

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, March 25th, 2018
141 Louis Pasteur, 10:30 a.m. - 12:33 p.m.
Meeting #10 2017-2018 Publishing Year

Present: Kate Murray, Eric Davidson (ex-officio), Raghad Sheikh-Khalil, Jonathan Rausseo, Marguerite Gollish, Kaylum Bobal (ex-officio), Dorian Ghosn (ex-officio), Anchal Sharma

Partially Present:

Absent (with reason): Fadi Azzi

Absent (without reason):

1. Opening of Meeting

M. Gollish opened the meeting at 10:12am.

2. Approval of Agenda

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

-Add the ratification of new board member whenever he arrives

R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed.

3. Approval of February Minutes

J. Rausseo motioned to approve the February meeting minutes. R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed.

4. Review of Standing Actions

M. Gollish presented the standing actions list and made the necessary changes.

J. Rausseo motioned to skip items four and five until the general manager and the advertising representative arrive. R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed.

5. Editor-in-Chief

E. Davidson began his report by announcing that Anchal, who is the former Arts and Culture editor and the current News editor, was elected as the *Fulcrum's* new EIC for the upcoming year.

E. Davidson noted that the editorial board sent the second-to-last issue to the printers yesterday, and that the travel issue will be going out next week. He informed the Board that he had Carlos look over an article recently about fraternities, which he found to be very helpful.

E. Davidson proceeded to review the social media report with the Board. He enthusiastically announced that the *Fulcrum* did a lot better last week, and that the special issue and the news section really helped with that. E. Davidson went on to mention that social activity, mostly facebook, was higher than organic activity online.

J. Rausseo asked what the highest viewed article was. E. Davidson answered that it was a feature about fraternities. He added that the top story ended up being more popular than the home page.

E. Davidson explained that he's been looking at questions of how to use the freelance fund for certain kinds of work. He explained that it's been really good to have the flexibility of having a block of money put aside, and recommended that the *Fulcrum* keep it general like that rather than having specific restrictions for it.

E. Davidson indicated that he completed the coop evaluations a while ago, and from his experience, the written evaluations as well as the meeting with the coop representative from the university went really well and that it was definitely worth it. R. Sheikh-Khalil asked Anchal how she finds the day-to-day work. She replied that it varies, but thinks that there should be clear duties and guidelines about what the coop students should be doing daily. A. Sharma also said that she thinks that social media is good for coop, but very subjective in that it's success depends largely on the student that's doing the work.

J. Rausseo asked if E. Davidson was planning on having a year-end party. E. Davidson replied that he was planning to have one eventually. J. Rausseo said for E. Davidson to come to the Board if he needs any funds for the party.

6. President

R. Sheikh-Khalil began her report by informing the Board that K. Murray, K. Bobal, D. Ghosn, and herself met with the SFUO executive. She explained that they wanted to hear out what the *Fulcrum* is looking for, and asked that the Board send them a briefing note so that they can review it with the rest of their executive at their next meeting. R. Sheikh-Khalil added that they didn't have a lot to say, and didn't ask much. She said that she'll send a document with the details to the Board later tonight.

R. Sheikh-Khalil stated that the HR committee met to complete both Eric's and Kaylum's performance evaluations, and that both discussions went really well.

R. Sheikh-Khalil mentioned that the finance committee has been meeting several times this past month to go over the *Fulcrum's* budget for the upcoming year. She went on to explain that the committee crossed out several lines that the *Fulcrum* won't have to change. R. Sheikh-Khalil

said that J. Rausseo put together three budgets: a completely print budget, a half print half online budget, and a completely online budget. She noted that the *Fulcrum* is in a deficit this year, but more so than expected.

R. Sheikh-Khalil indicated that planning for the AGM is going well. She asked that all powerpoints are completed by this Friday so that they can be reviewed ahead of time.

R. Sheikh-Khalil announced that she received an email from a student who is interested in joining the Board. She mentioned that she invited him to this morning's Board meeting, but that she hasn't heard a confirmation back from him yet.

R. Sheikh-Khalil concluded her report by congratulating the editorial board on the quality of the paper and the writing.

7. General Manager

D. Ghosn began his report by reviewing the *Fulcrum's* financials. He explained that the *Fulcrum's* last HST submission was selected for review by the CRA, the CRA audit of the HST was successful, and the *Fulcrum* received a refund of \$5209.69 in HST claims, which has already been deposited. D. Ghosn added that this refund is because the HST that the *Fulcrum* payed on all of its expenses outweighed the HST collected on the *Fulcrum's* ad revenue.

D. Ghosn stated that he, R. Sheikh-Khalil, K. Murray, and K. Bobal met with members from the SFUO this week to sign a release form, which gives the *Fulcrum* the \$1500+interest owed by the SFUO as of March 20, 2018 as well as giving both the *Fulcrum* and the SFUO a "clean slate."

D. Ghosn mentioned that he adjusted pay for editors on their recent paycheck due to overpayment at the beginning of this semester so they received less money this past pay to account for this. He added that he sent an email to the staff explaining the situation and that they were very understanding of this. D. Ghosn went on to note that there was an underpayment due to calculation errors this past semester affecting Christine Wang. He said he informed her about it and that she will be compensated for it this pay period.

D. Ghosn informed the Board that he and K. Bobal had a meeting to discuss how this year is going in sales and brainstorm a few more clients to reach out to this year.

