

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, January 27th, 2019
141 Louis Pasteur, 10:30 a.m. - 1:50 p.m.
Meeting #8 2018-2019 Publishing Year

Present: Kate Murray, Jonathan Rausseo, Raghad Sheikh-Khalil, Kaylum Bobal (ex-officio), Dorian Ghosn (ex-officio), Justin Turcotte, Anchal Sharma (ex-officio), Graham Robertson, Donya Ashnaei, Dayne Moyer, Rachel Hammond (Board candidate)

Partially Present:

Absent (with reason):

Absent (without reason):

1. Opening of Meeting

G. Robertson opened the meeting at 11:06 a.m.

2. Agenda

K. Murray motioned to start with items 2,3,5, and 6 of the agenda first. D. Moyer seconded the motion. All voted in favour and the motion passed. J. Rausseo motioned to approve the amended agenda. D. Moyer seconded the motion. All voted in favour and the motion passed.

3. November Meeting Minutes

J. Turcotte motioned to approve the meeting minutes from January. J. Rausseo seconded the motion. All voted in favour and the motion passed.

4. Standing Actions List

G. Robertson presented the standing actions list and J. Rausseo and K. Murray made the necessary changes.

5. Board Seat Application

R. Hammond presented her introduced herself to the Board, explaining that she is a second year Economics and Public Policy student, and that she heard about the openings on the Board from D. Ashnaei. She mentioned that she has read the paper before, but hasn't had any previous involvement with it. R. Hammond noted that she has no conflict of interests, is of sound mind and body, and has no involvement with the SFUO. She added that she always likes to be involvement and have a positive attitude, and would like to bring that to the Board. K. Murray motioned to accept R. Hammond as a student representative on the Board. R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed.

6. Marketing Manager

K. Bobal began his report by reviewing the list of current total advertising sales. He explained that print sales have declined a little bit, and that online sales have been more popular. K. Bobal added that ads are back and running on the website, explaining that Ross from Free Media was able to solve the issue. He noted that there will be three leaderboard ads in rotation next month.

K. Bobal mentioned that he ran a FIFA fundraising tournament for NASH last month, which went really well and raised \$160. He stated that there was interest in having it again as well. K. Bobal indicated that he has been continuing to work at the Ball Till I Fall on Saturdays, and announced that he's raised \$200 so far and will get the rest later. K. Bobal suggested that adding an event page on *The Fulcrum's* website would be a really good idea. J. Rausseo said that this should be a summer project so that the Board can figure out the things behind this (is tax deduction possibilities, etc).

K. Bobal informed the Board that the social media contest did really well this week, 85% better than *The Fulcrum's* other posts. He explained that they changed the format this time to have entrants follow *The Fulcrum's* instagram account, like the three most recent posts, and send a direct message. R. Sheikh-Khalil suggested that the last requirement be a comment on the post instead. K. Bobal mentioned that the next contest will be a Capital Hoops one.

K. Bobal reported that the social media schedule is being made. He announced that the upcoming events, include:

- Oscar night at the Royal Oak, which will be partially funded by contra and open to the public;
- Trivia night at FNS, which will be promoted in the February issue;
- A guest speaker talk, which Anchal is planning for this month;
- PoutineFest, talked with Community Life and will work with *The Fulcrum* for the giveaway

J. Rausseo wondered what K. Bobal is doing to make sure when people are going on the site, the ads are different everytime. K. Bobal answered that they are rotating.

7. Editor-in-Chief

A. Sharma informed the Board that the Arts and Culture editor resigned. She continued that the former Arts and Culture editor will be replacing him in the meantime, and will need to be ratified later in the meeting. A. Sharma added that she'll be putting a hiring notice out later. She mentioned that she held a refresher training for the staff recently and R. Sheikh-Khalil and D. Ghosn came in to talk about the Board and the complaints process.

A. Sharma announced that the fiction issue went, but one of the stories was plagiarized. She explained that they wrote an apology to appear on *The Fulcrum's* socials and have taken it off

of the website, but unfortunately it's still in the paper. A. Sharma explained that she changed production schedule a bit according to things that came up at the Strategic Planning Session, including no more deadlines and less stories some weeks. She indicated that *The Fulcrum* owe freelancers money at the end of each month and she is owed a cheque for pizza.

A. Sharma stated that NASH was great, and that *The Fulcrum* won student publication of the year, and was nominated for three awards.

A. Sharma informed the Board that she and Matt spoke to a journalism class a couple of weeks ago, and will be doing so again in the coming weeks. She also mentioned that the editorial team began holding section editor workshops every week to teach the volunteers how to write for each section, and added that she created a *Fulcrum* contributors group on facebook for volunteers where she plans to post pitches and training resources.

A. Sharma reported that she did some interviews for Canadaland and the RRJ, and will be on RRJ podcast on Tuesday. J. Rausseo wondered if *The Fulcrum* could have a link to share the podcast on the website. A. Sharma replied that that would be possible.

In the interest of time, A. Sharma didn't go through all of the most recent social media numbers in the report, but reviewed a changes that have been made since NASH, including:

- Longer Instagram posts
- Ty Tuesdays
- Building a style
- Changing tone on Twitter to be less formal
- More polls
- Started live-streaming (videographer and volunteer will be working on this)
- Working on a newsletter

A. Sharma explained that she still hasn't been able to share the results from the readership survey, but noted that she'll send them in an email in the coming week. She indicated that the equipment has been purchased. A. Sharma mentioned that they need new sponges and a sink clogger for the kitchen. J. Rausseo said that whoever is in charge of procuring those can go to the Free Store for that.

A. Sharma stated that she'd like to set up a collaboration with La Rotonde, perhaps something to do with student journalism. She also mentioned that she's setting up performance evaluations for the next month, as well as EIC job shadowing for those who are interested.

A. Sharma reported that Parker wants to edit his own photos and be compensated \$50 per paycheck for it. She added that Rame is very open to the idea. A. Sharma continued that it could be training for him to take over the visual role. Discussion ensued on this request. D. Moyer suggested moving this discussion to the HR committee. J. Rausseo suggested that Parker could put forward a request to get photography training. R. Sheikh-Khalil agreed that the discussion should be moved to the HR committee.

J. Rausseo proposed that people job shadowing for EIC could attend the March Board meeting.

R. Sheikh-Khalil motioned to add five minutes to the discussion. K. Murray seconded the motion. All voted in favour and the motion passed.

A. Sharma explained that Iain is leaving the editorial team because of having a heavy workload in his final year of university, and finding it hard to find six stories per week. J. Rausseo wondered what the Board can do to relieve a bit of stress from employees.

8. General Manager

D. Ghosn began his report by reviewing *The Fulcrum's* financials. He informed the Board that *The Fulcrum* has not yet received the student levy yet. D. Ghosn added that he and the executives on the Board are meeting with the SFUO on Tuesday, after they approached him for a meeting. He added that he hopes the issue of the funds will be resolved after that meeting.

D. Ghosn proceeded to go over some key line updates, including: fundraising, advertising and promotions, and conference expense. He noted that himself, K. Bobal, G. Robertson, and A. Sharma held their first meeting with Cassandra in December. D. Ghosn stated that it went well, and that they learned a lot of small, yet key things in the algorithms of certain platforms. He added that they plan to do more themed topic discussions at future meetings.

D. Ghosn excitedly announced that his Visa arrived! He mentioned that he discussed a potential change to make future payments automatic withdrawals from *The Fulcrum's* chequing account with R. Sheikh-Khalil and J. Rausseo, but after further investigation, it seems that paying by cheque is still the best method. D. Ghosn noted that he made a small change to the chequing account that will save *The Fulcrum* a \$125 monthly banking fee.

D. Ghosn indicated that the audit report will be available soon on *The Fulcrum's* website, and that the corporate tax and HST returns have been filed.

D. Ghosn reported that due to health and safety reasons, *The Fulcrum* has to use a different delivery location effective next month for the remainder of the printing schedule - the loading dock at Morissett.

D. Ghosn stated that he reconciled *The Fulcrum's* WSIB balance for 2018, and was informed by the agent that *The Fulcrum* shall now be reporting it quarterly instead of monthly because of the type and size of *The Fulcrum's* organization.

D. Ghosn informed the Board that he purchased Adobe style guide in December after the monthly Board meeting.

D. Ghosn asked if anyone is interested in purchasing a *Fulcrum* baseball cap. He said that he's looking at different options, and will be sending an email with the details soon.

D. Ghosn concluded his report by mentioning that he arranged a print deal, but it means that *The Fulcrum* needs to print 5000 copies (the minimum that the company's printer prints), but that he will try to see if he can lower that number by 1000. J. Rausseo motioned to add five minutes to the discussion. J. Turcotte seconded the motion. All voted in favour and the motion passed. Discussion ensued on further cost saving measures. J. Rausseo stated that if *The Fulcrum* doesn't get its levy, the Board needs to start looking at areas to cut. He added that he thinks cutting the rest of the print issues should be the first thing.

