

Fulcrum Publishing Society
Board of Directors
MEETING NOTES

Sunday, July 29th, 2018
141 Louis Pasteur, 10:30 a.m. - 12:39 p.m.
Meeting #3 2018-2019 Publishing Year

Present: Kate Murray, , Jonathan Rausseo, Graham Robertson, Kaylum Bobal (ex-officio), Dorian Ghosn (ex-officio)

Partially Present:

Absent (with reason): Anchal Sharma (ex-officio), Marguerite Gollish, Justin Turcotte, Raghad Sheikh-Khalil

Absent (without reason): James Casey

As there were not enough directors present to reach quorum, those present held an informal meeting instead. Although the agenda for the meeting was followed and reports were read, no official votes were held. The following are the notes for the meeting, and do not count as official minutes.

Meeting started at 11:00am.

Review of Standing Actions (Jon)

-Went through the standing actions list and made any necessary changes

General Manager

-Went over the up to date numbers

-Changed directors titles on website and waiting to let the CRA know

-Hiring completed. A few associate positions to be filled shortly

-Discussed the possibility of having two videographers and one photographer. Graham: thinks two videographers would be a good idea, and if there's enough in the budget we could add another photographer.

-Completed most tasks from Health and Safety. No word yet on the tiles that need to be replaced

-Newsstands were picked up

-Got HP "Instant Ink" to print 50 pages a month and get 3 months free. Jon: Is it possible to do direct deposit? Dorian: Can't do it because we're a two signature system.

-Had a really good meeting with FullView. The quote that they gave us is for \$2500 + 6 months free of hosting service, which can be canceled at any time. We'd also get unlimited revisions before the final product is ready. Bundle rates usually charge \$90/hour. That cost can be revisited when the time comes. Will give 2-3 hours of onboarding (content management). Jon: Could you take the two sites and put their deals into a matrix? Dorian: Yes!

Marketing Manager

-Began by going over his goals

- Wants to increase awareness of transition to online and on campus
- Had a meeting with Community Life Services to see how The Fulcrum can be involved with 101 Week. Will be attending an International Hangout at the end of August and invited anyone who's interested to come.
- Met with Sports Services. Also met with Michael from FNS and agreed on a contra deal in the form of gift cards. Divided them up into \$25 gift cards. Working on trying to secure other prizes for contests and contra.
- Proposed hosting a bi-annual event. Maybe a gala with guest speakers? Going to seek sponsorships for that.
- Has had a couple of people ask about online
- Jon offered to help with the ad rate card
- Jon: might want to look at an hourly rate for Jackie for work that is not in her job parameters

Marketing and Branding

- Wants Christine to start an online campaign this week for the transition
- If there's a budget for it, it'd be cool to make a promotional video
- Need to develop a rubric to measure how well the transition is doing
- Will set up a meeting sometime after the long weekend

** Need to do an inventory of promotional items**

Appendices

GM Report March 2018

1. Financials

TOTAL	\$232,135.33
Chequing	\$149,075.01
RBC	\$83,060.32

2. Directors

Changed the Directors positions on the Fulcrum website to their proper titles. Letter to the CRA completed.

3. Editorial Hiring

All our main hiring has been completed. We still need a few associate positions but those should be filled shortly.

Are willing to add two videographers and photographers? Videographers additional pay increase?

4. Health and Safety

Completed majority of tasks requested from Health and Safety Inspection. Still no word yet on when they'll be coming in to complete the required tasks on their end.

5. Bell Fax Line

We will no longer be cancelling the fax line thanks to new information on the post cancellation process.

6. Newsstands

The Newsstands have been picked up! Unfortunately, they ended up coming in without telling me or confirming with me and so they actually took all the newsstands except 1 that was kind of hidden in a box.

7. Payroll Budget Update

A misunderstanding happened with regards to the visual editor position's pay and duties. I was under the impression that we would only be paying them per issue like the Production manager but Anchal informed me that they will still be paid the same as our section editors.

Discuss Production Manager salary.

8. Website Renovation Process

Held a in depth meeting with Stephane from FullView.

9. New Ink Savings

With the purchase and installation of my new printer, I looked into HP's "Instant Ink". I'll be getting the first 3 months free and then paying \$3.99 per month for unlimited ink. I'm allowed to print 50 pages per month and any "unused" pages from a previous month can be rolled over to the next month. I think this will help save us a lot of money in ink purchases.

July Board Report 2018

Goals:

- Increase awareness of the Fulcrums transition from print (newspaper) to online.
- Increase awareness of the University of Ottawa students both male and female all ages of The Fulcrum publishing society as the Number one source for student news around campus.
- Increase the Fulcrum presence on Social Media
- PROMOTE PROMOTE PROMOTE!!!