D. Ghosn proceeded to the questions that the finance committee had about certain lines in the budget:

- Accounting and legal: this line is over by \$3900 because the *Fulcrum* usually pays for audit services in the budget year after the services were rendered, but this year the *Fulcrum* paid Brad in full for the audit from 2016-17 in order to clear the *Fulcrum's* account with them
- Miscellaneous expense: this line is over by \$1000 because of a loan that has since been repaid by Anchal as her pay was delayed for quite a while due to banking errors
- Tech services: this line is at \$500 flat because the *Fulcrum* paid the webmaster \$500 per semester

- Phone expense: for this line, D. Ghosn explained that Quickbooks was auto-categorizing both the office phone and the internet charges under the same account, which lead to one being too high and the other too low. D. Ghosn said that he would rebalance the accounts to reflect the correct amounts for each service
- Service income (\$1000): this was a type of advertising service (from the University of Waterloo), and is in the correct spot.

8. Advertising Representative

K. Bobal began his report by reviewing the updated advertising sales numbers since the last Board meeting. He indicated that weekly advertising sales appear to be similar to last year. J. Rausseo asked how this period has been going. K. Bobal admitted that the mental health issue didn't do as well as he would have liked it to, explaining that he spent most of his time reaching out to mental health organizations. He continued that some of the organizations were appreciative that he reached out, but couldn't afford to advertise with the *Fulcrum*, while others simply didn't return his messages.

K. Bobal informed the Board that one of the *Fulcrum's* clients wanted to advertise both on the top and bottom leaderboards. He explained though that the *Fulcrum* doesn't offer the bottom anymore despite the *Fulcrum's* current rate cards indicating that we do. K. Bobal continued by saying that he contacted Dayne for help with the issue and he informed K. Bobal that it had been removed a while ago. K. Bobal assured the Board that he will make a note of it so that it can be changed for the upcoming ad rate card. Ultimately, K. Bobal said that the client still ended up taking the top leaderboard.

K. Bobal mentioned that there is room for improvement for online ads, and that he plans on working on this moving forward especially with the upcoming online transition. K. Bobal stated that the *Fulcrum* lost a few clients because of them wanting to know the click-through rate, but said that J. Rausseo suggested that he look into the average numbers, which is something that K. Bobal said he plans on doing.

K. Bobal noted that the Oscar party was held at the Royal Oak this year and that gift cards to Cineplex were given away as a prize. He said that he wasn't able to go, but that he's sure it went well.

K. Bobal indicated that Promise Perfection had a contra deal with the *Fulcrum*, and that the *Fulcrum* has received its share, but Prapti hasn't given him a time that she would like to start yet so it will likely carry over into the upcoming publishing year. He asked if the Board has any suggestions for contra to please let him know.

K. Bobal said that he hasn't started any new courses yet, but after the last issue he'll have more time to focus on that.

K. Bobal concluded his report by outlining his goals for the upcoming month, which include:

- Make as many sales as possible for the last issue;

- Start looking at new potential clients for next year and secure them early; and
- Promote the *Fulcrum's* online ads and sign at least two new clients for online ads

J. Rausseo suggested that K. Bobal look into storage companies and moving trucks for the final issue as they are looking to attract students at this time of the year.

9. Draft Budget

R. Sheikh-Khalil explained that J. Rausseo put together two draft budgets. She said that some things have changed after Dory's report. R. Sheikh-Khalil went on to state that after the SFUO levy, the *Fulcrum* should be at a deficit of around \$30,000.

R. Sheikh-Khalil noted that the main discussion at the strategic planning session later today is the changing of positions, as some are going to have to shift online. She mentioned that after today, the *Fulcrum* should have a better idea whether it will be pursuing a referendum question or not.

E. Davidson wondered if the Board will still have budget discussions with the editorial board. R. Sheikh-Khalil replied that they will be and that the Board just wanted to organize ourselves first.

K. Murray motioned to go in-camera with the current members of the meeting staying in the room. J. Rausseo seconded the motion. All voted in favour and the motion passed. J. Rausseo motioned to go out of camera. K. Murray seconded the motion. All voted in favour and the motion passed.

10. AGM

M. Gollish volunteered to serve as chair for the AGM. K. Murray explained how she has been having trouble booking a room for the AGM. J. Rausseo suggested that she check FSS (Dean's office), DMS, or even the 6th floor of the Arts building (Justin Hanley).

11. Ratification of EIC

E. Davidson mentioned that A. Sharma has extensive knowledge of all aspects of the paper and did really well on the written test. A. Sharma announced that she has a lot of ideas for the paper moving forward, and that her preference for next year is to do half paper and half online. R. Sheikh-Khalil asked what some of her new projects moving forward are. A. Sharma replied that she'd like to have more podcasts, more videos on social, and unique special issues.

J. Rausseo motioned to accept A. Sharma as the new editor-in-chief. R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed.

R. Sheikh-Khalil motioned to go in camera with the Board and the business department. J. Rausseo seconded the motion. All voted in favour and the motion passed. R. Sheikh-Khalil motioned to bring E. Davidson in camera. J. Rausseo seconded the motion. All voted in favour

and the motion passed. J. Rausseo motioned to go out of camera. R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed.

12. Other Business

J. Rausseo motioned to adjourn the meeting at 12:33pm. All voted in favour and the motion passed.

Appendices

EIC elections

First and foremost, we elected the Editor-in-Chief for the next publishing year, Anchal Sharma! Anchal has served as our Arts and Culture editor, our News editor, Social Media Manager, and has written for every section of the paper. She passed her Editor-in-Chief knowledge and editing test with 86 per cent, and we all think she's going to do a great job!