9. President's Report

NASH

R. Sheikh-Khalil began her report by exclaiming that a total of eleven writers were able to go to NASH thanks to K. Bobal's fundraising efforts. She excitedly continued that three of *The Fulcrum's* writers were nominated for JHM awards, and the paper won the Student Paper of the Year!

Finance

R. Sheikh-Khalil reported that there has still been no update from the university regarding the levy situation. She added that it usually arrives late, sometime in late December. R. Sheikh-Khalil mentioned that she called the SFUO office inquiring about this, but so far has not received any response from them. She noted that *The Fulcrum* should be receiving a winter semester levy as well. R. Sheikh-Khalil stated that she thinks *The Fulcrum* should continue to talk to the university about funding.

J. Turcotte noted that the upcoming referendum regarding the student union will be taking place as an online vote between February 8th-11th.

R. Sheikh-Khalil reminded the Board that a ghost budget needs to be drafted with no levy after the meeting with the SFUO on Tuesday. She also stated that any non-discretionary spending is still on hold until *The Fulcrum* knows if it will be getting its funding or not.

Legal

R. Sheikh-Khalil informed the Board that the SFUO requested a meeting with the BOD (HR committee) to discuss the upcoming referendum, which will be taking place on Tuesday. She indicated that the committee doesn't plan on taking any side on those parties involved in the referendum.

R. Sheikh-Khalil proceeded to talk about the Ford Government's cuts, stating that by deeming new as non-essential, it directly impacts *The Fulcrum's* ability as a paper to function as the decision would be up to students whether to opt out of the paper or not. Before that though, she explained that the legislation states that it is the university's prerogative to decide which services are essential and which ones are not. D. Ashnaei wondered if other universities have deemed their papers as non-essential. R. Sheikh-Khalil answered that CUP has published a

statement condemning this move by the government. She added that she'll be meeting with CUP tomorrow to talk about potential strategies moving forward.

HR

R. Sheikh-Khalil mentioned that she met with all full-time staff for a refresher meeting at the beginning of January, and the minutes of that meeting have been added to the Google drive. She also stated that monthly bilats will continue starting again next month.

R. Sheikh-Khalil noted that there is a new excel template for employees write-ups that is saved on the drive.

R. Sheikh-Khalil informed the Board that Iain Sellers, the arts and culture editor, resigned from his position recently. She stated that A. Sharma will be conducting an exit interview with him soon. R. Sheikh-Khalil went on to state that A. Sharma has begun to advertise for his replacement, and in the interim, Ryan Pepper, the former arts and culture editor, has agreed to take over that section in the interim. If there are no other applications, she said that hopefully Ryan will be hired to stay, in which case he will have to be re-ratified.

Training

R. Sheikh-Khalil reported that the strategic planning committee will be meeting soon to discuss training this semester. She stated that the theme hasn't been finalized yet, but that it will likely depend on the results of the upcoming referendum as well as the government's decision to allow students to opt-out of certain fees. R. Sheikh-Khalil also added that the Board will know more after the HR committees meeting with the SFUO on Tuesday.

Marketing and Branding

R. Sheikh-Khalil updated that the committee met this month to discuss a plan for the rest of the semester, as well as their social media critique that they had with Elamin of BuzzFeed at NASH. She mentioned that the committee will be meeting again on Tuesday with Cassandra, *The Fulcrum's* marketing consultant.

R. Sheikh-Khalil indicated that K. Bobal will be providing the Board with a full marketing report by Wednesday, January 30th, after his meeting with Cassandra. She noted that *The Fulcrum* was able to table at the SFUO clubs fair, and will be canvassing in classrooms much more this semester.

R. Sheikh-Khalil mentioned that G. Robertson created an infographic to promote *The Fulcrum's* new website features, and said that this should be advertised accordingly on *The Fulcrum's* socials.

University Partnerships

R. Sheikh-Khalil explained that because of *The Fulcrum's* online transition, she thinks that it's important for *The Fulcrum* to partner with already established campus institutions, such as CHUO. She stated that she has a contact there and he is interested in working with the Ed Board. She also made a note to check into the *Uniter's* relationship with their student radio

station. J. Rausseo motioned to add ten minutes to the discussion. D. Ashnaei seconded the motion. All voted in favour and the motion passed. R. Sheikh-Khalil added that she has also reached out to the Institute of Fiscal Studies and Democracy to host a panel discussion about regaining trust in fiscal institutions, and is waiting to hear back from them.

Inter-Board Relations Committee

R. Sheikh-Khalil mentioned that this month, J. Turcotte organized a staff party to celebrate *The Fulcrum's* NASH win, which was a lot of fun! She added that there are several upcoming events for the committee, including: Oscar night in February, Pub night trivia for volunteers in March, and potentially some networking events with *Fulcrum* alumni. R. Sheikh-Khalil also noted that Ed Board have been hosting some interesting trainings at their weekly volunteer meetings, and praised A. Sharma for her work on this initiative.

Policy

R. Sheikh-Khalil informed the Board that the policy manual is finally updated and posted on the website. She thanked K. Murray for her hard work on this. R. Sheikh-Khalil announced that the committee met this month to review sections of the Bylaws, and explained that the current focus will be only any essential changes that must be completed before the AGM. She added that changes to the job descriptions will also be a priority before the end of the year.

UOttawa Archives

R. Sheikh-Khalil mentioned that after speaking with Ryan Pepper, Archives sent him a list of issues that they'd like to have, and there are certain bound editions that they are certain bound editions that they are missing as well.

Researcher

R. Sheikh-Khalil informed the Board that she and A. Sharma were contacted by a researcher who was looking into the relationship between student unions and campus papers. She noted that she gave the researcher a brief explanation and will maybe follow up to see how the research is being used.

R. Sheikh-Khalil motioned to add two minutes to the discussion. J. Turcotte seconded the motion. All voted in favour and the motion passed. J. Rausseo said that he will try to renew an email chain with the university about getting on UOzone.

10. Inter-Board Relations Committee

Oscar Night

J. Turcotte announced that Oscar night will take place on February 24th at the Royal Oak on Laurier around 7:30pm. He mentioned that K. Bobal will be seeking between \$210 and \$300 of contra for food and drinks for the event. J. Turcotte added that he will be coordinating a competition to see who can most accurately guess the award winners, and the winner will receive a \$25 Cineplex gift card.

Pub Quiz Trivia Night

J. Turcotte stated that *The Fulcrum* will be hosting a trivia night at Father and Sons sometime in March, with a tentative date set for March 9th. He noted that the event will be open to everyone, and that K. Bobal will be seeking contra to provide some appetizers and drinks for volunteers. J. Turcotte continued that the trivia will be a mix between general trivia and campus trivia, and K. Bobal will be taking the lead on the trivia.

Diamond Edition

J. Turcotte informed the Board that the production manager mentioned to him that he was looking at the Diamond Edition and noticed that it could use about ten hours of additional work (such as adding a table of contents). J. Turcotte explained that he mentioned that he will bring it to the Board, but that he expected that the answer would be that they simply want it printed as soon as possible.

Health and Safety Questionnaire

J. Turcotte wondered if Ed Board and D. Ghosn and K. Bobal have completed the questionnaire. He said that he will put together a document together with the results from it.

Other News

J. Turcotte noted that he is meeting with Ed Board tomorrow to update them on today's Board meeting, and answer any questions that they might have.

J. Turcotte mentioned that A. Sharma is looking at potentially running a guest speaker event sometime in February, potentially at Black Squirrel Books.

J. Turcotte concluded his report by congratulating Ed Board for winning student publication of the year at NASH.

11. Marketing Committee

Tabling

G. Robertson mentioned that Ed Board and business staff tabled during the first week back of the winter semester.

Website Updates

G. Robertson indicated that there are a few items on the website that need to be updated, which he will send soon. A. Sharma stated that Adam said he'd be willing to go into the website and make the visual changes. J. Rausseo wondered if he will do it for free.

Social Media and Marketing Strategies

G. Robertson announced that the committee met at the beginning of the month to discuss their social media and marketing strategy for the upcoming semester. He also noted that Christine met with Elamin from BuzzFeed for a critique of *The Fulcrum's* social media, and some of the points included:

- Developing the brand as a news organization and making it more relatable

- Having a call to action on *The Fulcrum's* social media
- Threads on Twitter are helpful for stories

G. Robertson added that *The Fulcrum* is also curating its Instagram account in a new way with longform posts, Ty Tuesdays, and a different format for contests.

