

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, November 25th, 2018
141 Louis Pasteur, 10:30 a.m. - 12:55 p.m.
Meeting #7 2018-2019 Publishing Year

The meeting ran overtime and due to time constraints with the Strategic Planning Session being immediately scheduled afterwards, not all of the agenda items and committee reports were able to be discussed. All committee reports that were submitted for the meeting have been included in the appendices section at the end of these minutes regardless.

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 (Board candidate), Dayne Moyer (Board candidate)

Partially Present:

Absent (with reason):

Absent (without reason):

1. Opening of Meeting

The meeting was opened at 10:32am.

J. Rausseo motioned to elect G. Robertson to serve as chair as M. Gollish is no longer a director. K. Murray seconded the motion. All voted in favour and the motion passed.

2. Board Seat Applications

D. Ashnaei presented her director application to the Board for consideration. She explained that she's a second year student studying economics at the university. D. Ashnaei stated that she believes *The Fulcrum* is integral to the student community, and mentioned that she's always wanted to be a part of the paper and more communities in Ottawa. She added that she's been on BODs before and is familiar with how they work. D. Ashnaei said that she works as a community advisor, and has a big reach to students. She reassured the Board that she doesn't work for the SFUO, and has no conflict of interest. D. Ashnaei explained that she wants to reach more students and meet more people too. J. Turcotte motioned to accept D. Ashnaei as a director on the Board. J. Rausseo seconded the motion. All voted in favour and the motion passed.

D. Moyer presented his director application to the Board for consideration. He mentioned that he used to be the GM of *The Fulcrum* and *The Uiter*, and helped them transition to online only. D. Moyer added that he'd love to bring his knowledge to ensure the paper continues running. He explained that he sees right now as an all hands deck moment, and thinks there's a lot of admin work to be done. D. Moyer said that he thinks its running as it should and needs the

Board's support to do so. J. Rausseo motioned to accept D. Moyer as a director on the Board. J. Turcotte seconded the motion. All voted in favour and the motion passed.

3. Agenda

R. Sheikh-Khalil motioned to approve the agenda with the following amendments:

-Move the GM report to the end of the officer reports.

J. Rausseo seconded the motion. All voted in favour and the motion passed.

4. October Meeting Minutes

R. Sheikh-Khalil motioned to approve October's meeting minutes. K. Murray seconded the motion. J. Rausseo abstained, and the motion passed.

5. Standing Actions List

G. Robertson presented the standing actions list and made the necessary changes.

6. Marketing Manager

K. Bobal noted that he didn't reach the monthly average for this month. He excitedly announced though that he recently signed a contract for twelve months, and price-matched against *the Charleton*. K. Bobal continued explaining that he tried to put up their ad yesterday, but it wouldn't work. He noted that this is the first time that he's tried since the new website change, and that he'll have to contact FullView.

K. Bobal proceeded to review the advertising sales numbers. He stated that online ads totaled \$3000, and total ads sales totaled \$10000.

K. Bobal reminded the Board that he held a fundraising Catan tournament for NASH, which went well and raised \$165. He added that he's planning a FIFA tournament next at FNS for sometime after exams. A. Sharma suggested holding the FIFA tournament before exams instead around the second week of December because more people will be around and it still gives lots of time to advertise for it. J. Rausseo confirmed that fundraising can take place before or after NASH. K. Bobal added that currently fundraising amounts total \$5765, and that he's heard back from a few departments who have donated money.

K. Bobal mentioned that he's still been helping with Ball Till I Fall as well. A. Sharma asked if the \$500 is for K. Bobal's refereeing or for *The Fulcrum* covering the event. K. Bobal confirmed that it's for him refereeing, and that the two are totally separate.

K. Bobal announced that he's planning two social media contests for December as well as a food drive/Christmas donation for Shepherd's of Good Hope. He stated that he'll be putting a marketing plan together outlining his objectives for the second semester as well as an external fundraising package. K. Bobal also noted that he'll be meeting with a marketing specialist. J.

Rausseo wondered if the meeting with the marketing specialist can be recorded as the Board would benefit from the knowledge. D. Ghosn replied that he'll ask her if it's possible.

K. Bobal stated that he thinks Community Life is a write-off. He said that he thinks the best way forward is to attend Capital Hoops and then ask for the rest that they owe us in money (\$500).

7. Editor-in-Chief

A. Sharma informed the Board that she and D. Ghosn hired Eric Davidson as a co news editor to work along with *The Fulcrum's* current associate news editor. She explained that there's no budgetary impact as their salary is just split in half, and that Eric will be starting on Monday. A. Sharma added that they also hired Adam Gibbard as the new production manager.

A. Sharma mentioned that the SFUO issue was on newsstands this month. J. Rausseo said that *The Fulcrum* should publicize the easter eggs that they have included in articles in the past on the issue. A. Sharma noted that Christine for that issue and she did really well. A. Sharma said that she interviewed Rizki and that *The Fulcrum* is working on a follow-up issue. She stated that *The Fulcrum's* next special issue December 5th, which is intended as a more lighter year in review as its been super news heavy lately. A. Sharma also noted that she and Matt are working on a collaboration with Mathieu from La Rotonde.

A. Sharma indicated that *The Fulcrum* owes Parker (photographer) for his Uber that he took to cover an event. She added that Parker has an idea for Uber, that maybe *The Fulcrum* can have a company account. A. Sharma continued that *The Fulcrum* also owes freelancers money at the end of the semester, and specifically *The Fulcrum* owes Eric first because he won't be a freelancer for much longer.

A. Sharma informed the Board that D. Ghosn bought ten tickets for NASH. She mentioned that there's been some more interest from Zainab and Eric in attending.

A. Sharma reported that K. Bobal held a Catan tournament that went well. She voiced her concerns to the Board about the potential Model Parliament collaboration as it poses a conflict of interest. A. Sharma explained that Matt Boulden is trying to buy coverage. J. Turcotte wondered if the problem is that *The Fulcrum* is covering an event, but would also be involved in the event. A. Sharma said that yes, that is the problem. J. Turcotte and D. Ashnaei announced their conflict of interests as they're both involved in Model Parliament and know Matt Boulden. J. Rausseo stated the *The Fulcrum* can't sell and report at the same time. Further discussion ensued over this. G. Robertson agreed that he will contact Matt saying that *The Fulcrum* will not be covering the event anymore.

A. Sharma indicated that she sent the most recent social media numbers (from the last two weeks), and mentioned that the analytics at the top of the report are the most recent. She mentioned that numbers have dropped a bit, but that's normal because special features usually do better than normal weeks. A. Sharma proceeded to review the top stories with a lot being from the special feature and what's going to happen next. She reported that videos have been

doing really well on social media. A. Sharma stated that the social media manager added UBC onto *The Fulcrum's* compare list. She informed the Board that Instagram has been doing a lot better recently and Hootsuite has been really helping. D. Ghosn asked if *The Fulcrum's* social media presence has grown at all. A. Sharma replied that it has, and that *The Fulcrum* has more followers and engagement.