As production winds down, we're working on getting things set up so Anchal can start planning for next year, and we can get hiring going, etc.

Content

The publishing year is already winding down, we sent the second last issue to the printers yesterday, and we have the travel issue going out next week.

We've had a lot of good stories come out, so I'm happy about that. A few have required the lawyer to take a look at, it was really useful to have him help.

Social

Separate document

Freelance

We've been looking at questions of how exactly to do freelance for certain kinds of work, eg, different levels of photography, if a Feature needs someone to write about something very specific, etc. We'll leave it to Anchal to decide how it will look next year, but for budgeting I would recommend keeping it general like this year and not having specific restrictions on how exactly it should be used. It seems like that's how it would go anyway, but just thought I'd throw this out there.

Coop

We did the evaluations a while ago, from the EIC end, the written evaluations and in person meeting with the coop person from the university were very easy, definitely worth it, and she seemed keen to work with us again.

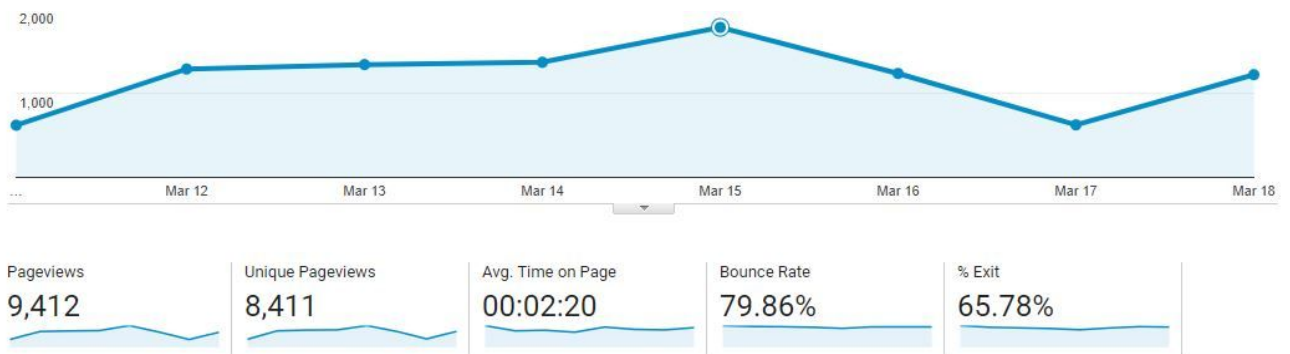
Website Analytics

Audience Overview



This has been a tremendous week for the *Fulcrum*! Our users are up by 1596 from the past week. Our new users is up by 1257, meaning over 1200 people have come to our website for the first time. The best piece of data is our pageviews—the number of pages viewed on our site—which has increased by 3690. People have viewed our pages just under 9500 times, which is pretty incredible for us! And as the icing on the cake, our bounce rate has finally gone below 80%. Of course, we can't guarantee we'll keep these numbers. It has been a pretty crazy week for news, what with the GA happening and the voter ballot theft as well as it being a special issue, for mental health. All the featured stories in the mental health issue performed very well. A lot of people have been coming to the *Fulcrum* and engaging with us about these stories, so there's a good chance our stats will go down next week—but let's enjoy it while it lasts.

Page views



As discussed above, our pageviews have increased by over 3600 views, so that's great news! Our peak was Thursday, March 15. On that day we had 1770 pageviews. That was the day our fraternity article was published online and on social media (that was our most popular story of the week). We also published our third and fifth most popular stories that day, the feature about high-performing friends being affected by mental health and the senior exec pay raise, respectively.

Our page views were above 1200 every day this week, only dropping on Saturday, which is good for us. We aren't normally so consistently high. Our drop on Saturday is likely because we didn't post as many stories that day and it was older content, so nothing that would attract too many people.

Top Channels

	Acquisition			Behavior
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓
	5,536	4,517	6,696	77.99%
1 ■ Social	2,192	<div style="width: 47%;"><div style="background-color: blue; height: 10px;"></div></div>		83.82%
2 ■ Organic Search	2,148	<div style="width: 46%;"><div style="background-color: blue; height: 10px;"></div></div>		69.79%
3 ■ Direct	1,132	<div style="width: 25%;"><div style="background-color: blue; height: 10px;"></div></div>		81.41%
4 ■ Referral	174	<div style="width: 4%;"><div style="background-color: blue; height: 10px;"></div></div>		74.74%
5 ■ (Other)	2	<div style="width: 0%;"><div style="background-color: blue; height: 10px;"></div></div>		100.00%

In another plot twist, social actually beat organic search in our top channels this week, meaning more people were directed to our website through our social media posts, than through just using a search engine to look up specific stories. Honestly, I don't know why this doesn't happen more often, but it's good for our numbers, and it means that our visibility is going up. This is likely due to there being more content to promote this week seeing as it was the mental health issue. That being said, our organic search numbers actually went up as well, by about 350 users.

Social - Where are people coming from?

Social Network	Sessions	% Sessions
1. Facebook	2,195	89.56%
2. Twitter	203	8.28%
3. reddit	40	1.63%
4. YouTube	8	0.33%
5. Instagram	4	0.16%
6. LinkedIn	1	0.04%

As usual, Facebook was our highest performing social network, and by a fair margin this week, taking 89.56% of our social traffic (that's up by 6% from last week). As touched on in the audience overview, our total sessions have grown a lot, currently at 2195 sessions up from 906 last week. Twitter and Reddit also grew this week, but just by a little bit.

