

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, February 26th, 2017
FSS4004, 10:30 a.m. - 1:29 p.m.
Meeting #8 2016-2017 Publishing Year

Present: Kate Murray, Savannah Awde (ex-officio), Shanèl Dear (ex-officio), Marguerite Gollish, Thivya Naganathan, William Hume, Julia Miraflores, Spencer Murdock, Raghad Sheikh-Khalil, Mackenzie Gray, Lucas Ghosn (ex-officio)

Partially Present: Fadi Azzi, Niharika Namulla

Absent (with reason): Jonathan Rausseo

Absent (without reason):

1. Opening of Meeting

M. Gollish called the meeting to order at 10:56 am.

2. Approval of Agenda

W. Hume motioned to approve the agenda. F. Azzi seconded the motion. All voted in favour and the motion passed.

3. Approval of January Minutes

W. Hume motioned to approve the January minutes. S. Murdock seconded the motion. All voted in favour and the motion passed.

4. General Manager

L. Ghosn began by going over the Fulcrum's financials and year-to-date. He informed the Board that with regards to fundraising, the final sponsorship for NASH has been added to the year-to-date. L. Ghosn went on to note that with regards to capital assets, the Fulcrum banner has been moved from "ads & promo" to "property, plant, & equipment" as it has more than one year of useful life for the company.

L. Ghosn stated that the budget is looking okay and proceeded to go over the budget lines. M. Gray asked what the weak spots in the budget are. L. Ghosn replied that the Fulcrum is going over in printing costs by approximately \$500. L. Ghosn continued by saying that the fall tuition levy cheque has been deposited, which brings the Fulcrum bank balance up significantly despite it being lower than budgeted. L. Ghosn then updated the Board on the WBK deal.

L. Ghosn proceeded to discuss the Fulcrum's GIC investments. He explained that one of the Fulcrum's GICs matures in March and will be eligible for withdrawal in the next 40 days, but has not as much return potential compared to the lower risk mutual funds in the marketplace. The Fulcrum's other GIC matures in April. L. Ghosn explained that he plans to meet with a TD representative soon to discuss other possible investment options for the Fulcrum, which he hopes to present to the Board at the next monthly meeting. Discussion ensued on possible investments, including the possibility of conducting a simulation for different scenarios.

L. Ghosn informed the Board that the Fulcrum received a letter from the CRA saying that the Fulcrum owes \$34,454.63 in taxes from 2015 and 2016, but he strongly insisted that this should not be happening. The Board members were not pleased and would like a non profit tax seminar from the Fulcrum's auditor.

L. Ghosn noted that he spoke with the Quickbooks account manager, and it seems that all data can be easily transferred from Sage to Quickbooks this summer. With regards to the Plooto platform, L. Ghosn mentioned that their sales representative explained that Plooto payments are bank to bank transfers instead of credit card payments and that they plan to include credit card payments in the future. L. Ghosn continued by saying that as a worst case scenario, the Fulcrum can use the Quickbooks credit card processing system instead of Sage and save on the yearly subscription and as a best case scenario, Plooto's credit card system is unveiled during the summer and the Fulcrum can implement it in time for September.

L. Ghosn indicated that his former university colleague who's a lawyer has expressed his interest in joining the Board at the AGM.

L. Ghosn announced that ads have been going well. He mentioned that S. Dear has been getting ready for the second half of the publishing year and has been establishing some really great relationships with medium-sized and corporate clients. He went on to say that both he and S. Dear think that it's time to negotiate with the SFUO for ads without lawyers involved.

With regards to HR, L. Ghosn reminded the Board that there was one outgoing employee and that N. El-Bouzaidi was hired under the emergency hiring protocol as the new features editor.

L. Ghosn mentioned that all communication services for the Fulcrum have been switched from Rogers to Bell because the connectivity with Rogers had been subpar and Bell offered a credit towards the Fulcrum's bills.

L. Ghosn concluded by stating that he reached out to a colleague who has started her own marketing and branding company with the hopes of working out a pro-bono relationship involving her working with the readership committee to help brainstorm ideas to increase engagement with the Fulcrum's audience.