A. Sharma wondered if there's been a bit of confusion over job responsibilities. She continued by saying that K. Bobal should be writing the social media contest posts rather than just the ideas for the posts. A. Sharma indicated that the readership survey has been completed over the past month and will email the data from it to the Board soon.

A. Sharma updated that *The Fulcrum* still needs equipment for visual and plane tickets for NASH. She stated that she's still trying to do a CBC/Ottawa Citizen tour, but plan to next semester as well as a mixer or hockey game with La Rotonde. A. Sharma noted that a Quebec publication contacted *The Fulcrum* about holding a collaboration panel about Middle Eastern women in journalism for International Development week.

A. Sharma reported that the CP style guide has been updated recently and that D. Ghosn will purchase it. She indicated that Parker and Rame took headshots of the staff this week and would like to have a wall of them in the office.

A. Sharma announced that the Editorial Board will be having a holiday dinner in a couple of weeks as well as a Secret Santa.

A. Sharma stated that Silvie from Co-Op emailed her asking if *The Fulcrum* is interested in having another Co-Op student. She explained that she thinks that Co-Op might be a good option to find a social media manager for the summer.

8. President

R. Sheikh-Khalil reminded everyone that a referendum concerning the student union is going to be held in February, and that there's a possibility that *The Fulcrum* might not be receiving its levy next semester. J. Rausseo said that he thinks *The Fulcrum* will receive it, explaining that he thinks *The Fulcrum* would invoice the University for the levy and *The Fulcrum* should receive the money. A. Sharma mentioned that the amount would be less than normal though. J. Rausseo agreed, noting that *The Fulcrum* would probably receive about 85% of what it would normally. R. Sheikh-Khalil said that the Board will have to have a Google hangouts meeting to draft a shadow budget without the levy. She added that because of the ongoing uncertainty with the levy, non-discretionary spending is still on hold.

R. Sheikh-Khalil informed the Board that we are still waiting for D. Ghosn to receive his credit card in the mail.

R. Sheikh-Khalil indicated that performance evaluations were held with staff this past month. She explained that new excel templates for performance reviews are now saved on the Drive. R. Sheikh-Khalil continued by stating that monthly bilats are going to continue as planned.

R. Sheikh-Khalil encouraged the Board that they should continue to advertise for open Board seats. A. Sharma suggested that a house ad can be created to advertise for open Board seats.

9. General Manager

D. Ghosn began his report by reviewing updates in the budget lines, including website expenses, advertising and promotions, and conference expense. D. Ghosn stated that he thinks the marketing specialist, whose work expenses would come from the advertising and promotions budget line, can really help with training. Discussion ensued about how long the Board would like to work with her for, and decided on five months. J. Turcotte motioned to approve five months work with the marketing specialist. D. Moyer seconded the motion. All voted in favour and the motion passed.

D. Ghosn informed the Board that the price of the NASH conference has gone up a bit. With that said, he noted that fundraising for NASH has been going really well. D. Ghosn stated that *The Fulcrum* is looking at a total expense for the conference of around \$12,000-13,000. R. Sheikh-Khalil mentioned that she doesn't think that *The Fulcrum* will be able to get two more tickets, and that *The Fulcrum* should have a cut-off date for expressing interest and registering for NASH. D. Ghosn said that Eric Davison offered to purchase his own ticket. He added that *The Fulcrum* might have enough money to purchase one more, assuming that costs \$1200 per person. The Board did some calculations, and figured that they can both come (Zainab and Eric) if they pay the difference for the tickets.

D. Ghosn informed the Board that he'll get Adobe this week.

10. Editorial Board Constitution

A. Sharma asked about the start dates of Editorial Board positions as some start in May and others don't. Discussion ensued over whether the constitution needs to be approved now. D. Ghosn noted that he'll change the policy to the attached job description.

J. Turcotte motioned to approve the changes to the Editorial Board constitution. D. Moyer seconded the motion. J. Rausseo abstained. The motion passed.

11. Ratification of New Editorial Employees

R. Sheikh-Khalil motioned to have an omnibus vote to ratify the new Editorial Board employees. D. Moyer seconded the motion. All voted in favour and the motion passed. D. Moyer motioned an omnibus vote hire the new Editorial Board employees. J. Rausseo seconded the motion. All voted in favour and the motion passed.

12. Other Business

R. Sheikh-Khalil motioned to adjourn the meeting at 12:55pm. All voted in favour and the motion passed.

Appendices

November Board Report 2018

Sales

Current Sales Totals:

September: \$2864

October :\$4017 (\$3217)

November : \$1056

Total Sales \$6912

The Current total sales is \$6912 for print Advertising.
We are still at our monthly average for issue with print ad sales.

Online

I have a signed contract for a 12 Month Deal.
The offer included a price match of \$225 a month instead of our normal \$300.
This was discussed with Dorian and we both agreed on it.

Free Media total: \$1048

Online Ads \$3000

Online Advertising

I uploaded the creative for a Leaderboard ad yesterday, this is the first time since the new website that I have uploaded an online Ad.
It is not working at the moment.
Will look into the issue further Monday.

Fundraising for NASH

The Catan Tournament went well.
We had a great turn out and everyone had fun.
Daniel was our Catan Champion !

He received a FNS gift card.

We managed to raise \$165 that will go towards NASH.

What is next....

The next fundraiser I will be running to collect for NASH.
Will be a FIFA tournament.
The Date has not been finalized, but I am looking to host it some time after exams just before the holidays.

The tournament will take place at FNS.
Participants will be charged a \$5 entry fee

I will be working with a friend who has run one before and has been kind enough to assist with use of his equipment and no charge.

Promotion will be done on all Social Media platforms.
And once details are finalized everyone can post on there accounts as well.

Fundraising Totals

We currently have raised \$5765 for NASH.
We are almost at our Goal that Dorian and I set of \$6000 and it is looking as if we will achieve it.

Ball Till I Fall

Volunteering for Ball Till I fall has been great. I have been going every Saturday from 645-1145 PM.

We are still expecting around a \$500 donation towards NASH which will put us at our goal of \$6000.

Social Media

No social media contests have been run since.

I will have 2 planned for the month of December.

Food Drive/ Donation for Shepherds of good hope.

I am planning to organize a “Christmas” donation/Food Drive.
It will be over the course of December.

More details will be shared once everything is finalized.

I am meeting with Trina St Croix on Wednesday or Thursday. She is the Donor Relations Manager at the shepherds of good hope we will meet to discuss our involvement with them for December.

To Do

I will be putting together a marketing plan that will outline my objectives and how I will execute them for the second semester.