G. Robertson reported that he, D. Ghosn, K. Bobal, and Christine will be conducting focus groups to review *The Fulcrum's* online and social media presence, new media, and physical presence (ie tabling). He said that they are also thinking of having the groups sometime after reading week as well.

G. Robertson briefly reviewed the infographic that he created.

J. Rausseo suggested that perhaps *The Fulcrum* could spend some money on bumping its social media posts up.

12. Policy Committee

K. Murray briefly reviewed the changes that the policy committee proposes to the Bylaws, including: changing to gender-inclusive language throughout the Bylaws, the remuneration of the President, making changes to reflect the transition to online, and making some minor spelling mistakes and ensuring uniformity throughout the Bylaws. In the interest of time, the Board agreed that discussion and a vote on these proposals will move to email.

13. HR Committee

J. Rausseo motioned to go in camera with only directors present. D. Ashnaei seconded the motion. All voted in favour and the motion passed. J. Rausseo motioned to go out of camera. D. Ashnaei seconded the motion. All voted in favour and the motion passed.

14. AGM Scheduling

Discussion ensued over potential dates for both the Strategic Planning Session and the Annual General Meeting. The Board tentatively decided on March 10th for the Strategic Planning Session, and April 3rd for the AGM. J. Rausseo said that he will look into booking a room for the AGM.

15. Ratification of New Editorial Board Member

The Board briefly reviewed Ryan Pepper's application for the interim arts editor position. A. Sharma explained that there will be an emergency hiring period for the arts editor for a two week period starting tomorrow. R. Sheikh-Khalil motioned to ratify R. Pepper as the interim arts editor. J. Rausseo seconded the motion. All voted in favour and the motion passed.

16. Other Business

R. Sheikh-Khalil motioned to adjourn the meeting at 1:50pm. All voted in favour and the motion passed.

Online Votes

On February 15th, J. Turcotte motioned to provisionally accept the amendments to the Bylaws as detailed, in accordance with section 12 of General Bylaw 2 and subject to the approval of Corporations Canada. In addition, I further motion to include the following amendment: "Industry Canada" will be changed to "Corporations Canada" in all instances (2). J. Rausseo seconded the motion. D. Ashnaei, D. Moyer, J. Turcotte, and R. Hammond abstained, but the motion still passed.

Appendices

January Board Report 2018

Sales

Current Sales Totals:

September: \$2864

October :\$3217

November : \$1056

December \$800

January \$1457

Total Sales \$9394

The Current total sales is \$9394 for print Advertising. The Monthly average for print sales has gone down, however our online ads have increased and is being requested by clients more frequently.

Online Advertising

Leaderboard/Big Box Ad

The previous meeting we were experiencing difficulties uploading ads to our website. Ross from free media was kind enough to assist me with the matter and we were able to resolve the issue. Online ads have been running smooth since.

Online sales for the Fulcrum website are doing really well. Next month we will have 3 leaderboard ads in rotation as well as 2 big box ads.

I have noticed when speaking to clients, the increase in interest for advertising online. This has been reflected in our sales for online ads and will only continue to increase in the future.

It will definitely be worthwhile to re visit the pricing for our online ads come next year and possibly increase our prices.

Free Media total: \$1632

Online Ads \$3750

Fundraising for NASH

Fifa Tournament

December 15, 2018 The Fulcrum ran a Fifa tournament at Father and Sons. The Tournament went extremely well. My goal was to have a tournament of that consisted of 32 people and we managed to have 26 people show up.

Participants paid \$10 to enter. \$5 was donated to the Fulcrum to help contribute to NASH 81 and the other \$5 was put in the prize pool.

We managed to raise \$160 for Nash 81 and the tournament.

I will be looking into running a second one for the new semester due to the positive feedback I received from the event.

BallTillIFall

I have continued to volunteer Saturdays with Ball Till I fall.

We have received \$200 so far towards Nash 81 and will be receiving the rest at a later date.

Overall our fundraising efforts for Nash 81 were successful and we were able to surpass our goal and raise a generous amount to contribute to everyone's cost.

Website Addition.

Event/Donation Page.

We should have a section on our website that is specific to Nash or Events in general where we can Highlight Nash.

This page should feature a donation section.

We can outline Nash and all the ones to date where we can post and talk about the event.

On the page, visitors can find a donation box that is active year round where they can donate any amount towards Nash if they are willing to.

Social Media

A social media contest was posted this week and did really well.

The Contest was highly successful in comparison to some of our previous ones.

The Contest format was simple.

Rules

1. Follow us @instafulcrum
2. Like 3 of our recent posts

Once you have finished steps 1 and 2 , please send us a DM saying “ Done”.

This format worked really well because of its simplicity I believe. We gained 8+ followers and received over 50 likes.

Our Next Social Media Contest will be this up coming week.

The Fulcrum will be giving away tickets to Capital Hoops.

Stay tuned.....

A social Media Schedule is being put together and will be made available for everyone after our Marketing meeting this week with Cassandra.

Upcoming Marketing events.

Oscars

The Oscar night will be running as per usual.

It will be held at the royal oak where we have a contra deal that will fund a portion of the night.

After discussing with Anchal and Justin, we will make the event an open invite to the public if they wish to join and have a chance to participate in winning some of our prizes.

Pub Night Trivia

March 9th (TBD)

We will be organizing a trivia night at Fathers and Sons.

The Event will be promoted in our February print issue as well as our social media accounts. The event is open to anyone.

We will organize trivia questions for different categories. Winner of each category will be given a prize.

Guest Speaker

Anchal has a guest speaker that is willing to come in and speak to members of the Fulcrum. We are currently deciding on a time that works best and whether or not we will host it at the Fulcrum itself but the plan is to have her come in this month.

Poutine Fest.

The poutine fest that is running in March and not January. Takes place over the course of 3 days.

I will be coordinating with Comm life to have a poutine giveaway on our social media contest for that weekend.

Hiring / training

Our arts and culture editor, Iain Sellers has resigned and will be replaced by former A&C editor Ryan Pepper for the time being.

Ryan needs to be ratified by the board. Hiring ads will go up tomorrow for two weeks on our website and social media.

I did a refresher training for staff the first week back and Raghad and Dorian came in as well to talk about the board and the complaint process.

Content

We had our Fiction Issue out this week. It's doing well, we got a lot of submissions, unfortunately someone plagiarized. Our next issue is the sex issue which will come out Feb. 13.

Are covering the referendum and the Ford government's announcement.

We changed our structure to reflect our transition based on the strategic planning session (no more deadlines, less stories some weeks)

Content Enhancement/Freelancing

- We owe freelancers money at the end of each month
- I am owed a check for pizza

NASH

NASH was really great, thank you for sending us! We were nominated for three awards and won student publication of the year.

Marketing Strategies/volunteer outreach

Kaylum had a FIFA tournament in December, and he ran a social media contest last week. Matt and I spoke to a journalism class a couple weeks ago. I'll be doing that again in the coming weeks.

We started section editor workshops every week to teach volunteers how to write for different sections and I created a Fulcrum Contributors' group for volunteers where we will post pitches and training resources.

I did some interviews with student journalists for Canadaland and the RRJ — will be on RRJ podcast on Tuesday so let me know if you guys think we have stories that made an impact and send them my way!

Social

See most recent social media report by Christine

Changes based on critique at NASH:

- longer Instagram posts
- Ty Tuesdays
- Building a style/aesthetic
- Changing our tone on twitter
- More polls
- Starting live-streaming
- Working on a newsletter

Completed/upcoming:

- **Readership Survey:** <https://admin.typeform.com/form/Ux5SF4/results#summary> — Christine promoted this for a month. Let's see how we did! M
- **Equipment:** Has been purchased, thank you! We need sponges and soap and a sink clogger for the kitchen.

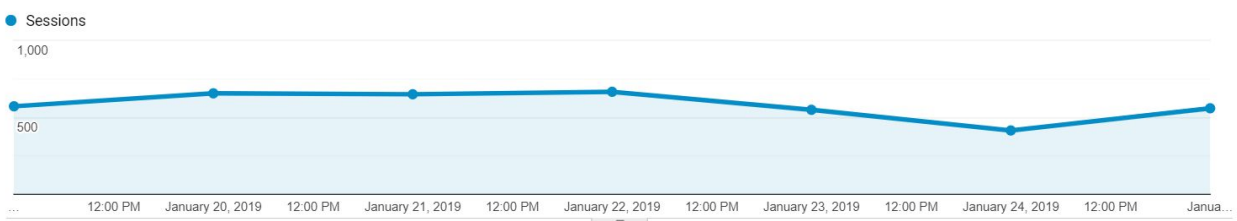
On-going/New

- Want to set up CBC/Ottawa Citizen tour with CHUO
- Soccer game with La Rotonde (will probably just be a mixer — will reach out to Matthieu about this ... maybe we should just collab on something about student journalism)
- Oscar party in February at royal oak
- Pub trivia night in the works
- Got in touch with Jane From Buzzfeed
- Performance evals next month - sent out a survey about my performance and workplace support to staff
- EIC shadowing next month
- Job shadowing in March for volunteers
- Parker wants to edit his own photos and wants to be remunerated for it — \$50 per paycheck

Fulcrum Analytics Report January 20 to January 26

FULCRUM WEBSITE ANALYTICS

Audience Overview



Another good week for our website. Users and sessions went up by almost 10% and bounce rate stayed about the same. We had a pretty constant stream of around 750 views every day, which drops as the week goes on, as usual.