5. Advertising Representative

S. Dear began her report by going over the Fulcrum's total advertising sales and said that there was a lot of interest for the Fulcrum's March issue. She explained that although February's advertising sales weren't bad, there was not a lot of interest for the sex issue. S. Dear stated that the Fulcrum has a total of 54 contracts. She went on to inform the Board that the Fulcrum has received two advertisements per issue from Free Media for February and an online leaderboard for 20,000 impressions.

S. Dear proceeded to go over the Fulcrum's new contracts. She stated that Happy Goat Cafe has signed on for some issues now as well as in the fall, Tempt Brands has signed on for advertising, and Adult Fun Superstore has signed on to advertise with the Fulcrum until the end of the term. S. Dear continued by saying that several prospective clients have expressed their interest in advertising with the Fulcrum starting in the fall. S. Dear noted that Cineplex is not responsible for advertising movies. She said that the Fulcrum could mention individual theatre locations, but not movies so she would have to contact the distributors, which is something that she plans on doing in the summer.

S. Dear explained that unfortunately there has not been a lot of interest from past clients to advertise with the Fulcrum again. S. Dear stated that some clients have mentioned that their ads did not bring in more clients and they could not afford to advertise again with the Fulcrum this year.

S. Dear informed the Board that the Fulcrum received contra from the Royal Oak to use on Oscar night in addition to two gift cards to use for giveaways or prizes. She also said that she's currently in discussion with the Ottawa Senators for a contra deal.

S. Dear noted that the Fulcrum has been having a lot of sizing issues with ads because the current rate card doesn't include ad sizing dimensions. S. Dear continued that K. Wiens designed a sizing card for S. Dear, which S. Dear has been sending out with the rate card. S. Dear explained that she has been researching other school papers' rate cards and media kits in preparation for the Fulcrum's next year.

S. Dear mentioned that she has brought back D. Butters cork board to use for classified ads. Currently the Fulcrum doesn't have any prices for classified ads, so S. Dear has chosen to employ the same prices as the Charlatan's until the Fulcrum adjusts the rate card for next year.

In order to increase the Fulcrum's advertising efforts, S. Dear explained that she has asked K. Wiens to design some filters that the Fulcrum could send Snapchat that could be used as community filters around campus and is awaiting for Snapchat to accept it. S. Dear went on to state that she, S. Awde, and L. Ghosn have discussed having more social media contests in order to expand the Fulcrum's networking reach.

S. Dear brought to attention that the latest issue widget hasn't been updated for two months. S. Dear strongly urged that this needs to be added into someone's job description so that they can be responsible for it. S. Awde said that she would speak with R. Tejares about it.

With regards to the Warner Bros contest, S. Dear explained that the company had wanted to contra the movie tickets for the Fulcrum's services as they didn't have a budget. S. Dear stated that she had tried to contact the Board, S. Awde, and D. Campion-Smith, but there was no response. She asked that people make sure to follow-up with their emails. Discussion then ensued over the ethics of giving away promotional items or hosting contests which the Fulcrum doesn't have any control over. All agreed that it would only be acceptable if the Fulcrum were to host it themselves.

S. Dear proceeded to discuss the CPM model of tracking ad impressions, arguing that the Fulcrum doesn't have the online traffic needed in order to use this model. D. Butters and D. Moyer had originally projected that the Fulcrum's website would receive more page views than it has been. S. Dear went over the numbers from the current leaderboards. S. Dear continued that she strongly believes the Fulcrum has lost a lot of money by using this model, and asserted that if the Fulcrum had charged the flat fee like it did last year, the Fulcrum would have made more money. She explained that she had a lot of issues with the leaderboard, as the ads were not showing up properly. S. Dear continued that in order to fix this, she had to raise the deadlines and lower budget in order for the ads to show. S. Dear stated that she will not be selling any space for the Fulcrum's leaderboard because she can't guarantee that they will meet their impressions, but she still has the two side boxes and the bottom leaderboard that she can sell for the rest of the year.