We will be meeting with a marketing specialist that Dorian has introduced to us.
She has experience working with not for profits.
Her guidance will be helpful and I am excited to work with her and learn to help develop my marketing plan.

It has also been agreed upon that we should have a fundraising package/Brochure.
I will also be putting this together. This will be an effective tool for us to have and will definitely help the fundraising process for next years NASH

Hiring

This week Dorian and I hired Eric Davison to replace Marissa as the news editor. He will be working alongside our current associate news editor, Sarah Crookall in a co-editor position. They will split all tasks and pay for the position evenly.

We also hired Adam Gibbard as our new production manager. They will all begin their new roles starting tomorrow.

Content

We had our SFUO Issue on stands this month, which did really well overall. Christine stepped in as production manager for that issue which was really helpful and she did an excellent job putting everything together.

We also interviewed Rizki and are working on a follow up feature about the fraud allegations.

Our next special issue, coming out on Dec. 5 and will be "A year in review"; we wanted to go with something lighter for the end of the year so it will feature some of the year's biggest moments in news, and arts and culture.

Matt and I are working on a collaboration with Matthieu from La Rotonde.

Content Enhancement/Freelancing

- We owe Parker for his Uber
- We owe freelancers money at the end of the semester

NASH

Dorian bought 10 tickets for NASH — we have some interest from Zainab, the news editor last year, and Eric Davison to attend as well. Dorian is working on getting tickets for them and will get back to me with the cost tomorrow or Tuesday.

Marketing Strategies

Kaylum had a Catan tournament last weekend which went well.

Concerns:

- model parliament collaboration
- Ball till I fall pitch

Social

See most recent social media report by Christine, shared with Kate, Raghad

Concerns:

- confusion over job responsibilities

Completed/upcoming:

- **Readership Survey:** <https://admin.typeform.com/form/Ux5SF4/results#summary> — Christine promoted this for a month. Let's see how we did!
- **Instagram:** Christine got Instagram for hootsuite.
- **Equipment:** We still need the equipment for visual; Rame talked to Dorian, but his credit card hasn't come in due possibly to the Canada post strikes. Can we pay for this any other way? Same goes for the cloud which Adam will need for production — he's good for this issue but for January we should have the necessary software. We also need to purchase plane tickets for NASH. Does the board have a plan to do this without Dorian's visa and when can we expect to do that?

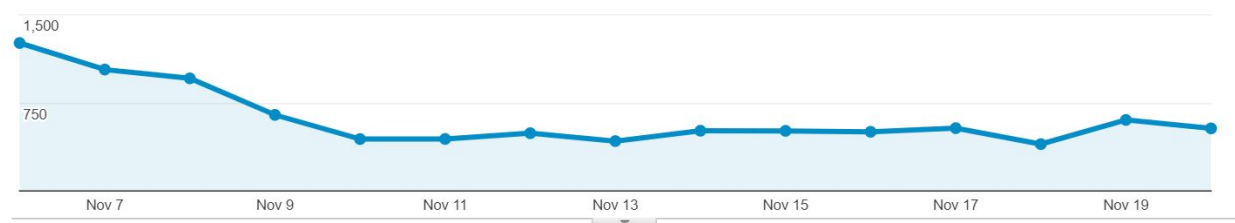
On-going/New

- Want to set up CBC/Ottawa Citizen tour
- Soccer game with La Rotonde (will probably just be a mixer next semester. Both papers were pretty busy this sem)
- A Quebec publication got in touch with us about a collaborative panel about middle Eastern women in journalism for international development week. I'm in talks with the organizer to set something up, will try to see how the fulcrum can be more involved.
- The CP style guide has been updated recently; can we purchase an online version so that I can update our personal style guide in line with that? I plan to do so over the holiday break.
- Parker and Rame took headshots of staff yesterday. Can we get them printed for the wall in the fulcrum?
- We will be having our holiday dinner in a couple weeks at milestones at Landsdowne. We did a secret Santa draw with edboard.
- Co-op

Fulcrum Analytics Report November 6 to November 19

FULCRUM WEBSITE ANALYTICS

Audience Overview



Analytics this week has dropped since last week, unfortunately. The week of November 6th did really well with all the content from the SFUO features being released.

Users

2.8K

↓ 18.8%

vs last 7 days

Sessions

3.6K

↓ 19%

Bounce Rate

79.89%

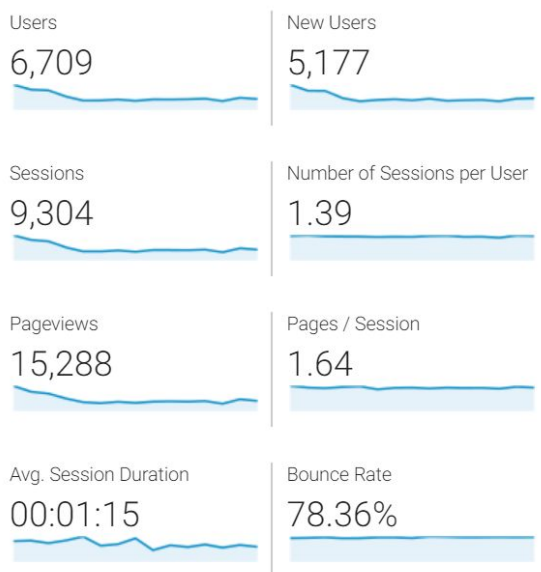
↑ 2.9%

Session Duration

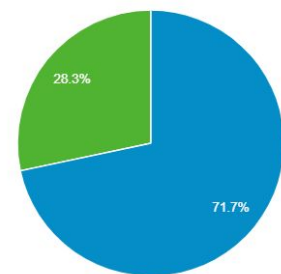
1m 01s

↓ 25.8%

Unfortunately, all metrics have gone down a bit as is expected. They're still decent metrics but just decreased compared to last week when the news broke about the PwC report.

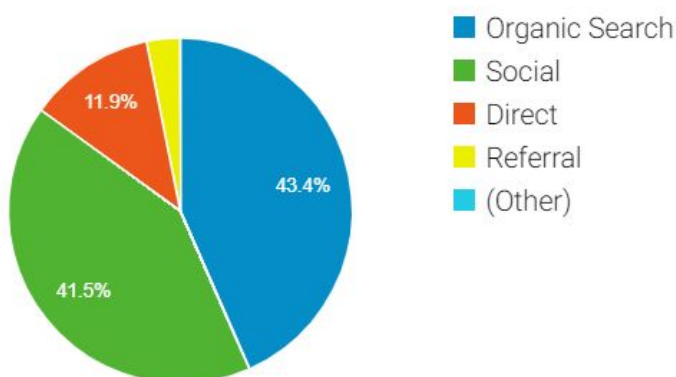


■ New Visitor ■ Returning Visitor








Acquisition

Top Channels



Social is still getting higher compared to organic search! The ratio is much closer this week than last week so something is working!





















