escape Manor |
| David Piccini - Convserative |
| Imaginus |
| Phoenix Homes |
| Luxe Auto |
| City of Ottawa - Cumberland Museum |
| Pizza Lovers (visit) |
| Merit Travel (paper on windows!) |
| Drake General Store |
| 25One Community |
| Mercury Lounge |
| FnS |
| Jay's Pizza |
| Fido |
| Wind Mobile - New Cumberland location |
| The University Bookstore |
| Campus Tech |
| United Tesol |

**CONTRA**

For contra, we have done $2865.00 so far.

**Visibility**

SFUO Tabling - $640

SFUO Kit Insertion - $800

**Volunteer Appreciation**

York Street Entertainment; Staff Dinners - $700

York Street Entertainment; Show tickets (4 sets of 4) - $500

FnS – Staff Breakfast - $225

I am in progress with the Jeux Du Commerce with consultation from Ben (and Mack?) to move forward on the settling the contract associated with the case competition. I am not quite clear on the exact division of labour for this but I am happy to move forward whenever I’m given the go ahead from Mack as to who is leading the conversation and a confirmation of money limit.

We’ve reopened the conversation with Sports Services to contra for tickets to games.

We’ve been approached by a new business called Escape Manor for ads and contra and we are investigating doing a staff event there.

Until we get things sorted out with JDC, my hands are a bit tied regarding what we can pursue since I don’t really know how much that will eat out of our contra line.

**NASH & THE OFFICE**

The office was left in quite a state after NASH and I had been hoping that Andrew and Mack would tidy the office up before the year began but this didn’t really happen. So I decided to tidy up the office overall and found that Andrew had had quite a large pile of papers relevant to Dayne’s work flow underneath the NASH detritus. Dayne had been saying to me for some time that there were whole folders missing out of the filing. Well, I found them in the giant piles of nash stuff on the conference table! I also found some cash in there, most of the documents pertaining to our autonomy agreement, many deposit slips and receipts, and a bag of about 7 pieces of rotten fruit in amongst the swag and garbage. The cleaning staff have finally today washed the floors and we are starting to feel as though our cave is not quite as unpleasant to work in.

**FREE**

I have read the updated wording for the FREE contract and all looks good.

**ONLINE**

I have made house ads for Reine so that, in her progress through building the new theme, she has a very specific idea of what the ads look like and where they can go.

In order to deal with the plugin issue, we have let FREE administer their own hard-coded ad spot so they can track everything from their end.

We’ve temporarily returned to a time-selling model and have one advertiser starting on October 1st. We are selling the space based on what the impressions would get us while including a discount due to the fact that we are not able to really send true statistics.

**TRAINING LINE**

Ben has been kind enough to look into so training options for me for skill building. I’ve looked at the links he’s sent and there are a few courses that could be helpful.

The first set are through the Canadian Marketing Association. The courses are online, which is great but they are quite pricey! They are actually certificate courses.

Ben had suggested Marketing Math but the course material seems very dense and not quite general enough for what would be relevant for us.

The ones that interest me the most are the following:

Advertising & Media

Designed for both agency personnel and marketers who want to improve their strategic abilities, planning processes and creative product. Participants will learn how to develop an effective advertising plan that will deliver results and align with the business and marketing objectives of their organization. This course focuses on how to critically evaluate media options, work with agency partners to develop breakthrough creative, measure results and gain senior management approval and buy-in.

It’s actually a certificate course, which could be interesting.

The cost is $1,895.00 (!)

The workload is reasonable, but not super-light (there are assignments and a final exam)

This course would be interesting from the perspective of understanding how to pitch to larger companies since it focuses more on advertising and marketing from that perspective.

Digital Marketing

This introductory Digital Marketing Online Certificate course is an 11-week course designed for marketing professionals, entrepreneurs and business leaders to familiarize themselves with the digital marketing landscape and build their capacity to make better business decisions.

I can’t find the cost on this one.

This course is more directly related to our need to understand the digital landscape and how we can maximize our growth opportunities there.

The other link had no relevant webinars, but I am thankful to Ben for looking into this.

This is as far as I’ve gotten in investigating these options.

Thanks to the board for being open to talking about developing it’s employees’ skill sets.