Top stories

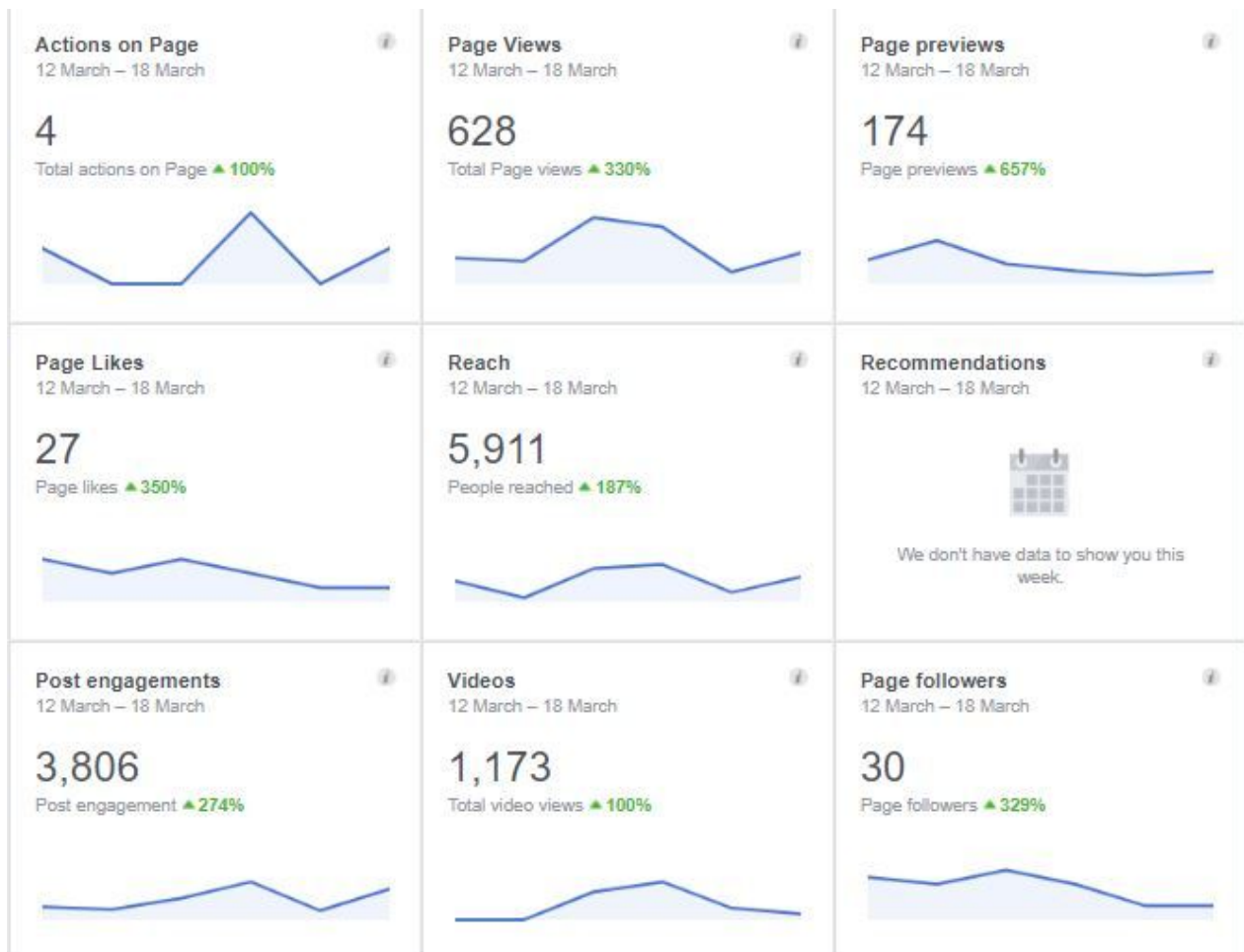
Page	Pageviews	% Pageviews
1. /features/sisterhood-brotherhood-philanthropy-rape-culture/	870	9.24%
2. /	802	8.52%
3. /features/high-achieving-friends-not-immune-mental-illness/	471	5.00%
4. /opinions/op-ed/tried-kill-thats-lifes-going/	367	3.90%
5. /news/ontario-universities-propose-senior-executive-pay-raise/	337	3.58%
6. /news/sfuo-takes-away-students-voter-cards-ga/	328	3.48%
7. /news/sfuo-general-assembly-meets-quorum-motion-endorse-bds-fails/	262	2.78%
8. /features/hold-pms-jokes/	183	1.94%
9. /opinions/editorial/promoting-general-assembly/	155	1.65%
10. /news/oc-transpo-investigates-sfuo-u-pass-use/	145	1.54%

This week's top stories are pretty feature heavy thanks to the mental health issue, and David and my feature from the week before. This story performed incredibly well, almost doubling the number of pageviews from last week's top story on Hayle, probably because we pissed a lot of people off. Hooray. We also have a lot of stuff from the mental health issue, including Graham's feature on high functioning people with mental illness, my column, and the pmdd article. We also have a lot of news this week, which is a nice change of pace from last week, which wasn't as news heavy. A lot of our numbers are thanks to the SFUO because they had their GA and also a scandal in the same week. Our editorial did well too, because it was about the GA. The last story is actually a pretty old news brief and it made it on the list because the SFUO meme page actually posted it so thanks Beloved SFUO overlords.