	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	6,709	5,177	9,304	78.36%	1.64	00:01:15
1  Organic Search	2,978	<div><div></div></div>		70.66%	<div><div></div></div>	
2  Social	2,846	<div><div></div></div>		83.88%	<div><div></div></div>	
3  Direct	817	<div><div></div></div>		82.54%	<div><div></div></div>	
4  Referral	216	<div><div></div></div>		76.17%	<div><div></div></div>	
5  (Other)	2	<div><div></div></div>		50.00%	<div><div></div></div>	

Reddit, LinkedIn and Blogger are all on the list this week because they always are when news breaks about the SFUO. Also, instagram got 27 link clicks which is 27 more than all previous week! And bounce rate is super low too! I'm so happy! Having Hootsuite for Insta definitely helps.





















Social Network ?	Acquisition			Behavior			Conversions	
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	2,846 % of Total: 42.42% (6,709)	1,703 % of Total: 32.90% (5,177)	4,459 % of Total: 47.93% (9,304)	83.88% Avg for View: 78.36% (7.03%)	1.44 Avg for View: 1.64 (-20.62%)	00:01:00 Avg for View: 00:01:15 (-20.54%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)
1. Facebook	2,525 (88.07%)	1,508 (88.55%)	3,948 (88.54%)	84.63%	1.41	00:00:58	0.00%	0 (0.00%)
2. Twitter	303 (10.57%)	159 (9.34%)	469 (10.52%)	80.17%	1.61	00:01:15	0.00%	0 (0.00%)
3. Instagram	27 (0.94%)	26 (1.53%)	29 (0.65%)	41.38%	2.00	00:01:00	0.00%	0 (0.00%)
4. reddit	8 (0.28%)	7 (0.41%)	9 (0.20%)	88.89%	2.11	00:00:30	0.00%	0 (0.00%)
5. LinkedIn	3 (0.10%)	2 (0.12%)	3 (0.07%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
6. Blogger	1 (0.03%)	1 (0.06%)	1 (0.02%)	0.00%	2.00	00:00:00	0.00%	0 (0.00%)

Behaviour

The PwC report did really well the last week, which means that everything else related to the SFUO did really well that week. This week, the Tomato about the true identity of SFUO overlords did really well, the PwC report was still up there and it was a good week for Arts and Sports.

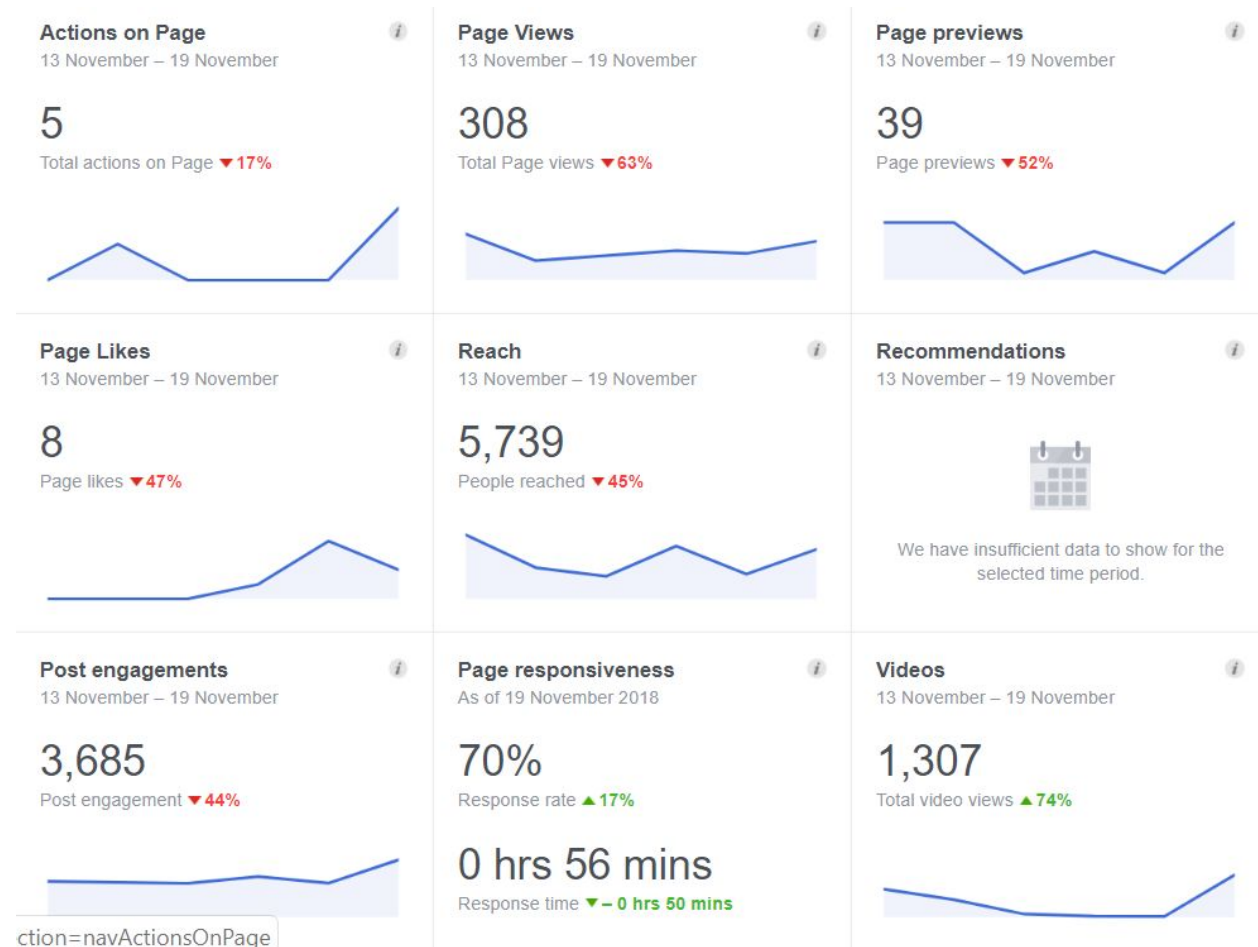
Page		Pageviews	% Pageviews
1. /		826	 8.75%
2. /news/pwc-report-clears-sfu-exec-of-fraud-allegations/		639	 6.77%
3. /news/boa-sees-forensic-audit-report-in-camera-announces-presidents-resignation/		591	 6.26%
4. /features/beloved-sfu-overlords-the-man-behind-the-memes/		522	 5.53%
5. /features/a-recap-of-the-termination-of-the-sfuos-agreement-with-the-u-of-o/		196	 2.08%
6. /features/sfu-features/a-student-union-may-fall-but-its-alumni-stand-strong/		191	 2.02%
7. /opinions/the-sfu-doesnt-deserve-to-be-on-ballot/		173	 1.83%
8. /breaking-2/incoming-sfu-president-executive-director-faces-allegations-fraud/		171	 1.81%
9. /arts/brr-ing-on-the-cold/		157	 1.66%
10. /category/news/		154	 1.63%

