

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, September 29th, 2019
141 Louis Pasteur, 10:30 a.m. - 12:30 p.m.
Meeting #5 2019-2020 Publishing Year

Present: Kate Murray, Matt Gergyek (ex-officio), Jonathan Rausseo, Justin Turcotte, Dorian Ghosn (ex-officio), Benjamin King, Kalki Nagaratnam, Jia Kim, Raghad Sheikh-Khalil, Safa Saud (ex-officio)

Partially Present: Savannah Awde

Absent (with reason): David Campion-Smith, Dayne Moyer

Absent (without reason):

1. Opening of Meeting

J. Rausseo opened the meeting at 10:39 a.m.

2. Agenda

B. King motioned to approve the agenda with the following amendment:

-remove the Marketing Committee report

K. Murray seconded the motion. All voted in favour and the motion passed.

3. August Meeting Minutes

J. Turcotte motioned to approve the meeting minutes from August. K. Murray seconded the motion. All voted in favour and the motion passed.

4. Standing Actions List

J. Rausseo presented the standing actions list and made the necessary changes.

5. General Manager

J. Rausseo and J. Turcotte read the General Manager's report as D. Ghosn was absent for the meeting.

Financials and Collections Update

D. Ghosn's report began by reviewing *The Fulcrum's* financials for the past month. He indicated that *The Fulcrum* is slowly, but steadily reconciling its A/R from the 2019 fiscal year and added that he's hoping to close up one of the two remaining clients next week.

Advertising Update

D. Ghosn mentioned that as he previously stated, he was working on a new media kit and was able to finish it a couple of weeks ago. He thanked R. Sheikh-Khalil for pointing him towards Canva, which is an online tool for creators. D. Ghosn provided the Board with a link to the media kit and welcomed all feedback.

D. Ghosn reported that *The Fulcrum's* current advertising sales for the year stand at \$2210.

D. Ghosn explained that *The Fulcrum* attempted its first Facebook post "boost" from August 26-September 23 for the carding story. He announced that the total cost was \$46.79 and resulted in the following:

- 7,998 impressions
- 231 engagements

D. Ghosn informed the Board that tabling during Frosh Week was a huge success. He noted that *The Fulcrum* was able to secure coffee for both days from Bridgehead and they also gave out old copies of *The Fulcrum*. D. Ghosn added that *The Fulcrum* signed up many volunteers and were also able to get people to fill out the readership survey.

Human Resources

D. Ghosn stated that M. Gergyek will be taking over the News Editor position for the next couple of weeks due to Meg being on medical leave and said that M. Gergyek's pay will reflect this. He noted that the current project is to complete the necessary steps to adhere to the Ontario health and safety legislations.

Insurance

D. Ghosn updated the Board that the insurance renewal has been completed and that it will be largely the same cost as last year. He noted that the renewal will take place on September 30th.

Levy/Student Union

D. Ghosn reported that one last meeting was held with UOSU representatives, and happily, *The Fulcrum* and the UOSU have come to an agreement the UOSU for the next five years. He explained that with this agreement, *The Fulcrum* are finally able to get its summer levy cheque, which should be verified and deposited in *The Fulcrum's* bank account this week.

6. Online Report

S. Saud began her report by announcing that *The Fulcrum's* social media numbers have improved since April, especially with new users and sessions. She went on to state that more than half of the users are generated through organic traffic. J. Rausseo wondered what avenue they're coming from. S. Saud answered that Facebook is the highest referral avenue, which still counts as organic.

S. Saud proceeded to go over the top stories. She said that posts are also reaching a higher engagement with people commenting on posts in addition to liking them and tagging their friends in them. S. Saud added that Twitter has improved a lot as well even though *The Fulcrum*

hasn't posted as much there. She went on to explain that Instagram analytics run a bit differently as you can only check weekly. R. Sheikh-Khalil wondered if the team has worked out following new students. S. Saud replied that *The Fulcrum* has followed around seven to eight new accounts in the past month, but that can definitely be increased.