I have identified these as the Fulcrums biggest goals this upcoming year as we make the transition from print to online and continue to be the main source of student related news .

This Month

This past month I have put together some ideas that I believe will help the Fulcrum achieve their goals.

The Fulcrum will need to increase its presence at events around the university, this includes events such as it's at frosh week/ welcome week, Sporting Events (Panda game Capital Hoops, Other rivalry games) the games that bring in the most numbers).

-Community Life Services

I am meeting with community life services this upcoming week to discuss how the Fulcrum can get involved with their events. They host over 120 events each year and these events bring in 1000's of students. I think this is one of our biggest opportunities.

I will be offering Community services Ad space in our paper in exchange for us to be allowed to attend and promote at their events (giving out promotional material pens, key chains, condoms etc.,,)

Welcome week is coming up where they will be hosting several events for new and returning students. The expected audience for the duration of that week is 150,000.

August 30 4-7 pm is the international Hangout.

Would anyone else care to join ?

Dorian and I will be attending and handing out key lanyards as well as promoting our Instagram and twitter. There will be a contest.

Contest will be for students to follow our page a like 3 pictures for a chance to be selected to win an FNS gift Card*(something along those lines)

SPORT SERVICES

I also met With Jesse from Sports services to discuss what kind of opportunities they can offer the fulcrum and what the fulcrum can offer them in return.

With less printed issue and less ad space to offer we are looking for ways to compensate.

Some suggestions were reduced amount of ticket we receive and online advertising for them as well.

The Fulcrum is hoping to be involved in their gold level sporting events (They rank the games)

The suggestions I have made were the following:

- Halftime shows for prizes
- Halftime show for a chance to be entered in a larger prize
- Quarterly Trivia
- Halftime draw (At the entrance enter for a chance to be selected to win. Follow Instagram and twitter announce winner at halftime)

Volunteering at Athletic Banquet and other events in exchange we can have our signs and banners up at the events.

Jesse has to meet with his team to discuss these options . I am waiting for his response. We will meet again hopefully next week (As there is some mens basketball exhibitions games taking place mid august that I would like to get out to)

After this meeting I am hoping we will have come to some conclusions and we can make a selection on what games we can be apart of.

Promotion

A big part of the marketing is engaging with the students a lot of that is done and will be done with our contests.

Since we are on a budget the fulcrum is not always able to offer these prizes. I have been working on securing these prizes from other businesses.

I met with Michael from FNS and he has agreed to a contra deal where we will be taking the contra in the form of FNS Gift Cards.

These Gift cards will be divided up into \$25.00 we will use a majority of these cards as prizes for the contests we will be running at sporting events and other contests.

I will be finalizing his contract next week.

I have reached out to pizza pizza who for the past few years have given us pizza pizza gift cards. I am hoping we can keep a portion for the fulcrum staff and continue to use a portion for contest prizes as well.

I have also sent out numerous emails to other businesses (subway , montanas, Pizza hut, dominos,)

My initial email I ask for if they would like to help sponsor some of our contests as we are a not for profit organization. If they are still un wiling then I will offer them ad space in exchange.

Fulcrum Event

With a limited budget there is only so much the Fulcrum can afford. I think the Fulcrum should host a bi annual event (1 each semester) for students.

- Fee for tickets (will help cover some of the costs)
- Dinner or just snakcs
- Guest Speakers

I will be reaching out to a number of persons to see who we can get as some guest speakers at these events.

Which will be apart of another plan (If interest is shown).

The fulcrum will have a once a month contest where students can submit a self chosen topic to write an article where we select a winner for a prize.

Also a Photography contest where students submit photos and we select the best photos.

At the end of the semester event each months winners will all be judged and a over all winner can be selected.

This is an idea that I will need everyone to be on board with.

It will also depend on sponsors for the event to be successful.

Things that need to be done !

-Ad Rate Card

-Promotional Material (pens, stickers, condoms, more banners)

Hiring

Hiring is almost complete! We've hired every position except for Associate News and Associate Sports. I've been communicating with our core staff via email to prep them for training and orientation (dates have been set for August 18-19) and our upcoming issues.

We need to promote Associate Sports on social media, but we've gotten five applications for Associate News which I've tested three candidates for already.

Production and Videographer have concerns about pay.

Content

We covered Bluesfest and got a letter to the editor which is on the site, and will be promoted on social this week. Ryan Pepper wrote a freelance article for us, which I'll have Savannah review, before we pay him for it. I've been finishing up three courses, so I actually just set up an out of office reply because I've been getting a lot of requests and I can't flag them all immediately. But

I am setting up some interviews between incoming section editors and media contacts for events that are coming up that we can cover for the first issue (e.g. Capital Pride).

Also working on a long-term project with other universities regarding the Truth and Reconciliation Commission Report.