[view full report](#)

Page		Pageviews	% Pageviews
1. /		680	 10.40%
2. /the-tomato-2/identity-of-beloved-sfu-overlords-meme-page-runner-revealed/		319	 4.88%
3. /opinions/rachiqs-resignation-should-have-come-sooner/		239	 3.65%
4. /news/pwc-report-clears-sfu-exec-of-fraud-allegations/		144	 2.20%
5. /the-tomato-2/ca-commissioned-residents-to-dig-tunnel-from-90u-to-hamelin/		138	 2.11%
6. /category/arts/		116	 1.77%
7. /opinions/editorial/student-politicians-carry-on-the-mantle-well-after-graduation/		107	 1.64%
8. /category/news/		102	 1.56%
9. /arts/alternatives-to-sfu-shops/		97	 1.48%
10. /arts/a-night-czar-might-bring-ottawas-night-to-life/		95	 1.45%

FACEBOOK INSIGHTS

Post Reach/Net Likes



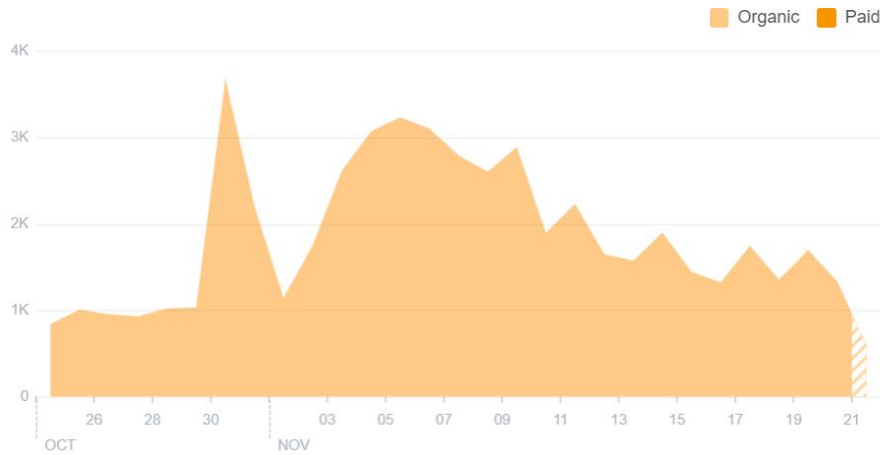
Net +8 likes this week which is good! Rate of increased has slowed a little since last week but still steady.



Our post reach has been fluctuating a lot over the past couple weeks with the SFUO issue one week and the breaking news the next.

Post Reach

The number of people who had any posts from your Page enter their screen.



Top posts

Last week: Soccer nationals, Two and a half execs, SFUO doesn't deserve to be on a ballot, PwC report

This week: Rowing video, identity of beloved SFUO overlords, Rizki's resignation should've come sooner, Model Parliament video, model parliament story

Basically, the videos do really well, the breaking news did really well and opinions has been super popular on social media recently (also on our website but especially social media).

20/11/2018 20:21	 "As a young Black woman immersed in Ottawa's			367		12 1		Boost Post
20/11/2018 18:20	 ICYMI: A redacted report of the PwC audit clearing SFUO execs			547		98 10		Boost Post
20/11/2018 16:20	 Throughout the school year, the U of O Music Department			468		9 6		Boost Post
20/11/2018 12:19	 Hey #uOttawa, we want to hear from you! Fill out this survey to			99		0 0		Boost Post
20/11/2018 12:13	 In an effort to get students more involved through volunteering,			259		2 1		Boost Post
20/11/2018 10:23	 Hey Fulcrumites, come to our volunteer meeting today at 4! It'll			1		0 0		Boost Post
19/11/2018 20:10	 The Fulcrum has put together a list of alternative shops that			881		337 22		Boost Post
19/11/2018 18:10	 When you think of art, you may conjure up an idea of a painting,			238		6 2		Boost Post
19/11/2018 16:00	 We check in with the uOttawa Rowing team this week to see			1.3K		244 72		Boost Post
19/11/2018 14:25	 Comment down below if you've been freaked out by the tunnel			334		52 8		Boost Post
19/11/2018 12:25	 When one thinks of the term "red zone," they might picture a place			365		45 0		Boost Post

19/11/2018 10:24	 Hey #uOttawa, fill out our survey for a chance to win a \$25 gift			153		30		Boost Post
18/11/2018 18:09	 As the hours of light in the day become fewer, many people			568		315		Boost Post
18/11/2018 16:09	 Winter is coming. Not sure how to best handle the cold? The			385		180		Boost Post
18/11/2018 14:09	 Upon reaching out to Rivera for comment, the Tomato was told			583		5419		Boost Post
18/11/2018 12:08	 Hey #uOttawa, let us know how we're doing by filling out our			233		82		Boost Post
17/11/2018 21:04	 But, anyway, here's ... Definitely Maybe? While Oasis has			530		2910		Boost Post
17/11/2018 19:30	 Which two Two and a Half Execs character are you? Take our quiz			605		369		Boost Post
17/11/2018 16:35	 The identity of Beloved SFUO Overlords Meme Page runner is			1.9K		49087		Boost Post
17/11/2018 14:36	 Today is the deadline to apply for News Editor! Check out our			206		30		Boost Post
17/11/2018 13:54	 DYK that the University of Ottawa has an art gallery on			417		82		Boost Post
17/11/2018 12:35	 The Gee-Gees saw a two-goal lead in the third period slip away,			295		117		Boost Post

16/11/2018 20:25	 Do you know the people who will be making decisions that			262		7 0		
16/11/2018 18:24	 On Nov. 5 the University of Manitoba Student Union passed			730		30 13		
16/11/2018 16:24	 "There were several letters from the university to the SFUO that			1.6K		382 36		
16/11/2018 14:24	 The women's basketball team extended their win streak, while			258		4 1		
16/11/2018 12:32	 Tomorrow is the Fulcrum's Catan tournament! Grab a friend and			255		5 0		
16/11/2018 09:32	 Tomorrow is the deadline to apply for news editor! Check out			192		0 0		
15/11/2018 20:33	 "Seeing things move in your peripheral vision while you walk			951		122 26		
15/11/2018 18:54	 Creating a supportive literary environment takes dedicated			300		8 0		
15/11/2018 16:54	 ICYMI: The SFUO emailed a press release to students			268		12 0		
15/11/2018 14:43	 While it may sometimes feel like it, students politics is no joke.			1.3K		201 22		
15/11/2018 12:36	 The Fulcrum's Catan tournament is this Saturday. Grab a friend			238		5 1		