**BENEFITS**

I’ve done some research on benefits and found one option so far that fits the budget. With Blue Cross the benefits come in at around $1500 annually for full coverage (but with the most basic plans).

In the past we investigated OASIS as well, but the quote I got was three times more expensive than Blue Cross.

I will likely try to research a third option. If the board could advise me of the proper protocol to approve once I’ve done my research that would be great.

**OBJECTIVES FOR OCTOBER:**

Reach out aggressively for new sales

Meet with Dayne about new industries to target

Continue pushing on existing leads

Get the cleaning staff to vacuum the carpet (now that the floor is all clean)!

Secure benefits

Have a great meeting,

DeeDee

Deidre Butters

Advertising Representative,

The Fulcrum

**General Manager Report #004**

**September 27, 2015**

**FINANCIALS**

### As of September 25, there is now $ $162,526.32 in our chequing account. This is down as predicted from last month with us being up to date on bills and steadily collecting ad revenue. We have already collected $9202.74 worth of ad sales and eagerly await our big SFUO cheque. I expect to see our balance higher by the October board meeting. I am disappointed to not have a YTD to present at this board meeting. Though most of our expenses are recorded in our accounting software, our credit card transition has resulted in our online account of the Andrew visa to be deleted and I am awaiting the physical statements so that I may input them into our accounting system. Because we spend on so many budget lines using our credit card, without the statements, I would not be able to update YTD accurately. This is going to be my primary task throughout the month of October with our audit documents going out early next week, our insurance sorted, our payroll set up and our staff issues mostly resolved as well as 101 week survived, organizing and reconciling all finances for this current fiscal year will be my focus and a shiny YTD as well as a list of budget adjustments should be the big topic on October 25.

**NATIONAL ADVERTISING**

Free Media is posting and maintaining their own online ads within our site which is excellent because aside from approving the content, the revenue is coming in without any work from our end.  
  
Regular bookings and deposits are being made, $2273.55 this month.  
  
Monitoring revenue and balance outstanding is not something Andrew and I went over and is on my list of things to learn so I can report the status of collections with Free properly.

**WEB**

Work is much slower than expected with regards to the website update.  
  
We've tabled cpm ad management until thanksgiving because it will be better to do this properly than quickly.  
  
Dee will have a longer report re: online sales but because we've sold limited online ads we've simply sold it by time and informed the client we are having technical difficulties. Clients are amenable as our old time based rates are lesser than the CPM based billing system. I feel strongly this solution is keeping us afloat for now and if an issue arises, I would inform the board.

**INSURANCE**

In mid September I received an invoice for our insurance policy much to my surprise. The policy was 5 million general liability and $44,170 property and the expense of $1,803.60 seemed high to me.  
  
Because I'd already began applying at other firms, I had some figures in front of me and more on the way which thankfully confirmed my suspicion, we were paying too much.  
  
Part of the reason we were paying too much was the 5 million in coverage we purchased. Ottawa requires only 2 million which I have confirmed with an employee of the City of Ottawa. We also have a policy covering more property than we own.  
  
I've included price comparison sheets showing the four companies that sent us quotes and the pricing for the levels of coverage they offer.  
  
Surprisingly, my contact from the Uniter quoted under the discounted CUP member pricing offered through the firm officially endorsed by CUP.

Because we voted to stay within the budgeted $1,800 for insurance, I called my contact and asked if there was any wiggle room in premiums and he did return with a lower number than originally offered.  
  
He has been able to offer us multiple options that will keep us very close to our budget line and a few that would bring us under.  
  
My advice to the board is to purchase a 2 million errors and omission policy which includes cyber liability up to $50,000.00 for a total insurance cost of $1,940.00 after the new policy activation fee. We do have the option to purchase a 1 Million dollar policy and stay under $1,800.00 but for the extra million in coverage, I encourage the board spend slightly over.

**COLLECTIONS**

Collections are another priority area moving into the next month.  
Contacting clients fell behind a few other tasks and as a result, limited traction has been made. Current clients seem to be paying on time though no invoices have reached 30 days yet.  
  
Expect an in depth report for October 25th.

**HR**

Never a dull moment on the HR front,  
  
With our associate news editor running away to Poland, Nadia has had her work cut out for her.  
  