Users

3.4K

↑7.6%

vs last 7 days

Sessions

4.1K

↑8.5%

Bounce Rate

81.09%

↓0.3%

Session Duration

0m 56s

↑1.2%

Users

3,426

New Users

2,730

Sessions

4,067

Number of Sessions per User

1.19

Pageviews

6,349

Pages / Session

1.56

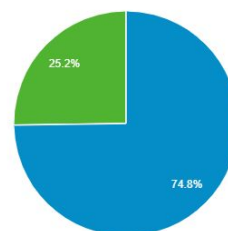
Avg. Session Duration

00:00:56

Bounce Rate

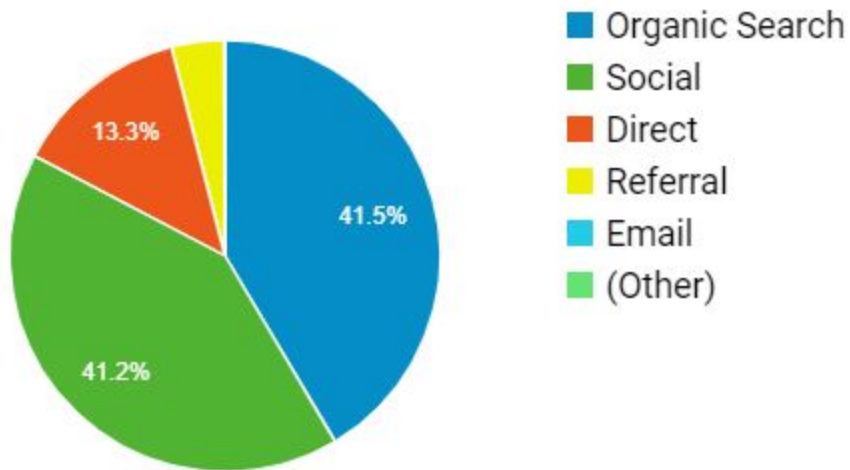
81.09%

■ New Visitor ■ Returning Visitor



Acquisition

Top Channels



Organic search beat social by just 0.3%, however both of them have increased. The equivalent of 7 page views. Email and “other” are still on the list for some reason but they both have 100% bounce rates so are probably flukes.











	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	3,426	2,730	4,067	81.09%	1.56	00:00:56
1 Organic Search	1,440			75.51%		
2 Social	1,432			87.25%		
3 Direct	463			77.31%		
4 Referral	136			86.62%		
5 Email	2			100.00%		
6 (Other)	1			100.00%		

Both Twitter and Facebook have gone up in number of sessions and users but Twitter is still only accumulating about 10% of the acquisition as Facebook. Instagram is also doing about the same as last week (much better than last semester) in terms of acquisition.

	Social Network ?	Acquisition			Behavior			Conversions		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
		1,432 % of Total: 41.80% (3,426)	911 % of Total: 33.37% (2,730)	1,702 % of Total: 41.85% (4,067)	87.25% Avg for View: 81.09% (7.59%)	1.43 Avg for View: 1.56 (-8.51%)	00:00:41 Avg for View: 00:00:56 (-27.35%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. Facebook	1,216 (84.50%)	758 (83.21%)	1,424 (83.67%)	88.34%	1.39	00:00:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. Twitter	185 (12.86%)	117 (12.84%)	235 (13.81%)	83.40%	1.62	00:00:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. Instagram	20 (1.39%)	19 (2.09%)	20 (1.18%)	70.00%	1.95	00:01:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. reddit	10 (0.69%)	10 (1.10%)	12 (0.71%)	75.00%	1.67	00:01:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	5. LinkedIn	8 (0.56%)	7 (0.77%)	11 (0.65%)	72.73%	1.27	00:00:17	0.00%	0 (0.00%)	\$0.00 (0.00%)

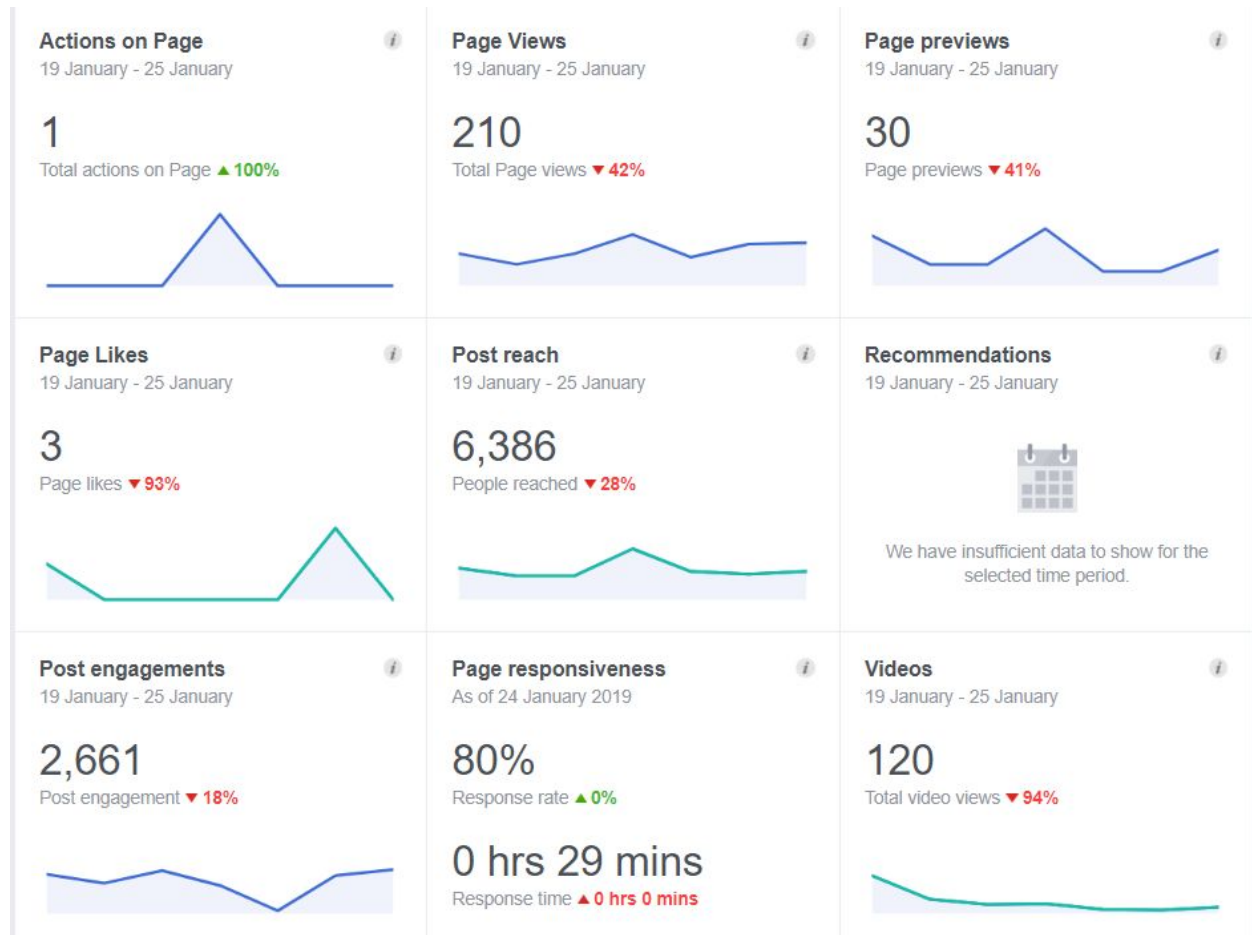
Behaviour

Top stories this week: Letter to the editor Doug Ford Changes, Part time profs, U Sports championships coming to uOttawa, Tomato student already on probation.