15/11/2018 11:34	 Think you would be a good fit for the position of news editor at the			140		0 0		
15/11/2018 10:21	 Hey #uOttawa, want breakfast? Fill out this survey for a chance			157		0 0		
14/11/2018 21:57	 Thought you'd never recover from your mom walking in on			461		31 0		
14/11/2018 20:31	 Want to be a Model Parliament pro? Check out these Top 5 Tips			1.5K		249 26		
14/11/2018 19:57	 The Gee-Gees are still on top of the OUA East division following			233		2 0		
14/11/2018 17:56	 A study released by RAINN found that over half of all sexual			552		30 6		
14/11/2018 12:36	 Grab a friend and come to the Fulcrum's Catan tournament this			216		1 0		
14/11/2018 10:34	 A night czar, or night mayor, the city official put in charge of			1.2K		71 21		
13/11/2018 18:40	 "(Looking back at) my first time ... (my biggest) regret was not			1.7K		257 51		
13/11/2018 16:09	 Hey #uOttawa, we want to hear from you! Let us know what you			352		8 0		
13/11/2018 15:08	 Interested in all things student politics, science and tech, and			183		2 0		



















13/11/2018 14:07	 ICYMI: On Wednesday, Nov. 7, the SFUO emailed a press			360 	22 1 	Boost Post
13/11/2018 12:07	 Need a break from studying? Come to the Fulcrum's Catan			230 	1 0 	
13/11/2018 10:10	 Hey Fulcrumites, don't forget to come to our volunteer meeting			377 	4 2 	Boost Post
12/11/2018 20:23	 November is national novel writing month. So, to kick it off,			415 	11 2 	Boost Post
12/11/2018 18:23	 Thirty food experts recently landed at the University of			317 	1 0 	Boost Post
12/11/2018 16:24	 The Fulcrum's Catan tournament is this Saturday! Grab a friend			280 	6 0 	
12/11/2018 14:25	The Fulcrum is hiring a news editor! Email			417 	37 5 	Boost Post
12/11/2018 11:58	 With a vote to determine a new student union potentially on the			546 	34 9 	Boost Post
12/11/2018 09:57	 Do you know the city councillors in your area? Read our guide to			374 	8 1 	Boost Post
11/11/2018 22:00	 "The week following reading week, I had a midterm or			746 	69 16 	Boost Post
11/11/2018 20:00	 The Tomato Reporter, Keelan Buck reports on former SFUO			662 	44 14 	Boost Post

11/11/2018 19:00				1.6K		78 225		Boost Post
11/11/2018 18:00				320		6 0		Boost Post
10/11/2018 22:52				305		5 0		Boost Post
10/11/2018 20:52				1.2K		58 22		Boost Post
10/11/2018 19:51				483		17 10		Boost Post
10/11/2018 18:50				420		17 2		Boost Post
10/11/2018 16:49	New SFUO sitcom, Two and a Half Execs, is set to air on CBS			1.1K		195 42		Boost Post
10/11/2018 14:36				222		3 0		Boost Post
10/11/2018 13:34				182		1 0		Boost Post
10/11/2018 13:23				945		404 46		Boost Post
10/11/2018 12:19				230		6 2		

09/11/2018 20:32	 The Gee-Gees women's soccer squad have done it! They beat			543		11 11		
09/11/2018 18:31	 A study from University of Ottawa researchers on children's			580		17 4		
09/11/2018 16:30	 How do the SFUO alumni feel about the scandal going on			650		123 5		
09/11/2018 14:30	 Do you know what the Board of Administration (BOA) does? The			420		17 1		
09/11/2018 12:29	 Come to the Fulcrum's Catan tournament on November 17th			245		8 0		
09/11/2018 11:28	 Hey #uOttawa, let us know if we're meeting your needs with			283		8 1		
09/11/2018 10:27	The Fulcrum is hiring a news editor! Think you'd be a good fit			234		8 0		
08/11/2018 22:30	 "The SFUO is like a boyfriend who asks for grocery money,			3.1K		619 114		
08/11/2018 20:28	 Come Dec. 24, the FÉUO SFUO's agreement with the U of			685		39 5		
08/11/2018 18:27	 While the FÉUO SFUO is fighting to stay afloat as the			1.2K		216 28		
08/11/2018 16:25	 UPDATE: On Nov. 8 the University of Ottawa released a			672		135 16		

08/11/2018 12:21	 The Fulcrum is hiring a news editor! Think you'd be good for			128		1 1	
07/11/2018 22:00	 Just over 700 students at the U of O reported using popular			1K		191 16	
07/11/2018 21:07	 News broke back in August that fraud allegations were being			2.2K		708 57	
07/11/2018 20:52	 On Friday, Nov. 2, Hillel Ottawa hosted their monthly Shabbat			896		60 29	
07/11/2018 19:56	 Got any plans on November 17th? Come out to the Fulcrum's			350		10 1	
07/11/2018 18:51	 The Guelph Gryphons will move on to the Yates Cup			390		11 2	
07/11/2018 17:55	 Interested in all things student politics, science and tech, and			331		36 6	
07/11/2018 16:03	 We spoke to students about how the SFUO's termination will			850		120 11	
07/11/2018 14:04	 Today is the final day for residents to complete a survey			305		13 1	
07/11/2018 14:01	 Here is a sneak peek of our issue out in stands today! Can			699		80 25	
06/11/2018 20:06	 In a post-reading week slump? Check out the Fulcrum's Top 6			992		67 8	

How we compare

Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
1  Ottawa Sun	38.9K 	▲ 0.2%	250	6.3K 
2  The Ubyyssey	12.5K 	▲ 0.1%	54	761 
3  FÉUO SFUO	5.5K 	0%	6	11 
4  The Charlatan	2.9K 	▲ 0.4%	34	290 
YOU 5  The Fulcrum	2.5K 	▲ 0.2%	42	228 
Keep up with the Pages you watch. Get More Likes				
6  Canadian University Press	1.2K 	▲ 0.2%	0	0 

Still growing steadily. I added the Ubyyssey to our watch list because it seems like a good long term goal.