Marketing Strategies

I wasn't at the marketing meeting, but I guess we're making a decision about the website redesign company today. Personally I like WebShark.









I made a few print ads for my advertising techniques class, but they still need some tweaking before we can get them on social. I'm hoping to get them up this week though.

I'm not sure who this falls under, I assume Kaylum, since production isn't responsible for it anymore, but we need to start ordering our promotional material for frosh week (pens, bottle openers, t-shirts, etc.)



Social

Christine's goal is to surpass the Charlatan on Facebook. Comparatively, we're actually not doing too bad, seeing as they publish over the summer and we don't. Right now she's working on monitoring La Rotonde's pages to see how we can catch up. We did make a small dent this month:







Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
1  Ottawa Citizen	132.2K 	▲ 0.3%	250	8.7K 
2  Ottawa Sun	36.9K 	▲ 0.1%	250	3.6K 
3  FÉLIX FÉLIX	5.2K 	0%	4	53 

Week of July 1

It seems that over the past week, we've had an average of 200-300 sessions per day.



Unfortunately, compared to the week before, everything has been worse (users, sessions, and session duration have all gone down and bounce rate has gone up). I don't know if I have a good explanation for this but I will definitely continue keeping an eye out. A 20% drop in users seems like a significant amount. Since the total number of users is ~1300 so that would amount to about ~250 users which seems like a large amount to me.

Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
1  Ottawa Citizen	132.9K	▲0.2%	250	10K
2  Ottawa Sun	37K	▲0.1%	250	2.6K
3  FÉUO SFUO	5.2K	▲0.1%	11	94
4  The Charlatan	2.8K	▲0.2%	0	0
5  La Rotonde	2.4K	▲0.1%	2	17
YOU 6  The Fulcrum	2.4K	0%	32	42

Week of July 8

Sessions went up by a good amount this week! We averaged about 200-300 sessions/day compared to 150-200 last week.



Users went up to 1.5k compared to 1.4k last week. And sessions went up by 0.2k, probably just from posting more on social media. Bounce rate and session duration both got worse, but possibly not by a significant amount.

Goals:

- More posts (increasing from 3-4, to 4-5, every week) lead to more engagement
- Bounce rate is still higher than we'd like from social

- Need to be more active on Instagram
- Will be promoting transition + associate sports position

Other

- Update constitution; will definitely get done before orientation
- Working on training documents for incoming edboard
- Readership Survey; Still locked out. Thinking of rolling it out in October when we have fresh content, to get a better idea of what people like/want more of
- Website usability test?

FULCRUM

THE UNIVERSITY OF OTTAWA'S ENGLISH-LANGUAGE STUDENT NEWSPAPER SINCE 1942

654 07-85 University Private
Ottawa, ON
K1N 6N5
613-695-0060

Fulcrum Publishing Society – Board of Directors
Branding and Promotion Committee Report (Sunday, July 29th, 2018)
Prepared by: Graham Robertson



Committee Strategic Plan (2018-19)

1. **July:** Begin website redesign, launch social media campaign to promote online transition, freelance videographer possibly create short promotion videos, Kalyum and Dorian to contact services around campus to assist in promoting new website + online transition (points from previous meeting), develop plan for 101 Week event
2. **August:** Launch new website, continue social media campaign and contacting campus groups to get involved with campus events e.g. Panda Game, develop rubric for online transition performance measurement (esp. for new website)
3. **September:** Website launched, event during 101 Week/move-in weekend, continue promotion of online-only transition, gather feedback on new website i.e. through social media
4. **October:** Reading week report of first half of semester discussing successes of transition and new website, how to improve for second half of the semester
5. **December:** End of semester report on online transition and website, discuss priorities for second semester and new ideas

6. **January:** Implement priorities from December, possible social media contest, ed board to discuss with other papers at NASH to get feedback
7. **February:** Reading week report of first half of semester discussing successes of transition and new website, how to improve for second half of the semester
8. **April:** End of year report and priorities for the summer + new EIC

Website Redesign

- Dorian, Kaylum, Anchal, Christine, and Graham developed mock-up of new layout, pages, colours, etc. that was shared with companies during initial discussions
- Current budget: \$3,000
- Considering proposals of two companies, Full View Design and WebShark
- FullView Design:
 - \$2,500
 - Estimated date of completion: August 24th
 - Additional \$99/month support plan
 - Uses WordPress
- WebShark:
 - \$2,500, possibility of bringing it down to \$2,000
 - Estimated two-week timeline for redesign → is this too ambitious?
 - Uses WordPress
 - What we need to know is if they will charge us for additional assistance following the website launch
- Goal is to decide on a company and hire them on Tuesday, have website ready in time for September
- Raghad and Christine to develop usability test for students to get a feel of the old vs. new website and specific issues to look out for during the redesign