We finally got the Associate News Editor posting up today expiring in two weeks time and with a lack of qualified candidates for the staff reporter position we've suspended hiring and decided to try contracting a limited number of stories from volunteer staff and see what we get back until a few shine through and we can convince a few diamonds in the rough to apply for a posting come mid October.

**PAST MONTH AT THE FULCRUM**

I think this September has been a steep learning curve for everyone at the paper. Day to day, moral is sadly a bit down with high pressure and short time, we've been working hard to stay unified as a team and keep focused on a group approach. With small mistakes coming from learning, we've done well as a unit to try our best and identify problems and problem solve as well as reimagine roles and portfolios. Being said, we've put out some great issues and Nadia has really built an amazing product with a fantastic core team. Besides the typical Frosh exhaustion, we're going to have an excellent year as soon as we're caught up with the backlog in the business dept.

Goals for October include:

Up to date, accurate YTD  
Collections,

Stealing the production manager's fridge,

Getting the office dog an office ball,

Migrating all our data so it all follows the same fiscal year,

And no one called the ombudsman this month.

—DAYNE MOYER, FPS GM aka Head Fella

August Policy Committee Report

1. Current Tasks

The Policy Committee is engaged in ongoing discussions on the following matters:

* Records Management
* Budgeting
* Ontario Not for Profit Corporations Act Review
* Ethical Investment Guidelines

1. Policy Proposals

**Audit Policy**

4.9 and 5.1 of the policy manual as well as 11.04 of the By-Laws shall be changed to reflect that the Fulcrum may conduct conduct an audit **or financial review** every year.

4.9.1 An audit must be conducted under the following circumstances:

a) A full audit must be undertaken every year following the hiring of a new General Manager

b) A full audit must be undertaken every year when the Fulcrum’s budget exceeds $500,000 of expenses

c) A full audit must be undertaken every year when the Fulcrum’s cash holding fall below 50% of the annual operating budget

d) A full audit must be undertaken every year fourth year if none has been conducted in the previous three years

**ONCA Review**

I have recently found out that there are questions in the non-profit community whether this Act, although it has already been passed, will even receive Royal Assent by mid-2016. I was previously under the impression that it was expected to receive Royal Assent at the beginning of 2016. I therefore recommend that no further consultation action be taken this year.

**Information Management**

Gratitude and praise are due to the work of Lindsay.

**President Report #4 – September 27th, 2015**

Yet another stellar month at the Fulcrum! Here’s the rundown:

**Board of Directors:**

I went to a volunteer meeting earlier in the month to discuss what the board does and ask anyone who is interested to apply. I had one person send in an application but she is now a candidate for Associate News Editor. So, in the end, no changes.

**Business Department:**

With the first month of full production starting, things seem to be running fairly smooth in the basement. Dayne has been working on reconciling all our past finances, which has taken up a large portion of his time. Also, as previously discussed, he worked to improve our insurance coverage, which will prevent the Fulcrum from disaster! Dee-Dee has continued her strong performance in the Frosh issue with good results so far this year.

A few things to note. We do not have a Fulcrum credit card thanks to a screw up from the bank. Dayne has been in contact with our banker and we hope to have this resolved ASAP. Also, at the time of writing, we don’t have a full year up to date since Dayne is still working on reconciling past years. This isn’t a huge deal but could leave us in a tough spot if we are looking to shift money around.

**Committees:**

**I don’t think any of them got together….**

*Finance Committee:*

* We still have yet to meet. I went to an ed board meeting earlier in the month and the big ask were mousepads. I’ve spoken with Zac, our multimedia coordinator and Remi, last years Staff Photographer and a current volunteer, and asked them to assemble a list of video equipment that we could purchase. This is the one area the Fulcrum could improve its coverage with better equipment. As of now, I still have not received a list from them but will remind them on Monday.

*HR Committee:*

* Sabrina has been trying really hard to schedule a meeting but we all couldn’t find a time to come together. Much has been discussed over email on this file.

*Policy and Bylaws Committee:*

* As hard as Sabrina has worked to find time for a meeting, Ben has worked even hard and we still haven’t been able to find time! This file is very important right now, with a number of major things on the table. We have a meeting scheduled for Thursday where we can hopefully nail down a number of topics.