TWITTER ANALYTICS

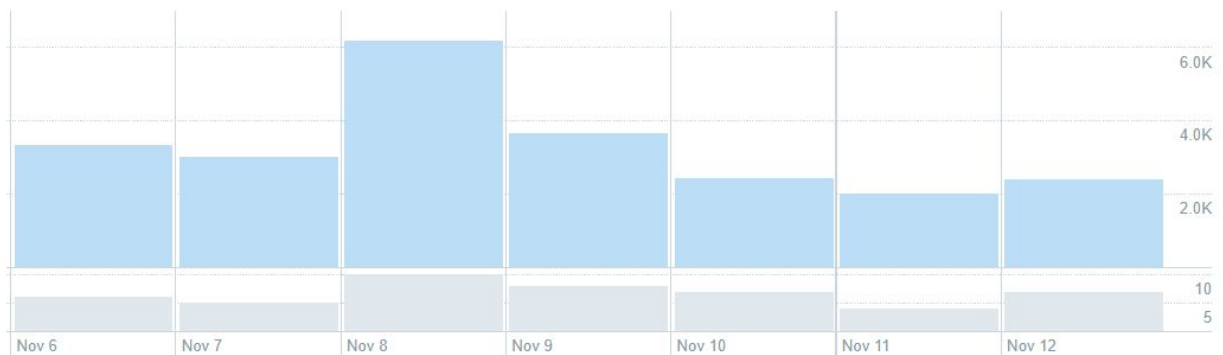
Overview

28 day summary with change over previous period

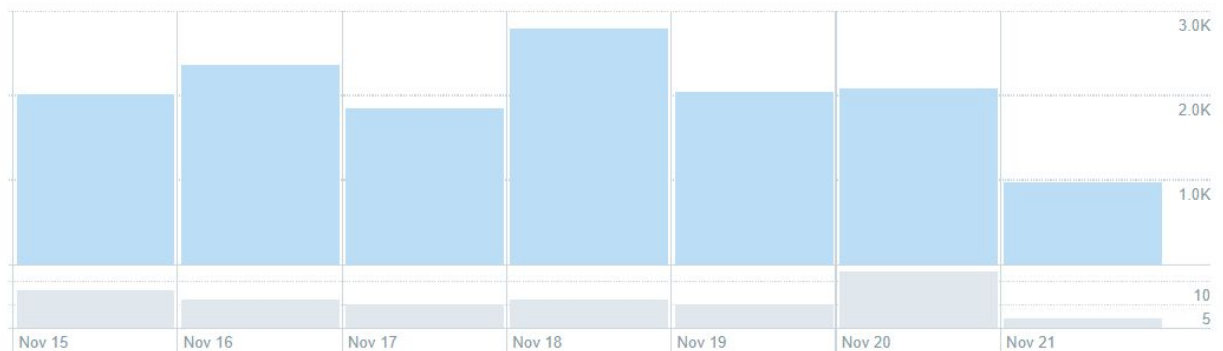


Tweets, profile visits and followers have been growing over the last month which is good! Twitter did a lot better in acquisition this week as well.

Your Tweets earned **23.0K impressions** over this **7 day** period



Your Tweets earned **15.6K impressions** over this **7 day** period



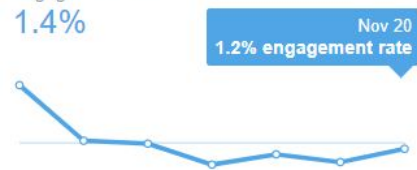
Unfortunately, the impressions have gotten a little lower since last week because it was a slightly slower week.

Engagements

Showing 7 days with daily frequency

Engagement rate

1.4%



Link clicks

86



On average, you earned **12 link clicks** per day

Likes

38



On average, you earned **5 likes** per day

Retweets

7



On average, you earned **1 Retweets** per day

Replies

0











On average, you earned **0 replies** per day

Top Tweets

Last week: PwC breaking news, as with all our other platforms (and everything associated with it), also the sneak peek of our special issue (gonna casually give myself a clap on the back for that one)

This week: Model parliament, Arts vernissage, heckle about the creepy faces which also did really well on all our other platforms

Tweets		Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	The Fulcrum @The_Fulcrum · Nov 7 #BREAKING: PwC report clears SFUO execs of fraud allegations, president resigns: thefulcrum.ca/news/pwc-repor... View Tweet activity	2,092	231	11.0%	Promote		
	The Fulcrum @The_Fulcrum · Nov 5 BREAKING: Former #SFUO president Rizki Rachiq outlines reasons for resignation in email to #uottawa students, advocates for SFUO, while @LaRotonde reports that recused executive coordinator Vanessa Dorimain will return to her post Nov. 6 — story forthcoming View Tweet activity	1,173	61	5.2%	Promote		
	The Fulcrum @The_Fulcrum · Nov 8 UPDATE: @uottawa has released a statement claiming the report "has not restored the university's confidence in the SFUO's ability to practice sound financial management." The contract is still slated to end Dec. 24 twitter.com/The_Fulcrum/st... View Tweet activity	1,044	33	3.2%	Promote		
	The Fulcrum @The_Fulcrum · Nov 7 Here is a sneak peek of our issue out in stands today! Can you guess what it's about? pic.twitter.com/B6ZsThqYmp View Tweet activity	927	51	5.5%	Promote		

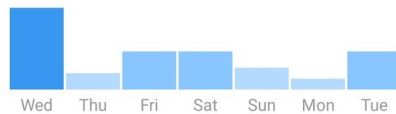
Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	The Fulcrum @The_Fulcrum · Nov 13	Want to be a Model Parliament pro? Check out these Top 5 Tips on everything you need to know. Read more here: ow.ly/XdiB30mBFX6 pic.twitter.com/DqIF4nbA00	882	116	13.2%	
	View Tweet activity	Promote				
	The Fulcrum @The_Fulcrum · Nov 18	Hey #uOttawa , let us know whether our reporting is filling your needs! Take our readership survey for a chance to win a \$25 gift card to @fnsottawa http://ow.ly/51m030mF099	459	2	0.4%	
	View Tweet activity	Promote				
	The Fulcrum @The_Fulcrum · Nov 17	Last week, @uoGallery115 hosted the #vernissage of three students' textile art gallery — but trust us — this is knit your average art show. thefulcrum.ca/arts/knit-your...	457	0	0.0%	
	View Tweet activity	Promote				
	The Fulcrum @The_Fulcrum · Nov 15	#Heckle : If you're going to scare me with creepy portraits, at least take off the plastic first asks @HannaMethot ow.ly/cmjn30mDqFE pic.twitter.com/q9it0rJEEZ	428	20	4.7%	
	View Tweet activity	Promote				

INSTAGRAM INSIGHTS

Interactions ⓘ

45

Actions taken on your account from
14 November – 20 November



Profile visits 40

-125 vs. 7 November - 13 November

Website clicks 5

Website clicks 5

-12 vs. 7 November - 13 November

Discovery ⓘ

334

Accounts reached from
14 November – 20 November



Reach 334

-73 vs. 7 November - 13 November

Discovery doing pretty well, interactions is a little slow this week. Posting regularly definitely helps and once we get into the flow of using the new hootsuite system, there should be more improvement.

*Interesting observation, whenever you use a hashtag in front of uOttawa on your FB posts, you get much less engagement. It might be a fluke but it might be that people don't expect this behaviour in FB and they do in Twitter. Ironically they still do well in Twitter. ~jON

Fulcrum Publishing Society

Board of Directors

President's Report

Sunday, November 25, 2018

MRT 153, 10:00 a.m.