Page		Pageviews	% Pageviews
1. /		505	<div></div> 7.95%
2. /opinions/letter-to-the-editor-re-doug-ford-changes-to-osap/		401	<div></div> 6.32%
3. /news/part-time-profs-to-vote-this-week-on-strike-mandate/		297	<div></div> 4.68%
4. /sports/u-sports-championships-coming-to-gee-gees-field/		177	<div></div> 2.79%
5. /opinions/criminal-records-plagiarism-might-good-thing/		148	<div></div> 2.33%
6. /the-tomato-2/week-into-winter-semester-student-already-on-academic-pr obation/		140	<div></div> 2.21%
7. /category/features/		131	<div></div> 2.06%
8. /news/the-student-union-referendum-what-we-know-so-far/		107	<div></div> 1.69%
9. /opinions/after-tragedy-wait-for-the-full-story/		106	<div></div> 1.67%
10. /sports/athlete-spotlight-kevin-domingue/		98	<div></div> 1.54%

FACEBOOK INSIGHTS

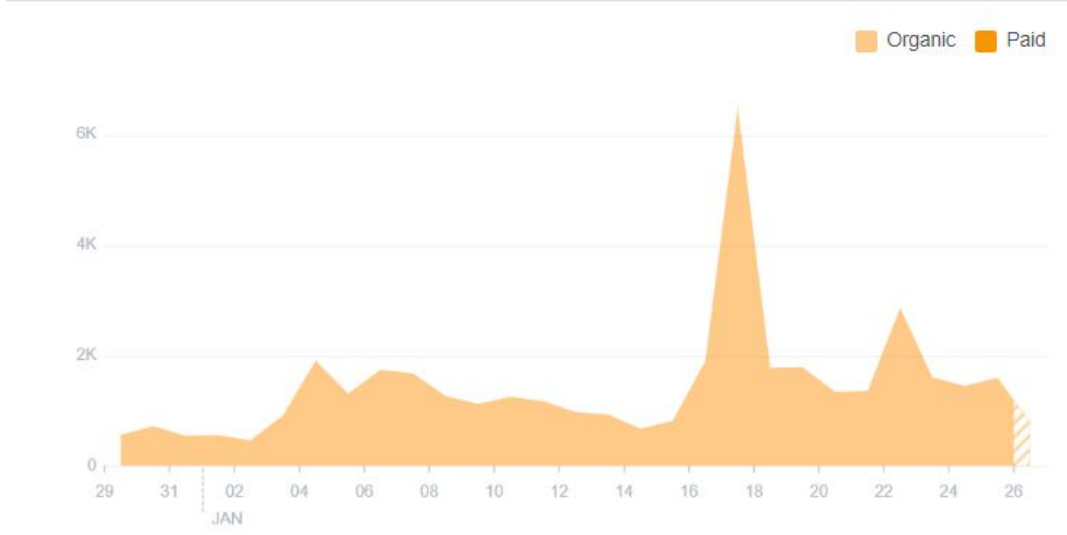
Post Reach/Net Likes



Unfortunately, Facebook has dropped a bit after our crazy increase last week. It is still doing better than last semester, just worse than last week when we had a massive increase in followers with everyone sending out invites.

Post Reach

The number of people who had any posts from your Page on their screen. This number is an estimate.



Post reach spiked on the 22/23rd which is probably from the APTPUO story which got over 3k reach this week.

Top posts









Top posts this week: You on Netflix, APTPUO, repost about weather, tomato about student on probation

Published	Post	Type	Targeting	Reach 	Engagement	Promote
26/01/2019 13:22	 ICYMI: Head coach of Gee-Gee's women's soccer Steve Johnson was			143 	30 	Boost Post
26/01/2019 10:52	 Head over to Instagram at instafulcrum to check out Ty's advice			363 	970 	Boost Post
25/01/2019 20:03	 Writing essay after essay can really suck the creativity out of you like			328 	281 	Boost Post
25/01/2019 19:03	 As details emerge after tragedy, there's a natural inclination to want to			832 	12918 	Boost Post
25/01/2019 17:02	 "Have you ever heard the saying "less is more"? The University of			463 	191 	Boost Post
25/01/2019 15:02	 "Some students prefer online readings, others prefer physical			508 	204 	Boost Post
25/01/2019 13:01	 Netflix recently starting streaming a new series titled "You," and it's			1.3K 	11243 	Boost Post
25/01/2019 09:59	 In our fiction issue, Managing Editor Savannah Awde drafts a poem of			307 	81 	Boost Post
24/01/2019 19:54	 Dear readers, It has come to our attention that one of the stories			896 	9915 	Boost Post
24/01/2019 19:50	 In our fiction issue, Brielle Huang writes of a women's struggle with an			313 	190 	Boost Post
24/01/2019 17:49	 The University of Ottawa - L'Université d'Ottawa has a music			700 	237 	Boost Post

24/01/2019 15:48		How much do you know about the leaders of LGBTQ+ activism? It's			356		7 6		Boost Post
24/01/2019 13:47		Hibernate if you want, but don't blame it on a lack of winter activities			259		2 0		Boost Post
24/01/2019 11:47		Daniel Perry, a fourth-year communication and political science			428		15 2		Boost Post
23/01/2019 19:58		There's a new festival coming to Ottawa this summer, and they're			308		3 0		Boost Post
23/01/2019 17:57		As many as 12,000 deaths related to work could escape official			583		8 7		Boost Post
23/01/2019 15:57		Doug Ford's new free speech policy has struck a cord with many			811		59 6		Boost Post
23/01/2019 13:56		Last week the provincial government made a troubling			961		95 7		Boost Post
23/01/2019 11:55		The University of Ottawa - L'Université d'Ottawa was selected			531		6 4		Boost Post
22/01/2019 20:03		The Gee-Gees men's hockey team picked up three points this weekend			273		2 1		Boost Post
22/01/2019 18:03		For our fiction issue, Fulcrum President Raghad Khalil reflects on			310		17 0		Boost Post
22/01/2019 15:46		Activists occupied a Centertown office building as part of a series of			294		5 1		Boost Post
22/01/2019 14:02		The APTPUO, Association of Part-time Professors of the University of			3.4K		184 40		Boost Post

22/01/2019 11:44		Hey Fulcrumites, The Fulcrum will be hosting workshops on how to			329		12 1		Boost Post
22/01/2019 11:23		It's Ty Tuesday! Ty is currently accepting questions about			398		9 1		Boost Post
21/01/2019 17:46		Our sexpert, Ty, is back tomorrow and taking your questions on			381		43 0		Boost Post
21/01/2019 15:41		For our fiction issue, Jane Furlong recounts an anxiety-ridden			406		14 1		Boost Post
21/01/2019 13:39		Bundle up, extreme cold warning in effect in Southern Ontario right now!			1.3K		208 45		Boost Post
21/01/2019 11:59		We will be having our News writing workshop tomorrow at 4:30 right			125		3 0		Boost Event
21/01/2019 10:12		Have you heard of the new Facebook sensation, Subtle Asian			624		20 3		Boost Post
20/01/2019 18:38		In our fiction issue, Zoë Mason traces the unique meaning and			516		16 9		Boost Post
20/01/2019 16:37		On Feb. 23, the University of Ottawa's Faculty of Medicine will			489		2 5		Boost Post
20/01/2019 14:36		While some tend to take syllabus week lightly, philosophy students			592		24 3		Boost Post
20/01/2019 12:35		For our fiction issue, Aerie Carmichael reflects in a poem on a			328		3 1		Boost Post
20/01/2019 09:39		Dean Wels, a third-year student at the Telfer School of Management,			1K		180 8		Boost Post

How we compare

Page		Total Page Likes	From last week	Posts This Week	Engagement This Week
1	 Ottawa Citizen	144.3K 	▲ 0.4%	250	27.3K 
2	 Ottawa Sun	39.8K 	▲ 0.3%	250	5.3K 
3	 FÉUO SFUO	5.5K 	▲ 1.3%	39	70 
4	 The Charlatan	2.9K 	▲ 0.1%	26	123 
YOU 5	 The Fulcrum	2.6K 	▼ 0.1%	40	169 
Keep up with the Pages you watch. Get More Likes					
6	 La Rotonde	2.6K 	▲ 0.2%	20	103 
7	 Canadian University Press	1.2K 	▲ 0.2%	1	2 

Still going strong with and hopefully getting close to the Charlatan at some point this semester. We're about 200 people away from them right now.