Facebook Analytics

Analytics are for March 13 to March 19.

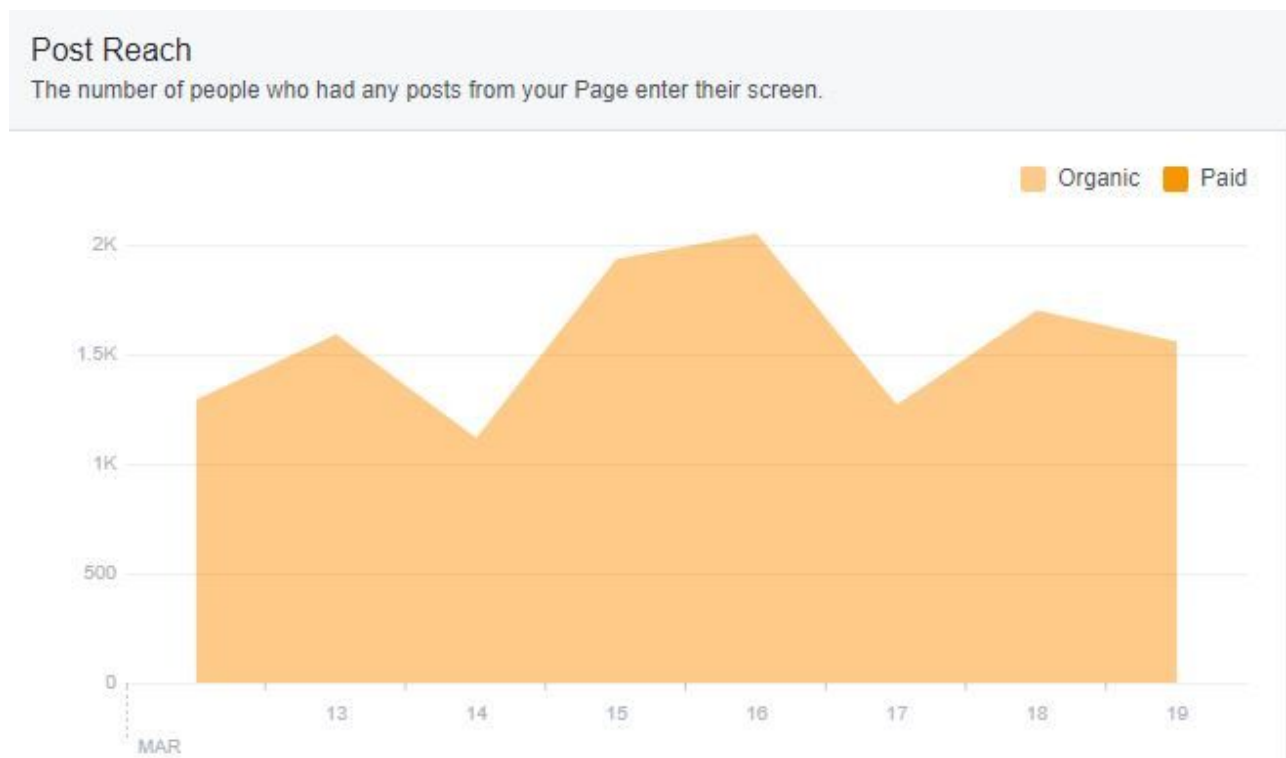
Overview



This has been an incredible week for our analytics. 'Actions on page' has gone up 100% (that means people are looking for our contact information). Video has also gone up 100%, but this is our first week with any video. Page views has gone up 330%, page likes 350% with 27 new likes this week, reach has gone up 187%, and post engagements are up 274%.

Post Reach








Our reach has been quite high this week. We peaked on Friday, the day after our frat feature was released and the day we put out our GA coverage. We reached 2049 people that day, up from 1933 on the Thursday. Again, we went down on Saturday, but that might be because it was St. Patrick's Day and so not as many people were checking out the *Fulcrum*, and also because we only posted old content that day.




All posts this week

Date	Post Content	Reach	Engagement
18/03/2018 18:15	The new federal budget has allow ance for munchies and movies. R	478	15 3
18/03/2018 17:05	In this week's "Dear Di", Di discus ses the foreskin. Enjoy:	630	64 2
18/03/2018 16:15	On Tuesday, March 13, the Stude nt Federation of the University of	1.7K	700 80

18/03/2018 15:45		On March 14, the Faculty of Law hosted a panel on social media a			320		5 1	
18/03/2018 13:15		Even in 2018, men are still significantly less likely to admit to facin			497		13 4	
18/03/2018 12:00		Stay fit without sacrificing flavour with Graham Robertson's Asian f			484		43 6	
17/03/2018 20:07		Hey there fulcrumites! Just a reminder that the Fulcrum will be elect			490		11 5	
17/03/2018 15:46		If you haven't referred to yourself as "so OCD" in your life, there's a			402		12 5	
17/03/2018 13:15		ICYMI: Bill Nye and Justin Trudeau talked climate change, federal b			321		4 1	
17/03/2018 12:00		In honour of today, here's some St. Patrick's Day reading. Is there a			450		14 2	
16/03/2018 18:15		From the Tomato: Hate speech chrome-extension blocks all of Twi			314		5 3	
16/03/2018 17:00		Looking for a cool new drink recipe tonight? Try the 'Oliver' from ou			283		1 2	
16/03/2018 15:45		Are you a volunteer with staff status us? Don't miss our Editor-in-Chief			776		50 7	
16/03/2018 14:30		Ever heard of PMDD? We hadn't either. Recently added to the psy			772		67 10	
16/03/2018 13:35		On Tuesday March 13, the FÉUO SFUO held their winter GA. Read			1.3K		444 27	
16/03/2018 13:15		Tomorrow is the last night to catch Godspell, the incredible rock n'			278		3 1	
16/03/2018 12:03		ICYMI: The Governor General's Performing Arts Awards recipients			290		4 0	
16/03/2018 10:00		On March 13th, the SFUO hosted their General Assembly. Motions			1.1K		250 29	
15/03/2018 15:45		Proposed pay raise for senior executives at all Ontario universities is ca			656		56 10	
15/03/2018 14:43		We talked to Andrea Zukowski and Kori Liversage from People's R			1.8K		224 75	