Meeting #7 2018-2019 Publishing Year

1. Finance

SFUO 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. As such, we may not be receiving our levy for the second semester

- Finance needs to draft a ghost budget for next year without a levy as soon as possible.

Budgeting Note (repeated)

- Given the uncertainty of our financial situation this Winter, any non-discretionary spending must be put on hold for the moment. 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!

Credit Card

- We are STILL waiting for Dory to get his credit card. They have been excessively difficult in getting this to us. Hopefully this will be arriving shortly

1. HR

Performance Evaluations

- Justin, Kate and I met with all 3 permanent staff this month for their bi-annual performance evaluations. I found the discussions to be very helpful and clarified next steps.
- New excel templates for the evaluations have been saved in the drive. Records will be kept online. Individual will be given the hard copy.
- Monthly bilats will continue as planned

New employees

- The Board approved the hire of Adam Gibbard, our former production manager from several years back. He will be joining for the second half of the year, and leading us to our final print issue!
- Editorial has decided to split the news editor position in two. Rather than having an associate editor, this would streamline the process and help share the heavy load of the position. The hope is that this will reduce staff turnover in future years as well.
- Both employees will be approved by vote at our monthly board meeting.

3. Training

- The strategic planning committee met several times this month to put together our strategic planning session. Well done Kate and Justin for your hard work on this!
- Dorian and Kaylum spoke with a marketing consultant who we can hire to help train and advise the marketing team for the next four months!

4. Marketing and Branding Committee

Branding Opportunities

- An organization called “Alternatives” reached out to partner with The Fulcrum. As part of their larger project on “Protection and security of women journalist and human rights defenders in conflict and post-conflict zones”, The Fulcrum will be taking part in a conference related to the challenges of being a female journalist in Canada. Some topics may include freedom of expression, cyber security, online harassment, and sexual and gender-based violence among others. Anchal will be providing a journalist to take part in their panel.

- On another note- please remember to continually meet. This committee is especially vital as we transition to online. We need to follow up with our model parliament event as well as continue to brainstorm our marketing activities for the second semester
- Kaylum will be providing us with a full marketing report by next month. It will include a set of goals for the rest of the year as well as measurable performance indicators

5. Inter-Board Relations Committee

- Justin has continued to meet with Ed Board each month. A new committee initiative is to present each Board member's favourite article or work by ed board in the past month at the beginning of board meetings.

6. Board Recruitment

- We have two new potential board members joining us for our meeting today. One student representative and one community representative.
- We should continue to advertise for our vacant board positions, as we lost one member last month. Thank you to Margeurite for all her hard work and dedication to the paper over the last few years!

7. Policy

- The policy manuals are finally updated and ready to be amended! Thank you, Kate for all your hard work on this.

GM Report November 2018

1. Financials

TOTAL	\$168,680.01
Chequing	\$88,538.11
RBC	\$80,141.90

Key line updates:

Line	Budget	Current
Website Expenses	\$4000	\$2500
Advertising & Promotions	\$3000	\$298.19
Conference Expense	\$6000	\$4221.27

2. Marketing and Social Media Consultant

Ad manager and myself met with Cassandra to discuss what we would like to accomplish with her and sent me a proposal that I sent everyone to review.

After speaking to her, she also mentioned that we can use 3 social media accounts on the free version. Yay!

3. VISA

My visa has yet to come because of the Canada Post Strike. This is extremely frustrating but there's currently no alternative except using my personal Visa for required purchases.

4. NASH 81

Purchased the NASH tickets for 11 people at early bird pricing for a total of \$4770.04. There are potentially 2 more people that would like attend but the tickets would be purchased at the new pricing of \$546.12 per ticket. They would just pay the difference from the early bird pricing.

Next Steps: Purchase flight tickets for 13 people.

Fundraising: I'm pleased to announce that the Office of the VP Academic has agreed to help us again this year with a contribution of \$3000.

5. Staff Changes

We have hired a new Production Manager and new News Editor

6. Adobe Creative Suite

Will be purchasing the Business version of the Adobe Creative Cloud Suite for our visual staff this week (Personal Visa or Business Visa). Will be paying 1 year upfront instead of monthly.

Fulcrum Publishing Society – Board of Directors
Branding and Promotion Committee Report (Sunday, November 25th, 2018)
Prepared by: Graham Robertson



Model Parliament event

- Initially, we had discussed partnering with the Model Parliament team to participate in some of their events as a form of promotion for the *Fulcrum* and to increase collaboration with campus groups. However, this resulted in the MP team wanting promotion from the *Fulcrum*, specifically through editorial content, e.g. the article and video which came out earlier this month. Following a discussion with Anchal, we've decided that it isn't in our best interests to continue this partnership as it impedes on editorial content and blurs the lines between decisions by the board and those by ed board. Ultimately we aren't a promotional group for any campus organization, and if such partnerships will lead to an ongoing need for promotional content from us then we shouldn't partake in them.

Planning for Next Semester

- Following a discussion with Dorian's friend Casandra and today's strategic planning session, I'm hoping we can have a committee meeting before exams/the holidays to determine high-level priorities for next semester and what we want to accomplish with our remaining budget

Policy Committee Report (Sunday, November 25, 2018)



Updates

The policy committee didn't meet in November, but I'm (Kate) planning to hold a meeting sometime before January's Board meeting!

In the meantime, I've gone through past committee and Board meeting minutes starting from January 2016, since the most recent version was last updated in December 2015, and have updated the policy manual with the policies that have been approved by the Board.

A few things came up though when making these updates:

- Section 5.2.1 still needs to be moved to another policy (see January 2016 policy notes & February 2016 Board meeting minutes)
- Section 5.10 and the former 5.4 need to be reviewed
- Policy recommendations from April 2016 need to be reviewed
- Potential sections to be added as per September 2016 minutes: emergency measures for budgetary constraints and review of section 6.18
- Policy recommendations from September 2018 need to be finalized and voted on

Moving forward

My plan for the upcoming month is to go through the rest of the policy manual and flag any areas that need to be revisited. So far, some of the areas that I'd like to look at apart from the list above are:

- Changing the formatting of "The Fulcrum" throughout the manual
- Changing everything to gender neutral language (ie "Ombudsman" to "Ombudsperson")
- Defining the term "staff" throughout the manual
- Creating an in-camera policy
- Ensuring that all policies are updated to reflect the new positions (namely, the Marketing Manager) and the transition to online

I also plan to go through and update the bylaws with all of the amendments that have been voted on. I'm starting a working document that includes all of the bylaw amendments that have yet to be voted on. This way, when the AGM comes around, all of the amendments are in one place and easier to find. It will also make it easier when looking back through the archives.

Look out for an email in early January, I'll be sending out a doodle in early January to organize the next committee meeting :)