Discussion ensued on different strategies to fix the issue with impressions. M. Gollish suggested rotating the ads for two weeks. It was agreed that a different strategy should be discussed for the summer. M. Gray asked if there has been a decrease in impressions this year. S. Dear replied that there has been because there are more ads on the Fulcrum's website. M. Gray proposed that the Fulcrum could rotate the ads evenly and have one flat rate instead.

S. Dear informed the Board that the Fulcrum's website is still not fully mobilized and that she and L. Ghosn are considering paying someone who can properly do it. L. Ghosn added that he could speak with a marketing and branding colleague of his who could possibly recommend a better wordpress layout.

S. Dear said that she has been in contact with CSL with regards to the possibility of having an advertising intern. She explained that they informed her that the Fulcrum already had an account with them. In terms of the procedure of setting up this opportunity, the Fulcrum would have to email CSL the position and the job description in the fall, they will send that to the professors to see if it would be a good fit for them. If it is accepted, then the Fulcrum's position will be included in the list of prospects for students. The successful student interviewed by the Fulcrum will be required to complete 40 hours during the fall semester.

S. Dear announced that she has been going to a lot of networking events as of late and she has several more events planned for March. S. Dear finished her report by outlining her goals for

March, which include: to do more visits and networking, and to really push for sales for the last five issues.

W. Hume asked why the sex issue sell well. S. Dear answered that the old clients didn't have it in their budget to advertise in it.

6. Editor-in-Chief

S. Awde began her report by informing the Board that the Fulcrum's features editor resigned this week without honouring her two weeks' notice. S. Awde stated that she resigned after being informed that she could not continue to work on a story due to it being a conflict of interest, although the reason that she gave for leaving was that she was too busy with school. M. Gollish asked if S. Awde was going to conduct an exit interview with her and S. Awde replied that we'll see. In her place, S. Awde reminded the Board that N. El-Bouzaidi was voted in via an email vote by the Board.

S. Awde noted that she has been able to accomplish a lot with regards to the editor-in-chief training and has scheduled job shadowing days for all of those who are interested in the position. S. Awde explained that she has sent an anonymous feedback survey out to staff members so that they can give her feedback on her performance and suggest areas for improvement this term. S. Awde went on to say that she will be conducting term two performance reviews with the editorial board over the next two weeks.

S. Awde continued by updating the Board that the editor-in-chief elections committee has finalized everything for the election. She mentioned that the election will take place on March 2nd and that there is one candidate running for the position this year. S. Awde explained that the elections committee created the test, supervised the testing, and marked the test, ensuring that the election process adhered to the rules outlined in the Fulcrum's editorial constitution. She enthusiastically added that one of the members of the elections committee was a Fulcrum freelancer.

S. Awde proceeded to go over the Fulcrum's online social media numbers for the past month. In terms of volunteer events, S. Awde announced that she is working with a representative from CWA to get a CBC tour either in March or early April, D. Campion-Smith will be holding a social media workshop for the editorial board and volunteers, and A. LAST NAME has organized the upcoming Oscars party. She also said that she'll be holding a volunteer meeting around mid-March for those interested in working for the Fulcrum next year as well as having a job shadowing day shortly after that.

S. Awde mentioned that the Fulcrum held a "where's dildo" social media contest during the week of the sex issue that was very successful. S. Awde went on to say that she and D. Campion-Smith hoped to work with S. Dear on more social media contests in the last two special issues of the publishing year.

S. Awde ended her report by noting that a few people from the editorial board have asked her why the Fulcrum has empty boxes around campus. S. Awde suggested that it might be something for the readership committee to review.

7. President

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

M. Gray, M. Gollish, W. Hume, and K. Murray all resigned from their positions. M. Gray motioned to elect R. Sheikh-Khalil as the new president. M. Gollish seconded the motion. All voted in favour and the motion passed. M. Gray motioned to elect W. Hume as the new vice president. M. Gollish seconded the motion. All voted in favour and the motion passed. M. Gollish motioned to elect K. Murray as the chief of staff. M. Gray seconded the motion. All voted in favour and the motion passed. M. Gray motioned to elect M. Gollish as the chair. K. Murray seconded the motion. All voted in favour and the motion passed.