TWITTER ANALYTICS

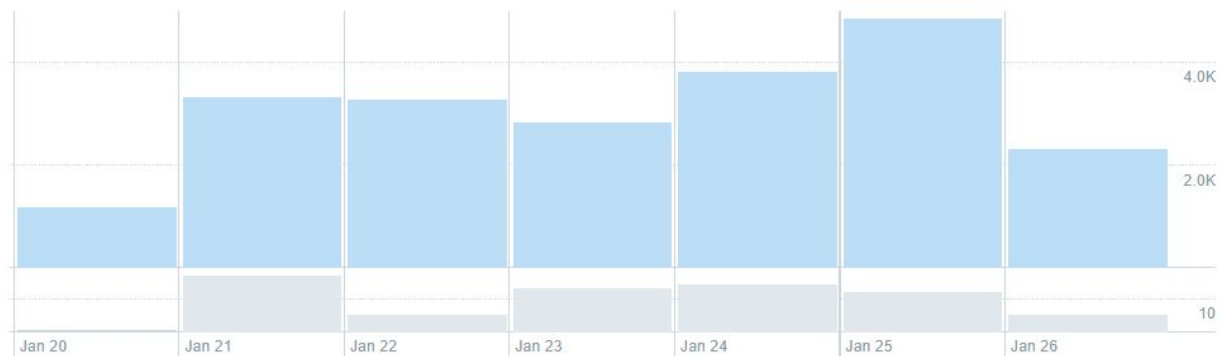
Overview

28 day summary with change over previous period



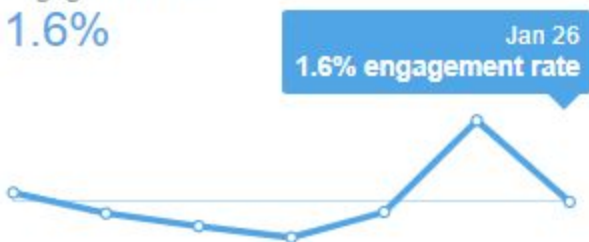
Twitter has also been doing better this past week! We gained a few followers and our impressions went up by about 1k since last week!

Your Tweets earned **20.9K impressions** over this **7 day** period



Engagement rate is about the same but link clicks have been going up which is consistent with what we see in the google analytics. We had 27 retweets and 26 likes which is pretty good for one week for us!

Engagement rate
1.6%



Link clicks
146



On average, you earned **21 link clicks** per day

Retweets
27



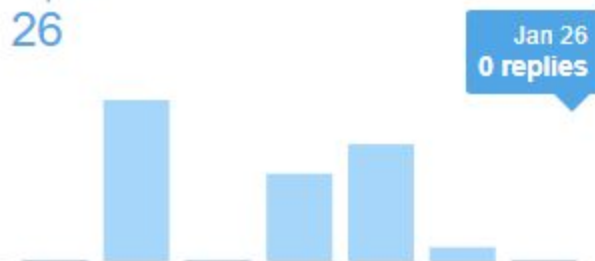
On average, you earned **4 Retweets** per day

Likes
53



On average, you earned **8 likes** per day






Replies
26



On average, you earned **4 replies** per day

Top Tweets

Top tweets this week: You on Netflix, part time profs, threads for poetry submissions, subtle asian traits

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	The Fulcrum @The_Fulcrum · Jan 25 Last week, we spoke to women's rights advocate, and 10 year survivor of stalking, @JulieSLalonde about @Netflix_CA's new show #You. While many media outlets have been romanticizing the protagonist's stalking, it's dangerous, and we'll tell you why. thefulcrum.ca/arts/you-roman... View Tweet activity	3,044	73	2.4%	Promote	
	The Fulcrum @The_Fulcrum · Jan 22 Part-time profs at #uOttawa will be voting on a #strike mandate later this week. The budget is getting tight as Ford slashes tuition costs. thefulcrum.ca/news/part-time... View Tweet activity	860	26	3.0%	Promote	
	The Fulcrum @The_Fulcrum · Jan 21 We received dozens of powerful short story submissions for our Fiction Issue. Follow this thread for some great reads: View Tweet activity	836	17	2.0%	Promote	
	The Fulcrum @The_Fulcrum · Jan 22 Hey #uottawa! Don't forget to stop by our news writing workshop, today at 4 pm. There are snacks 🍪 View Tweet activity	479	4	0.8%	Promote	
	The Fulcrum @The_Fulcrum · Jan 23 We received dozens of amazing poetry submissions for our Fiction Issue. Follow this thread for some great reads: View Tweet activity	436	4	0.9%	Promote	



The Fulcrum @The_Fulcrum · Jan 21

425

7

1.6%

If you're on Facebook and can relate to Asian diaspora, you should check out the Facebook group, Subtle Asian Traits! There is even a meet-up in Ottawa in three days. thefulcrum.ca/arts/sharing-s...

[View Tweet activity](#)

Promote



The Fulcrum @The_Fulcrum · Jan 24

423

2

0.5%

We have a few more poetry submissions for our Fiction Issue to share with you today. Follow this thread for some great reads:

[View Tweet activity](#)

Promote



The Fulcrum @The_Fulcrum · Jan 24

345

3

0.9%

It's not secret that #Ottawa has been cold lately, but that doesn't mean that you have lock yourself inside your home, and cling to a warm cup of coffee. Check out our activities that are good, no matter the weather! thefulcrum.ca/arts/no-hibern...

[View Tweet activity](#)

Promote



The Fulcrum @The_Fulcrum · Jan 24

343

50

14.6%

We regret that the story "Willian's Neighbour" published in our Fiction Issue was plagiarized. We have removed the story from our website however, it remains in our print issue. We apologize for the harm caused to Manen Lyset, author of the original story: ow.ly/VjWo30nruxJ

[View Tweet activity](#)

Promote



The Fulcrum @The_Fulcrum · Jan 24

342

3

0.9%

Correction: Are you an #Ottawa based artist, musician, or actor? Are you female or genderqueer? If so, then you have a great chance of qualifying to perform at the city's newest festival this summer: #UPROAR.



The Fulcrum @The_Fulcrum · Jan 23

Doug Ford's new [#freespeech](#) policy is making some groups concerned about [#university](#) independence. [@NoSecondD](#) explains how the [#uOttawa](#) is feeling. [thefulcrum.ca/news/provinces...](#)

[View Tweet activity](#)

323

5

1.5%

Promote



The Fulcrum @The_Fulcrum · Jan 22

Hey Fulcrumites, [@the_fulcrum](#) will be hosting workshops on how to write for the paper every Tuesday at 4:30pm starting today! Would you like for it to be live-streamed? You will be able to watch from home and ask questions during the live-stream.

[View Tweet activity](#)

319

2

0.6%

Promote



The Fulcrum @The_Fulcrum · Jan 21

Ty, our sexpert, is back tomorrow to take your questions about sex, love and relationships on Instagram stories at [instafulcrum](#)! Check out some of the past highlights. [pic.twitter.com/sfhiuErTA1](#)

[View Tweet activity](#)

312

16

5.1%

Promote



The Fulcrum @The_Fulcrum · Jan 20

Read about Dean Wels, a third-year [@Telfer_uOttawa](#) student who's already on academic probation a week into the winter semester. [@TheTomato0](#) reports. [#yikes](#) [thefulcrum.ca/the-tomato-2/w...](#)

[View Tweet activity](#)

306

24

7.8%

Promote



The Fulcrum @The_Fulcrum · Jan 24

[#DYK](#) that [#UOttawa](#) has a music therapy club? The club is actively looking for musicians of all levels to volunteer their time, and help others. [thefulcrum.ca/arts/catch-me...](#)

[View Tweet activity](#)

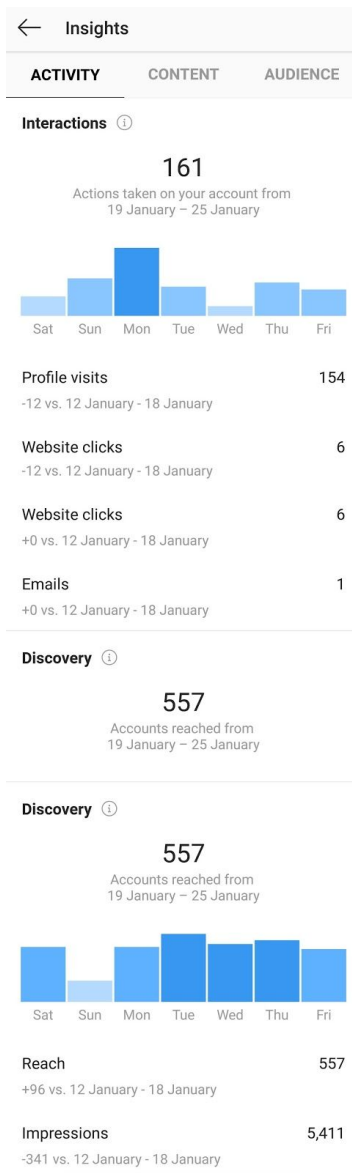
299

3

1.0%

Promote

INSTAGRAM INSIGHTS



We've continued increasing our Instagram reach and interaction. Discovery has gone up and we've had several new follows this week. Unfortunately, we didn't get any submissions for Ty this week but I'll experiment with posting at different times of the day to see whether or not it has an effect on the number of responses we get.