15/03/2018 14:30	 Dostoyevsky's masterpiece Crime and Punishment drags you thro			272		7 2	
15/03/2018 14:29	 Amid allegations of sexual assault within the Greek life community,			895		119 17	
15/03/2018 13:19	 It might sound counterintuitive, but there is such a thing as high-fun			792		53 17	
15/03/2018 11:59	 Looking for a new hobby? Join visual editor Christine Wang in her			1.3K		79 58	
14/03/2018 17:00	 *Trigger Warning* This article, part of this week's mental health issu			974		248 18	
14/03/2018 15:54	 If you think one has to be rail thin to have an eating disorder, it's tim			577		38 11	
14/03/2018 14:30	 "The themes that we see throughout the show are: what is an artis			378		7 4	
14/03/2018 14:03	 The Fulcrum is electing next year's Editor-in-Chief! Applications ar			250		2 1	
14/03/2018 13:15	 Congrats to all the track medal winners in Windsor this year!			229		1 0	
14/03/2018 12:00	 ICYMI: On March 6, CARE Canada, held its second annual Walk I			202		1 1	
13/03/2018 17:00	 Have you seen the new #Netflix documentary The Push? Contribut			459		35 1	
13/03/2018 15:45	 The women's basketball players will have a great summer of traini			245		2 0	
13/03/2018 14:30	 People's Republic of Delicious is a group dedicated to reclaimed fo			1.3K		107 66	
13/03/2018 13:14	 One poet finds that mental health is a rarely discussed topic in East			349		18 3	
13/03/2018 12:00	 Some artists are advocating for the use of Yondr at concerts, which			738		86 6	
12/03/2018 17:00	 The Student Federation of the University of Ottawa (SFUO) has be			1.6K		239 44	
12/03/2018 15:45	 TV can be tone-deaf at times, but these three shows get their depict			403		25 3	
12/03/2018 14:30	 The first pan-Indigenous mural is being installed in the University C			371		8 6	

12/03/2018 14:00		Hey Fulcrumers! Come to our volunteer meeting today at 2:30pm t			185		2 0	
12/03/2018 13:15		Congrats to Jean-Emmanuel, who averaged 13 points and 8.9 reb			218		5 1	
12/03/2018 12:00		On Monday, March 5, the University of Ottawa Alumni network host			857		56 28	

Several of our articles did very well this week. Seven of our stories surpassed a reach of 1000 people. The best piece of content was the People's Republic of Delicious video, with a reach of 1.8K people. The second best piece was our story about voter ballot cards being snatched. Obviously, video content does really well.

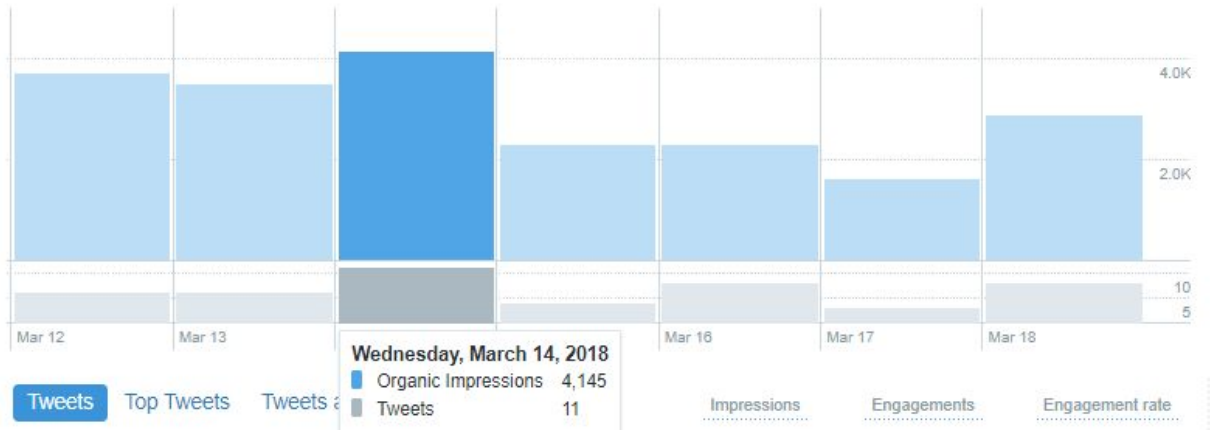
How we compare

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Ottawa Citizen	123.7K 	▲0.3%	250	17.8K 
2  Ottawa Sun	35.6K 	▲0.2%	250	5.1K 
3  FÉUO SFUO	5K	▲0.3%	8	641
4  The Charlatan	2.7K	▲0.5%	45	236
5  La Rotonde	2.4K	▲0.4%	21	96
YOU 6  The Fulcrum	2.4K	▲0.6%	46	277

We are still behind *La Rotonde* in analytics, but fun fact: we are exactly 15 likes behind *La Rotonde*, and we post a lot more, have higher engagement, and we are growing more than they are, so we might surpass them soon.