8. Committee Reports

There were no committee reports, however, M. Gray urged the Board that they need to meet for the budget this month. S. Awde asked that the Board have a consultation with the Editorial Board as well.

9. SFUO Contract Issue

L. Ghosn mentioned that he's going to get the lawyer who replaced L. Miller to draft a letter saying that the Fulcrum at least wants the \$1500.

10. AGM Logistics

The AGM will take place on March 30th at 6:00p.m. M. Gray asked about the Editorial Board turnover. S. Awde said that she is unsure what the turnover will be. M. Gollish suggested going to Telfer classes to recruit new directors.

11. Skill Building Presentation

W. Hume presented a skill building session to the Board.

12. Other Business

M. Gray voted to end the meeting at 1:29 p.m. All voted in favour and the motion passed.

Appendices

GM Report #007

Feb 26, 2017

1. Financials

| | |
|------------|---------------|
| TOTAL | \$ 241,032.36 |
| Chequeings | 149,945.44 |
| Savings | 4,177.77 |
| GIC 1 | 21,113.19 |
| GIC 2 | 66,502.41 |

2. YTD

Fundraising: Final sponsorship for NASH has been added to YTD.

Capital Assets: Fulcrum banner has been moved from “ads & promo” to “property, plant, & equipment” due to its nature of having more than 1 year of useful life for the company.

3. Budget

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

4. Investments

The Fulcrum sits on a lot of money. Our current GICs will be eligible for withdrawal in the next 40 days and have nowhere near as much return potential compared to the lowest risk mutual funds in the marketplace.

I would like to get a feel of the board’s comfortableness level in terms of investing risk, and dollar amount. Once this is established, If anyone on the finance committee is interested in coming with me to meet an investment rep at TD, please let me know. I will be gathering a portfolio of options to present at the next board meeting.

5. Tax

See attached \$34,454.63 HST Payable notice from CRA. This should **NOT** be happening. Finance committee should meet to bring everyone up to standard with nonprofit tax filing requirements.

6. Accounting Methods

Spoke with Quickbooks account manager, all data can be easily transferred from Sage (current) accounting software to Quickbooks (upcoming) at the end of this fiscal year.

Plooto response from sales rep:

“Plooto payments are bank to bank transfers instead of credit card payments. While credit card payments is a feature we will be releasing in the near future, currently your payments are processed directly out of your bank account. For this reason there is typically no additional fee to send and receive payments using Plooto other than our per transaction flat fee. Let us know if you have any other questions about this and have a great day.”

The worst case scenario is we will use quickbooks credit card processing system instead of sage and save on the bottom line yearly subscription. Best case scenario; Plooto’s credit card system is unveiled in time for this summer and we can implement it in time for September.

7. Legal

Chadi (the lawyer guy) has confirmed his intentions of only joining the board once the AGM comes around. The time could not be better for legal expertise to be added to our board, so I will keep him posted.

8. Ad Department

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

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

9. HR

Outgoing employees:

- Features Editor

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

- Nadia Drissi

10. Other

- All communication services have been switched from Rogers to Bell because Rogers connectivity has been subpar and because Bell offered us \$300 in credits towards our bills.
- I reached out to a colleague who started her own branding and marketing company. I hope to work out a pro-bono relationship that would involve her sitting down with readership this summer to help brainstorm new ideas to increase engagement with our target audience. Further details to come.

Ad Report February 26th 2017

Sales

Our total sales are \$33,770.86, there was a lot of interest for our March issues. February sales were not bad, there was not a lot of interest for the sex issue.

Contracts

We have a total of 54 contracts.

F-Media

We have gotten 2 advertisements per issue from Free media for the month of February and an Online leaderboard for 20,000 impressions.