GM Report January 2019

1. Financials

TOTAL	\$140,175.66
Chequing	\$60,384.64

RBC	\$79,791.02
-----	-------------

Key line updates:

Line	Budget	Current
Fundraising	\$5000	\$8405
Advertising & Promotions	\$3000	\$1123.19
Conference Expense	\$6000 (\$14,405 w/fundraising)	\$13,703.16

2. Marketing and Social Media Consultant

Held our first meeting at the beginning of December with Casandra, Graham, Kaylum, and myself. It went really well and we learnt a lot of small yet key factors into the algorithms of certain platforms. Christine was unable to make the meeting to due scheduling conflicts but is expected to be at our next meeting. The next meeting is supposed to be this week barring any last minute changes.

3. VISA/Chequing Account

My Visa arrived! With the new Visa, I discussed a potential change to make future payments automatic withdrawals from our chequing account with Raghad and Jon, but after considering all the factors, we will continue to pay via cheque. This is still our best method to provide as much transparency we can between the GM and board.

I've made a small change to our chequing account due to our current balance. It will have save us the \$125 monthly account fee.

4. Audit/HST/Tax Return

Our Audit report will posted on our website shortly. Our Corporate Tax and HST Returns have also been filed. It is expected that we will be receiving \$4,894.63 HST refund.

5. Paper Delivery Change

Due to health and safety reasons brought up the new administration of the UCU, for the remainder of our printing schedule, the new delivery location will be the loading dock at Morriset.

6. WSIB

Our WSIB balance has been reconciled for 2018. The agent I spoke to informed me that we will now be reporting to the WSIB quarterly instead of monthly (this is based off the type and size of our organization).

6. Staff Changes

Our Arts and Culture Editor has left due to personal reasons.

7. Adobe Creative Suite/Style Guide

Adobe was purchased back in December after our last meeting and is now available on both the Production computer and the Visual computer.

Updated Style Guide for Edboard was purchased this month.

8. Baseball Caps

Does anyone have interest in purchasing a Fulcrum Baseball cap? I will be sending out an email with details on costs and details as this would be considered a personal expense and not a Fulcrum expense.

Fulcrum Publishing Society

Board of Directors

President's Report

Sunday, January 27, 2019

141 Louis Pasteur, 10:30 a.m.

Meeting #8 2018-2019 Publishing Year

1. NASH

- A total of 11 writers were able to attend NASH in Calgary earlier this month thanks to Kaylum's fundraising efforts.
- 3 writers were nominated for JHM awards, the most we've had in a very long time!
- Our paper won the award for Student Publication of the Year. Congratulations to everyone for all of the incredible work you put into this paper every day. This is a

great accomplishment, and hopefully something we can capitalize on given the many challenges listed in the rest of this report!

2. Finance

SFUO Levy Update

- We have yet to receive an update from the university regarding the levy situation, however we do know that there will be a referendum regarding the fate of the student union in February. We have yet to receive our first semester levy which usually arrives in December. I have called the SFUO Office and left them a voicemail inquiring about this with no response. From what we have heard from the SFUO's press releases, we should be receiving a second semester levy, however we are unclear on that matter
- We should continue to contact the University about the state of our funding. Perhaps Jon can inquire further with any University contacts he may have
- Finance needs to draft a ghost budget for next year without a levy as soon as possible as well as the regular budget including our regular levy. A draft should be completed by February's Board meeting
- I forwarded an update from the Fall Economic Statement regarding a 15% reimbursement for online Canadian news subscriptions. This may be something to keep in mind if we have trouble securing funding

Budgeting Note (repeated)

- Given the uncertainty of our financial situation this Winter, any non-discretionary spending must be put on hold for the moment if it hasn't already been budgeted for. This includes parties, acting pay, etc. Until we are certain we will be receiving our money in the winter, we need to be conservative with our spending. If you are uncertain about what counts as non-discretionary, run it by me or Jon first!

3. Legal

Student Union Referendum

- The referendum on our student union will be held on February 8-11th.
- The SFUO has requested to meet with the BOD to discuss the upcoming referendum. We have scheduled a meeting with the HR committee and them this coming Tuesday January 29th at 5:30pm. A copy of their meeting invitation has been saved in the drive. We do not plan to take any side in this referendum. We would like to stay as impartial as possible. We will take advantage of the opportunity to meet with their executive to inquire about when we will be receiving our levies. We can put together a list of points we would like to discuss with them at the end of our Board Meeting, however I do believe the list will be brief. We are curious as to the purpose of this meeting and what new information can possibly be brought forward at this point.

Provincial Government Cuts

- The Ford Government's decision to make student fees optional directly impacts our ability as a paper to function. By deeming news as non-essential, the decision would be left to students as to whether to opt out of the paper or not. Unfortunately, this could mean drastic and unpredictable cuts to our operating budget every year. The

legislation does state that it is the University's prerogative as to which services it should deem as essential. Therefore, we must make a concerted effort as Board to meet with the University and ensure that we are deemed an essential service.

- The University is likely being bombarded with requests at the moment given the Student Union situation and now the provinces' cuts. We should be proactive and attempt to set up a meeting with them as early as possible.
- If necessary, the BOD and EdBoard will need to come up with an organized campaign to advocate for the paper including class visits, social media efforts and editorials, among other ideas.

4. CUP

- As was shared in our slack group, CUP has published their statement condemning the provincial government's move. I will be meeting with them tomorrow at 8pm to discuss next steps for Ontario papers. Next steps will likely have to do with how to advocate for the paper and possibly collaborate on a province-wide campaign

5. HR

Employee Roundtables

- I met with the full-time staff this month for a January refresher meeting as we haven't all met since the end of November. I found the discussions to be very helpful and clarified next steps. Each person gave an overview of their priorities for the rest of the semester and what was currently on their plate. I have attached the minutes of that meeting in the drive.
- Monthly bilats will continue as planned starting next month

Employee Write-ups

- New excel templates for employee write-ups have been saved in the drive. Records will be kept online in employees' confidential folders. Individuals will be given a signed hard copy in the case of a written warning

New employees

- Iain Sellers, the Arts and Culture Editor has submitted his resignation due to personal reasons. Anchal will be completing an exit interview with him before his departure.
- As is customary, Anchal has begun to advertise for his replacement online for a minimum of two weeks. In the interim, she is looking to appoint Ryan Pepper, former Arts and Culture Editor, as an emergency hire. He will be approved by vote at our monthly board meeting. In the event that not many or no applications are received for the position and Ryan is willing, we will need to re-approve him from Acting Editor to Editor.

6. Training

- The strategic planning committee will be meeting to discuss our goals for the training session this semester. The theme has yet to be finalized but it will likely depend on the results of February's union referendum as well as the provincial government's decision to allow students to opt out of certain fees.
- I met with EdBoard to give a brief refresher training on how to file a complaint and the disciplinary process. I believe the new standard for this training should be that it is

given at the beginning of each semester. People tend to forget that they can and should speak up about issues and should know the proper way to deal with them.

- Kate has found a free online webinar for how to effectively hire for Non-profits. If anyone would like to attend, please let me know! We should take notes and keep them for future use
- EdBoard is running trainings for volunteers and any interested parties

7. Marketing and Branding Committee

- The committee met this month to discuss plans for the rest of the semester including which tabling, presence at university events and reaching out to Fulcrum alumni. They also discussed their social media critique that they had with Elamin of Buzzfeed at NASH. He provided several great ideas for how to improve our online presence.
- The committee will be meeting with Cassandra, our marketing consultant, this Tuesday
- Kaylum will be providing us with a full marketing report by Wednesday January 30 after his meeting with Cassandra. It will include a set of goals for the rest of the year as well as measurable performance indicators
- We were able to table at the SFUO clubs fair and will be canvassing in classrooms much more this semester, especially given the province's current stance to deem news as non-essential
- Graham put together an infographic to promote our new website features. This should be advertised accordingly on social

8. University Partnerships

- Given that we are transitioning completely away from print, it is important that we make an effort to be more visible on campus by collaborating with campus institutions.
- I reached out to Omar from CHUO regarding a partnership with the Fulcrum's EdBoard. I have saved the e-mail in the drive. He said he was very interested and will be able to get back to us with a response by Tuesday after meeting with his team
- I have reached out to Helaina Gaspard from the Institute of Fiscal Studies and Democracy at the University of Ottawa (IFSD) about hosting a panel discussion. The discussion would be about regaining trust in institutions especially given the current situation with our student union. IFSD is responsible for IvoteJevote, and is already gearing up for November's election. If this panel does not work out, we can possibly partner with them on another discussion with political speakers

9. Inter-Board Relations Committee

- Justin has continued to meet with Ed Board each month.
- This month Justin organized a staff party to celebrate our big win at NASH! It was a lot of fun. Thank you to everyone for coming out
- There are several upcoming events for this committee including: Oscar Night in February, Pub Trivia Night for volunteers in March, potential networking events with Fulcrum alumni, etc

- Note that EdBoard is hosting some interesting trainings at their volunteer meetings each week. Feel free to attend if you are interested. Great job with this initiative, Anchal.