*Readership Committee:*

* Same as the policy section but instead of Ben, use Jon.

**Editorial Board:**

As I’ve previously mentioned, I had the chance to attend ed board earlier this year and I’d like to report to the board that I’m extremely impressed with this years group. We have a professional, smart and friendly group of people, who do a fantastic job of representing the Fulcrum. The group dynamic this year is very strong but with many months to go, it’s up to Nadia and the rest of the team to make sure that it is maintained.

With this in mind, there are always areas to improve. The largest issue has been with the Production manager, something we will discuss in greater detail later in the meeting.

As of now, we have not hired an associate editor or a staff reporter. This will be discussed in more detail later but in discussions with Nadia, it has not hurt our ability to put out strong content at any point this year.

**Other Business**

Dee-Dee and Dayne are close to finalizing our deal with the Jeux De Commerce folks. Hopefully that is dealt with in the coming week and we can start working together to determine what we would like them to focus on.

We have still yet to have a meeting in regards to the Diamond Edition. At this point, we are in dire need of cash from either the University or another sponsor to be able to help pay people to complete the project.

Finally, and most importantly, the Fulcrum for the second year in a row, won the media bowl! Yesterday, we beat La Rotonde 5-1 at soccer, with a hat trick from David and two goals from Kyle. We played very well as a team but were bailed out a number of occasions by Spencer in net. After the game, we went out to breakfast with the players from La Rotonde and had a number of great conversations. Hopefully this will lead to strong relations between the two papers this year!

Cheers,

Mackenzie Gray

**ONLINE**

**GOAL 1**: All elements of the website should be accessible according to WCAD2 standards.

Immediate Actions

* Provide training to online editorial employees in making articles accessible, including:
  + proper headings, images should have their meta tags, and video should have closed captioning.

Medium Term Actions

* Build accessibility standards into Fulcrum style guide and best practices

Long-term Goals

* After one year of implementation, conduct audit with Centre for Students with Disabilities or Inclusivity Office

**GOAL 2**: Make all meeting minutes accessible from 2013 onwards.

Immediate Actions

* Provide training to Chief of Staff in creating accessible documents.
* Make all meeting minutes going forward accessible.

Medium Term Actions

* Make all available past meeting minutes accessible.
* Make changes to website to note which meeting minutes are accessible and which aren’t.

Long-term Actions

* Build “ensuring all internal documents are accessible” into Chief of Staff job description and best practices for Officers.

**Goal 3**: Conduct annual accessibility audit of all content.

Immediate Actions

* Approach Inclusivity Office and Centre for Students with Disabilities to develop a content audit guide.
* Decide which committee will be responsible for implementing the guide on an annual basis, e.g. Human Resources Committee.

Long-term Actions

* Incorporate annual audit collaboration with Inclusivity Office and Centre for Students with Disabilities into yearly workflow.

**PHYSICAL**

**Goal 4**: Maintain a totally barrier-free workplace.

Immediate Actions

* Conduct an audit to see how the current space can be improved for the time during which we still occupy it.

Medium-Term Actions

* Implement recommendations of audit to the greatest extent possible.
* Build barrier free standards into the expectations for the new building.

Long-Term Actions

* Find a new space that meets barrier-free standards.
* Where the new space does not meet all standards, make necessary adjustments to meet standards.

**Goal 5**: Make all Fulcrum events accessible.

Immediate Actions

* Provide training for the Editor-in-Chief to discern whether a potential event space is accessible.
* Ask Editor-in-Chief to build accessibility to her report on any event run by the Fulcrum.

**Goal 6**: Make all Fulcrum meetings accessible.

Immediate Actions

* Instruct General Manager to request accessible spaces when booking meeting rooms.
* Where an accessible meeting space is not possible, the Chief of Staff is to be especially diligent in ensuring alternative means of accessing the meeting, such as Skype, are available.

Medium-Term Actions

* Build accessibility into the planning of and reporting on Strategic Planning Session and Annual General Meeting.

**NOTE**: This plan will be overseen by a committee of two to three Board members, the General Manager, Editor in Chief, and Online Editor.