New Clients

We got a few new clients this month. Happy goat café who just opened their second café in Sandy Hill has signed on for a few issues now and in the fall, Tempt Brands who is having a huge warehouse sale next weekend has also signed on for advertising and Adult Fun Superstore has signed on to advertise with us until the end of the term. A lot of prospective clients are interested in starting advertising with us in the Fall. Cineplex is not responsible for advertising movies so I would have to contact the distributors, definitely something to negotiate in the summer.

Old Clients

Not a lot of interest from old clients to advertise with us again. Some have said that their ads did not bring in more clients and that they could not afford it this year. I have not heard back from the Campus Pharmacy who has been a long time returning client, I paid him a visit last year as well as early this year I am going to try again this coming week. The pharmacy has been very busy as it is the winter.

Contra

We have gotten contra from Royal oaks to use for our Oscar night on Sunday as well as two gift cards for giveaways or prizes. I am currently working out a contra deal with the Ottawa Senators. I am hoping that we get enough tickets to take staff out as well as to give away on social media.

Rate Card

We have been having a lot of sizing issues with ads as the current rate card does not include ad dimensions. Kim has designed a sizing card for me that I have been sending out with the rate card. We do not have a printed version. I have been looking at a lot of other school papers rate cards and media kits for ideas for our 2017/2018 media kit.

Cork

I have brought back DeeDees cork board that she used for classified ads. We have no prices for Classified ads currently, the Charlatan charges \$22.00 per 50 words so I am going to go for the same price until we adjust the rate card for next year.

Marketing

To increase our marketing efforts, I asked Kim to create filters that we could send to Snapchat to use as community filters around UOttawa and Sand Hill. I have to wait for them to accept it. Lucas and I talked about maybe paying to have special filters for our featured issues. I also called a meeting with Savannah and Lucas to talk about different ways to increase our marketing efforts. We all agreed that the social media contests are a great way to increase our reach.

Latest issue widget

The latest issue which is a widget on the side of our page was not updated for 2 months, I had to ask 4 different people whose job it is before I decided just to do it myself. Lucas says that he doesn't mind doing it either. This needs to be added to someone's job description so someone can be held responsible.

Warner Bro's Contest

They wanted to contra the tickets for our services as they did not have a budget. I sent the email off to the board and Savannah and David but there was never a follow up. When I went to the UofT Varsity's website I saw that they had an ad for the warner bros contest and when you clicked it and you could enter the contest on the Warner bros page. I guess this was a missed opportunity, please make sure to follow up on emails.

Impressions

The CPM model is great for tracking ad impressions and charging according. But we simply do not have the online traffic to make money using the CPM model. DeeDee and Dayne projected that the website gets about 34,000 page views a month which would mean we could sell about \$550+ worth of impressions per month which was higher then the month flat fee. For the month of February, we have gotten 21,355 page views. I have 4 ads in the Leaderboard right now 2 of them have been going since January, I expected them to finish 2weeks ago but we did not get enough impressions to complete them. The 2 other ads are supposed to go until we hit their budget but right now it looks like they will be going until April and they will be under budget. I think by using the CPM model this year we have lost a lot of money. If we charge the flat fee like we did last year we would have made more money. I had a lot of issues with the Leaderboard as ads were not showing up because Double click for publisher predicted that they would not meet their deadlines so I had to raise deadlines and lower budget so that the ads will show. I noticed on the Ontarion website that their ads were rotating without you having to switch the page, so I have downloaded ad rotate which will rotate the ads every 30 seconds to help spread the impressions and hopefully finish ad campaigns. I am no selling ad space for our leaderboard as I cannot guarantee that they will meet their impressions. I still have the two side boxes and bottom leaderboard that I can sell.

Mobile

The website is still not properly mobilized, Lucas and I have talked about paying someone who knows how to properly do it.

Ad intern

I have contacted the CSL about their services and they said that the Fulcrum already has an account with them. In the fall we would have to send them the position with the job description and they would send it to profs who will then see if our position matches what they are looking for in their course. If they accept it then we will be included with the list of prospects for students. They will have to complete 40 hours with us throughout the fall semester.