10. Policy

- The policy manuals are finally updated and are posted on the website! Thank you, Kate for all your hard work on this.
- The committee met this month to review pertinent sections of the Bylaws. The current focus will be on any essential changes to the Bylaws that must be completed before the AGM.
- Changes to job descriptions will also be a priority before the end of the year

11. Board Recruitment

- We have two new potential board members joining us for our meeting today. Both are for student representative positions.

12. UOttawa Archives

- After speaking with Ryan Pepper, Uottawa archives sent him a list of issues that they would like copies of. They apparently love The Fulcrum and want to ensure that they maintain their records even after we switch to online

13. Board recruitment

- We have an empty board seat in the continuity representative position

14. Researcher

- Anchal and I were contacted by a researcher who was looking into the relationship between Student Unions and Campus papers. I gave her a brief explanation, and will maybe follow-up to see how the research is being used.

Fulcrum Publishing Society
Inter-board Relations Committee
NOTES
December & January 2019

1. Oscar Night

Oscar Night will be happening on Sunday, 24 February. The time will likely be around 7:30 pm, since the Oscars begin at 8:00 pm. The event will be held at the Royal Oak on Laurier. Kaylum will be seeking between \$210 and \$300 in contra for food and drinks at the event. We will be in the basement space. We will have a competition to see who can most accurately guess the award winners. Justin will be making the competition sheet. The award will be a \$25 Cineplex gift card.

All of EdBoard, the Board of Directors, and others are invited. You can even dress up nicely!

2. Pub Quiz Trivia Night

The Fulcrum will be hosting a trivia night at Father & Sons in March. The tentative date as of right now is Saturday, 9 March.

This event will be open to everyone, including volunteers and the public. Kaylum will seek contra to provide some appetizers and drinks to volunteers.

The trivia will be a mix of general trivia and campus trivia. Kaylum will be taking the lead on the trivia.

A house ad may be placed in the February print issue promoting the event. Kaylum will also seek to put a poster in FnS.

3. Diamond Edition

The Production Manager (Adam) mentioned to Justin that he was looking at the Diamond Edition and noticed that it could use about 10 hours of additional work (table of contents for example). Justin told him that he would bring it before the Board, but suspected that the answer would be that they simply want it printed as soon as possible.

4. Health and Safety Stress Questionnaire

This questionnaire was handed out during the Strategic Planning Session in November. The idea was to have people complete it during the meeting, but due to time constraints people brought the questionnaire home with them. My apologies for letting it get lost in the ether.

Anchal: has EdBoard completed the questionnaire? If not, can we carve out 20 minutes to complete it at some point?

Dorian and Kaylum: have you two completed it?

5. Other News

Justin will be meeting with the EdBoard tomorrow (Monday, 28 January) to update them on BoD business and to take any questions they may have.

What have some of your favourite pieces been in December and January?

Anchal is looking at potentially running at guest speaker event (a Fulcrum Alumnus) sometime in February. Black Squirrel Books may be a potential location.

Congrats to the EdBoard for Student Publication of the Month at NASH! We held a celebration party last night. Eight people attended.

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Fulcrum Publishing Society – Board of Directors
Branding and Promotion Committee Report (Sunday, January 27th, 2019)
Prepared by: Graham Robertson



Tabling

- Ed board and business staff tabled during the first week of the winter semester, gave out coffee and merch.

Website Updates

There are a few things that need to be updated on the website, including:

- Submissions on the Dear Ty page
- “ombudsperson” on the About Us page
- Any updates from the bylaws that need to be reflected on the website.
- Have the Fulcrum logo appear when you hover over a section.
- Updated tags
- Update YouTube with new video

Social Media and Marketing Strategies

The marketing committee met at the beginning of the month to discuss our social media/marketing strategy for this semester.

Christine met with Elamin from BuzzFeed for a critique of our social media. Highlights include:

- Have a call to action on our social media → why should people care?

- Threads on Twitter are helpful for stories, i.e., for features
- Develop our brand/voice → how are we writing posts so we cater to our target demographic?

We're also curating our Instagram in a new way with longform posts, Ty Tuesdays, and a revised format for contests (i.e., sticking to one platform).

Dorian, Kaylum, Christine, and Graham will be conducting focus groups with readers during the week of February 4-8 to review our online and physical presence, specifically our social media and website. We may also conduct another at the end of February.

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Fulcrum Publishing Society – Board of Directors Policy Committee Report (Sunday, January 27, 2019)



January Policy Meeting: Saturday, January 26, 2019
Present: Kate Murray, Anchal Sharma, and Graham Robertson

Updates

The focus for the policy committee presently is on reviewing the Bylaws for any necessary changes as they can only be approved at the Annual General Meeting. The committee met on Saturday, January 26th to discuss:

- changing to gender-inclusive language throughout the Bylaws;
- the remuneration of the President;
- making changes to reflect the transition to online; and
- making some minor spelling mistakes and ensuring uniformity throughout the Bylaws.

Changing to gender-inclusive language

As the Board has recently approved changing the role of “ombudsman” to “ombudsperson” throughout the Bylaws, the **committee proposes that the feminine gender language be changed to gender-inclusive language throughout the Bylaws.**

Remuneration of the President

There was previously a line in the budget for the remuneration of the President. For the past few years, we've made this line zero, and because of this, the **committee proposes that these two bylaws be removed.**

Section 6

6.06 Remuneration of Directors. The directors of the Corporation, with the exception of the President, shall serve without remuneration and no director shall directly or indirectly receive any profit from her position as such provided that a director may be paid or reimbursed for reasonable expenses incurred by her in the performance of her duties.

6.07 Remuneration of the President. The remuneration of the President shall be decided upon by the Board of Directors at the last duly constituted meeting of directors of the publishing year. The President's remuneration shall be based upon their performance. The President shall be ineligible to vote on this topic.

Changes to reflect the transition to online

As *The Fulcrum* is transitioning to completely online, there are a few bylaws that need to be revisited to reflect this change. **Below are the proposed changes:**

Section 11

11.06 Primary Method of Giving Notice. If it is deemed by the Board that the methods of giving notice as described through section 12.01 to section 12.05 of this Bylaw is not feasible, then any notice published in the Fulcrum, shall be considered the primary and preferred method to give notice to membership of the Corporation only. That is provided that the notice is published in the Fulcrum **a minimum of two weeks online** ~~in a minimum of three issues~~ directly proceeding the date or dates of the requested attendance of the membership. This method may also be accompanied by some other form of notice to the membership, such as publication of the notice in other University of Ottawa publications, posters placed on the University of Ottawa campus, or any other method that the Board deems appropriate.

11.07 Communication of Documents. Any documents which need to be provided to the membership, either by Board resolution or the Bylaws of the corporation, must be ~~inserted or published in the Fulcrum~~ **or** presented as individual files on the Fulcrum's official corporate website.

General Bylaw Number 2 - Section 13

13.02 Membership. Every issue of the Fulcrum will have **an ad on the Fulcrum's website** ~~a house ad~~ that explains that all University of Ottawa students are members of the Corporation and who to contact if students have questions pertaining to their membership. This text is subject to Board ratification.

Spelling Mistakes

There are a few spelling mistakes throughout the Bylaws as well as some instances where terms should be capitalized when they are not (ie in some instances the corporation is capitalized and other times it is not). The **committee proposes that the corrections to these errors be made.**

Important to note...

When going through the Bylaws, I came across a couple that I thought were important for the Board to note as they are very timely.

4.08. Ex-Officio Seats. The ratified Editor-in-Chief and **one Editorial Board member** selected by the contributing staff (see section three (3) of the Constitution) hold ex-officio seats on the Board as defined by section 4.07 of this by-law. The Student Federation of the University of Ottawa and the Graduate Students' Association also hold ex-officio seats on the Board. At any time the Board may deem it necessary to create new ex-officio positions.

12.04 Amendments to the By-laws. Any proposal to amend the By-laws must be first presented in writing to the Board of Directors at a duly constituted meeting of the Board to ensure that said amendment does not contravene Provincial or Federal law or the Act. The **amendment must then be posted to the corporate website at least one week prior to a duly constituted meeting of members at which the amendment can be presented to the membership and by approval of two-thirds of voting members present, be enacted.** Any amendment to the Bylaws is subject to the approval of Industry Canada.