Twitter analytics






Your Tweets earned **20.4K impressions** over this **7 day** period



This week our twitter impressions levelled back to our average of 20 K, with Wednesday being our most popular day. We had a volunteer live-tweet an event that we covered, on social media and democracy and that got a lot of engagement on Wednesday.

Top Tweets (See below)

All of our top tweets from this week are from Monday. With the GA having the highest engagement rate.

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	The Fulcrum @The_Fulcrum · Mar 18			432	4	0.9%
	Hey fulcrumites! Just a reminder that the Fulcrum will be electing next year's Editor-in-Chief tomorrow, at 2:30 p.m. at the Fulcrum office! Anyone with staff status is eligible to vote, and there will be pizza! Questions? email editor@thefulcrum.ca pic.twitter.com/9SQz7vja4m					
	View Tweet activity					
	The Fulcrum @The_Fulcrum · Mar 18			438	12	2.7%
	The new federal budget has allowance for munchies and movies. Read more in this week's Tomato: ow.ly/BMrU30j0V63 pic.twitter.com/E4VFng01Es					
	View Tweet activity					
	The Fulcrum @The_Fulcrum · Mar 18			334	8	2.4%
	In this week's issue, Di answers a question about foreskin freakouts. Read more: ow.ly/Nvyt30j0ZHa pic.twitter.com/rD81vACDb3					
	View Tweet activity					
	The Fulcrum @The_Fulcrum · Mar 18			493	17	3.4%
	On March 14, the @SFUO_FEUO held their Winter GA seeing a great deal of online controversy after the federation's executive coordinator, Vanessa Dorimain, took voter cards away from students on the grounds that they were cheering. Read more: ow.ly/hAdh30j10XE pic.twitter.com/y7H8iqFjE					
	View Tweet activity					
	The Fulcrum @The_Fulcrum · Mar 18			496	11	2.2%
	On March 14, @uOttawa held a panel with law experts titled "Social Media and Democracy: Facebook and the 2019 election." Check out our coverage from @themindofmaris: ow.ly/MvGT30j101V pic.twitter.com/btWFJ0IkTp					

Engagements

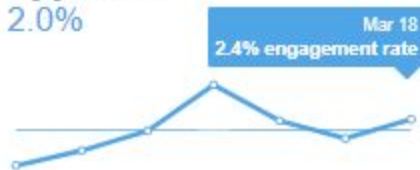
Twitter isn't doing as well as Facebook, mostly because people use Facebook more to engage with our stories. Our likes per day have gone back up to 7 as opposed to 5 and everything else is relatively the same as well. We can look at posting more stories maybe on twitter, or retweeting old stories to try and see growth here.

Engagements

Showing 7 days with daily frequency

Engagement rate

2.0%



Link clicks

162



On average, you earned 23 link clicks per day

Retweets

35



On average, you earned 5 Retweets per day

Likes

51



On average, you earned 7 likes per day

Replies

3



On average, you earned 0 replies per day

Conclusion

This week our numbers have gone up in almost every section. Facebook saw some growth and a lot of engagement in terms of being the top channel. Our bounce rate has also gone down, which means more people are staying on our webpages longer and we have more returning users this week as well. A lot of this is thanks to the mental health issue and the news section this week which was really SFUO heavy.

Fulcrum Publishing Society

Board of Directors

President's Report

Sunday, March 25th, 2018

MRT153, 10:00 a.m.

Meeting #10 2017-2018 Publishing Year

1. Legal Committee

Kate, Kaylum, Dorian, and I met with the SFUO executive (Hadi, Vanessa, and Kathryn) on Tuesday March 27th. They simply wanted to hear out what we were looking for, and asked that we send them a briefing note to look over with the rest of their executive at their Tuesday meeting. We will likely be meeting again after to discuss. Kate has typed out the minutes of the meeting.

2. HR committee

The HR committee met to complete Eric and Jon's performance evaluations. The discussions were very productive.

3. Finance Committee

The finance committee met several times this month to go over our budgets for the upcoming year. We'll be putting together 3 budgets in all. A completely print budget, a half print half online budget, and a completely online budget. As it currently stands, we cannot afford a full year of print once more.

4. AGM Planning

So far this has been great. We need to ramp up some of our planning for the meeting. If you will be presenting, we need to have that done by the end of this week to review.

5. New Board Members!

Welcome James to your first board meeting!

6. Congratulations to Editorial

Thank you for all of your work. It has been noticeable improvement! The quality of the writing has also been so great.

GM Report March 2018

1. Financials

TOTAL	\$181,271.69
Checking	\$98,341.65
RBC	\$83,380.04

2. HST

Our last HST submission was selected for review by CRA. The CRA audit of the HST was successful and we received a refund of \$5209.69 in HST claims. This is because the HST we payed on all our expenses outweighed the HST collected on our ad revenue. The payment was received and deposited on Monday March 19, 2018.

3. Meeting with SFUO

Myself, Raghad, Kate, and Kaylum met with members of the SFUO this week to sign the release form that gives both us and the SFUO a “clean slate”. The release form also gets us the \$1500 +interest owed from the SFUO as of March 20, 2018.