Networking

I have been going to a lot of networking events, I have met the Graham Ivory who is charge of communication and marketing for the Ottawa fury, 67's and Red blacks. (Were twitter friends yay!) I have lots of events planned for March.

Goals for March:

- Do a lot more visits now that snows melting (yay)
- Really push for sales for the last 5 issues.
- Do lots of networking!

Cheers,

Shanel

| 2016-17 | | 2015-16 | | 2014-15 | | 2013-14 | |
|---------|------------|---------|------------|---------|------------|---------|------------|
| 25-Aug | \$0 | 6-Aug | \$768.75 | 14-Aug | \$2,550.00 | 1-Aug | \$1,842.00 |
| 1-Sept | \$256 | n/a | n/a | 28-Aug | \$7,539.70 | 29-Aug | \$5,775.00 |
| 9-Sept | \$785 | 3-Sept | \$7,873.28 | 5-Sep | \$8,096.70 | 5-Sep | \$5,305.00 |
| 15-Sept | \$2,046 | 11-Sept | \$4,256.30 | 11-Sep | \$4,033.00 | 12-Sep | \$3,495.00 |
| 22-Sept | \$310.59 | 17-Sept | \$6,497.81 | 18-Sep | \$4,889.25 | 19-Sep | \$4,679.25 |
| 29-Sept | \$1,375.43 | 24-Sept | \$3,001.00 | 25-Sep | \$4,461.75 | 26-Sep | \$3,010.00 |
| | | | | | | | |
| 6-Oct | \$1,377.12 | 1-Oct | \$2,119.25 | 2-Oct | \$3,095.00 | 3-Oct | \$3,769.95 |
| 13-Oct | \$204.80 | 8-Oct | \$2,249.06 | 9-Oct | \$1,560.00 | 10-Oct | \$6,318.00 |
| 20-Oct | \$1,706.23 | 15-Oct | \$1,618.86 | 23-Oct | \$5,925.00 | 24-Oct | \$5,875.00 |
| | | 22-Oct | \$4,081.03 | 30-Oct | \$3,635.50 | 31-Oct | \$2,555.00 |
| | | | | | | | |
| 3-Nov | \$3,195 | 5-Nov | \$4,263.10 | 6-Nov | \$6,088.50 | 7-Nov | \$3,250.00 |
| 17-Nov | \$2,241.44 | 12-Nov | \$2,251.13 | 13-Nov | \$0.00 | 14-Nov | \$1,185.00 |
| 24-Nov | \$2,497.55 | 19-Nov | \$2,127.71 | 20-Nov | \$3,193.00 | 21-Nov | \$1,405.00 |
| | | 26-Nov | \$1,801.71 | 27-Nov | \$2,733.00 | 28-Nov | \$1,380.00 |

| | | | | | | | |
|----------------------|------------|---------|------------|--------|------------|--------|------------|
| | | | | | | | |
| 1-Dec | \$2,604.20 | 3-Dec | \$1,761.71 | 4-Dec | \$4,833.00 | 5-Dec | \$5,250.00 |
| | | 10-Dec | \$5,582.77 | 8-Jan | \$3,818.00 | 9-Jan | \$6,492.00 |
| 19-Jan | \$2,577.90 | 21-Jan | \$6,713.27 | 15-Jan | \$3,808.00 | 23-Jan | \$2,685.00 |
| 26-Jan | \$1,791.54 | 28-Jan | \$2,243.96 | 29-Jan | \$4,076.00 | 30-Jan | \$3,644.00 |
| 2 nd -Feb | \$1,167.85 | 4-Feb | \$2,141.05 | | | 6-Feb | \$3,584.25 |
| 9 Feb | \$2,796.23 | 11-Feb | \$6,620.46 | | | 13-Feb | \$6,436.00 |
| 16 Feb | \$1,389.23 | 25-Feb | \$2,527.21 | 5-Feb | \$3,428.00 | 27-Feb | \$4,665.00 |
| | | 3-Mar | \$2,374.46 | 12-Feb | \$6,731.00 | 6-Mar | \$2,942.00 |
| | | 10-Mar | \$2,637.96 | 26-Feb | \$4,078.00 | 13-Mar | \$2,410.00 |
| | | 17-Mar | \$1,719.71 | 5-Mar | \$5,206.00 | 20-Mar | \$3,949.00 |
| | | 24-Mar | \$5,776.71 | 12-Mar | \$4,022.50 | 27-Mar | \$4,419.00 |
| | | 31-Mar | \$0.00 | 19-Mar | \$4,938.00 | 3-Apr | \$4,923.00 |
| | | April 7 | \$1,975.46 | 26-Mar | \$6,878.00 | 10-Apr | \$7,095.00 |
| | | 14-Apr | \$5,003.21 | 2-Apr | \$3,428.00 | | |
| | | | | 9-Apr | \$6,345.00 | | |

EIC report – February 2017

Staff

Our features editor resigned suddenly this past week and did not honour her two weeks' notice. She resigned after being informed she could not continue working on a story as it was a major conflict of interest for her to write. Her reason given in the resignation email was being too busy with school, which is surprising given that she had indicated to both Lucas and I that she would have a more open schedule this term. We had already been having issues with her for poor work ethic and quality of work, and she was written up for failing to produce a section in term one.

Nadia Drissi El-Bouzaidi, our EIC last year, was voted in as features editor via email by the board, so we have a solid replacement who's very familiar with our process and organization. The team and I are all very happy to have her back!

Apart from that, staff relations have been excellent. I was able to sit down with four people interested in the EIC position to talk and answer questions, and schedule job shadowing days for everyone in addition to that.

I sent an anonymous feedback survey out this month to staff so they could give me comments on my performance and point to areas I can improve this term.

Term two performance reviews will be happening with ed board over the next two weeks, and I'm going to incorporate a conversation about their next steps at the Fulcrum into it to get a sense of who will be joining the team next year in what capacity.

EIC election

The elections committee has finalized everything for this week's election! We have one candidate this year for EIC, and the vote will happen on Thursday March 2.

The EIC elections committee created the test, supervised the testing, and marked the test as a team this month, and met several times to ensure our election process adhered the rules of our editorial constitution. Everything has been very organized and the committee has worked together smoothly to get everything done well and on time.

Something positive I saw with this - we have a Fulcrum freelancer on the EIC elections committee, I'm really glad the program appears to be encouraging people to take on extra opportunities (like another freelancer did by attending NASH).

Online

In the first week of February there was a drop in website sessions and users, but an increase in page views and higher pages per session ratio. There was an increase in social acquisitions

during this week, and all Facebook metrics increased except post reach. On Twitter, engagement rate fell but link clicks were up by a large margin.

In the second week of February, there was significant growth in users and sessions, and our page views increased from the period before by over 2,000. In David's words, "we slayed it on Facebook" as every metric went up and we saw a large post reach with election coverage.

The third week saw a drop in our website sessions and users, but an increase in pages per session and average session duration. This is a bit expected given the fact that we had an outstanding week, with a big content push with the election and the sex issue prior to this, which is difficult to sustain. This week most people were interested in our news as the reach was the highest for news stories and on days where we released predominantly news. Sports and arts, which seem to have difficulty getting high reach on Facebook, performed excellently on Twitter, with the highest impressions and clicks.

Volunteer events

I'm working with a representative from CWA to get us a CBC tour in March or early April, and David (our social media coordinator) will be holding a social media workshop for ed board and volunteers. Anchal, our arts and culture editor, also spearheaded the Oscars party that's happening tonight (you all should come by!!).

Towards the middle of March I'll be holding a volunteer meeting for those interested in working at the Fulcrum next year, and have a volunteer job shadowing day shortly after that.

Marketing/campus visibility

We had a "where's dildo" social media contest for the week of the sex issue, and it was extremely successful with many entries. David and I hope to work with Shanel to do social media contests with the last two special issues of the year to keep this online visibility going strong.

One small note, a few people on ed board have asked me why we have empty boxes on campus. Just some feedback I've been getting recently, might be a good idea for the board (readership committee?) to review where there are boxes that need to be removed.