4. Payroll

Adjusted pay for editors on recent paycheck due to overpayment at the beginning of the semester. Christine Wang is also owed \$27 of pay due to calculation errors on this past semesters pay periods. This will be adjusted on the upcoming March 29th pay date.

5. Ad Manager

Held a meeting with Kaylum to talk about how the year has gone and any new clients we could go after for the last few issues.

6. Quickbook Categories

Accounting and Legal	Over by \$3900 because we usually pay for audit services in the budget year after the services were rendered, but this year we paid Brad in full for the audit from 2016 and 2017 to clear our account with CK.
Miscellaneous Expense	Over by \$1000 due to a loan that has since been repaid by Anchal. Her pay was delayed for quite some time when she first started due to banking errors.
Tech Services	At \$500 flat because we paid the Webmaster \$500 per semester
Phone Expense	Quickbooks was auto-categorizing both the Office Phone and Internet charges under the same account. This lead to one of the two being too high and the other being too low. I will rebalance the accounts to reflect the proper amounts for each service.

Sales

Total (Year-to-date) : \$

2017-2018		2016-2017		2015-2016	
Week	Amount (\$)	Week	Amount(\$)	Week	Amount(\$)
August 14	\$621.50	August 25	\$0.00	N/A	
September 4	\$3467.67	September 1	\$256	September 3	7873
September 11	\$2702.96	September 8	\$785	September 11	\$4256
September 25	\$2431.22	September 15	\$1940	September 17	\$6497
October 2	\$1802.79	September 22	\$204.80	Septmeber 24	\$3001
October 9	\$1602.36	September 29	\$1084.80	Ocotober 1	\$2119
October 16	\$1055.95	October 6	\$1073.04	October 8	\$2249
October 30	\$984.84	October 13	\$204.80	October 15	\$1618
November 6	\$3430.82	October 20	\$1415	October 22	\$4081
November 13	\$2944.12	November 17	\$2241.44	November 5	\$4263
November 20	\$1160.75	November 24	\$2400.00	November 12	\$2251
November 27	\$2100	December 1	\$2604	Novmeber 19	2127
December 4	\$2850	January 16	\$2577	November 26	\$1801
January 15	\$1891	January 26	\$1586	December 3	\$1761
January 29	\$2144	February 2	\$1116.5	December 10	\$5582
February 5	\$736	February 9	\$2796	January 21	\$6713
February 12	\$2656	February 16	\$1389	January 28	2473
February 26	\$2141	March 2	\$1539	Februay 4th	\$2151
March 5	\$1472	March 9	\$1718	Feb 11	\$6620
March 12	1642	March 16	\$6339	Feb 25	\$2527
March 19	1300			March 3	\$2374

				March 10	\$2637
				March 17	\$1719
Total Sales Amount	\$41751	Total Sales Amount	\$31249	Total Sales Amount	\$67436

Sales appear to be similar to last year week per week. The Mental health issue didn't do as well as I would have liked. I spent most of my time trying to get Mental Health organizations to advertise with us for that issue. Places like

Canadian Mental Health association
 Royal Ottawa
 PSO
 Cheo
 Psychiatric Survivors of Ottawa

Very Minimal interest in actually advertising a lot of the organizations were non for profit and couldn't afford to advertise with us but were happy that I reached out.

Others never responded to emails or messages.

Updates with Clients

One of our clients wanted to advertise both on the top leader board and bottom leader board. I was unable to place an AD on the bottom leader board because we no longer have a bottom leader board, but our current ad rate cards indicate that we do. I contacted Dayne to assist me with the issue and he informed me that they did remove it a while ago.

I will make note of it so it can be change for the following ad rate card.

Online Ad Sales

Client	Amount (\$)
Adult Fun superstore	\$150
CBC	\$60
Communications Directorate	\$120
ALGONQUIN COLLEGE	TBD
Apathy is boring	TBD
Embassy of Japan	\$236
Metro	\$150
Cupe	TBD
Total	716

Online Ads definitely have room for improvement. With the transition to online this is definitely an area I will need to focus on more.

We have lost potential clients because they ask for out click through rate and that number is really low so I do not provide it.

However Jon did recommend looking into the average numbers for click through rates.

This is something I will be doing. we could determine our numbers and if they are average or above. Include this information somehow on our ad rate card or website for clients to view.

Contra

Client	Amount
Pizza Pizza	\$300
Perfection Satisfaction Promise	TBD (still hasn't started this may carry over to next year)
Sports Services	TBD

Volunteer Appreciation

The Oscars were held at the royal oak this year and movie gift cards were provided as give aways there. I was unable to attend but im sure it went really well.

Promise Perfection had a contra deal with us . We received our share but Prapti has still not given me a time she would like to start, this will most likely carry onto the following year.

Contra ideas come from editorial most the time I ask what they would like as prizes for giveaways and if its something I can possible get then I go for it.

If anyone has any suggestion for good contra ideas please share!

New Clients	Amount
Metro	\$1212
Saint Lawrence	\$678
Howard Askwith	\$129.95
NRCAN	\$904

Courses

I have not started another course yet. After the Last issue I will have a bit more time to focus on that.

Goals for next Month.

With one more issue I will push to make as many sales as possible.

Start looking at new potential clients for next year. Lock them in early.

Really promote our online ads and to sign at least 2 new clients for online ads.