7. Editor-in-Chief

Staffing/Content

M. Gergyek began his report by stating that all Ed Board positions have remained full since the fall.

- **Visual:** M. Gergyek noted that all freelance pay will be devoted to the Visual section. He mentioned that Rame is producing two-three videos per month, is focusing on a decentralized approach to photography/video work, is using fewer illustrations
- **News:** M. Gergyek updated the Board that Meg is away on sick leave until Oct. 8 and that he'll be covering the section until then. He exclaimed that the news section has been really great this year and that there have been a lot of big stories that have been happening since the start of the school year
- **Arts & Culture:** M. Gergyek said that Ryan has been covering festivals and focusing more on cultural angles and interesting stories for *The Fulcrum's* demographic
- **Sports:** M. Gergyek mentioned that Charley has been coming up with a bunch of new ideas for the sports section
- **Features:** M. Gergyek announced that Zoe's first online special issue, which is dedicated to the upcoming election, will be coming out in two weeks. He added that she'll be doing this each month - November's topic will be sustainability
- **Opinions:** M. Gergyek indicated that the Opinions section is a lot less than last year. He said that ideally he's looking for a columnist for that section. J. Rausseo suggested reaching out to professors.

Student Choice Initiative Numbers

M. Gergyek informed the Board that the opt-in deadline was on Friday and that *The Fulcrum* should have a complete breakdown of the numbers within the next few days. He asked if *The Fulcrum* does well with the opt-in percentage, what's next? M. Gergyek reminded the Board that if *The Fulcrum* doesn't do great work this year, students might not choose to opt-in in the future. With that in mind, he stated that he'd like to invest in staffing - freelance, hiring a staff photographer, etc. He suggested having a separate meeting dedicated to discussing this in more detail.

Marketing/Community Engagement

M. Gergyek reported that he along with D. Ghosn and some of Ed Board tabled twice during 101 Week where they had a ton of people interested in getting involved. He continued that they also visited a few classrooms on their own to promote *The Fulcrum* and held three workshops with student federations during 101 Week.

M. Gergyek announced that the first newsletter of the year will be coming out tomorrow, and will continue to be sent out every Monday. He noted that Rame is finishing up a cool logo to

advertise for it. M. Gergyek went on to state that Rame is also completing a new logo for *The Fulcrum's* branding (from "newspaper" to "news outlet").

M. Gergyek mentioned that he's been doing more outreach to faculties for NASH fundraising.

K. Murray motioned to add five minutes to the discussion item. B. King seconded the motion. All voted in favour and the motion passed.

Internship Program

M. Gergyek said that he gave a class talk to Gabriella's journalism class to introduce everyone to *The Fulcrum*, and noted that he's waiting to hear the next steps from her. He added that she said that the internship will hopefully start next semester, but if not, next year. J. Turcotte wondered what the next steps are on *The Fulcrum's* end. M. Gergyek responded that they would be figuring out the time to work, training, and the things that they'd like to work on.

Other Initiatives

M. Gergyek announced that the One in Five podcast is launching soon. He reported that the deadline for the first episode is October 22nd, and it will be released at the beginning of November.

M. Gergyek explained that the team have been working on adding comments to *The Fulcrum's* website, adding a new subsection/design, and layout for online special issues. He also informed the Board that they added a new "link in bio" feature to *The Fulcrum's* Instagram account at a cost of \$250 per year, which allows readers to click on one of *The Fulcrum's* posts and be taken to the article linked to it. J. Rausseo said that he's a little apprehensive about the feature because *The Fulcrum's* Facebook page is still way more popular than its Instagram.

J. Rausseo reminded those present that if *The Fulcrum* receives more money with the opt-in vote, the Board agreed at the AGM that that money would go to the Ed Board. J. Turcotte mentioned that something to think about is that all students are members, but would *The Fulcrum* change it to only paying members?

J. Turcotte motioned to approve the logo change. B. King seconded the motion. All voted in favour and the motion passed.

8. President

Executive Committee

J. Turcotte reminded the Board that the roles of Vice-President and Chair remain vacant. B. King expressed his interest in serving as the Chair. J. Turcotte motioned to elect B. King as the Chair. R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed.

Legal Committee

J. Turcotte reported that he, D. Ghosn, the GM of La Rotonde, the President of La Rotonde, Sam Schroeder with the UOSU, and a UOSU negotiator met on September 11th to finalize *The*

Fulcrum's MOA between *The Fulcrum* and the UOSU. He stated that this was signed and because of this, *The Fulcrum's* cheque for its summer levy will be available shortly in *The Fulcrum's* bank account. J. Turcotte added that a signed copy of the MOA can be found in the President's folder for this month.

Finance Committee

J. Turcotte mentioned that the finance committee are patiently waiting for the opt-out numbers for the fall term, and are hoping that they will have this information when Q2 is reviewed at the beginning of November.

Human Resources Committee

J. Turcotte indicated that all staff positions are filled, including the news editor. He congratulated Ed Board for all their hard work!

J. Turcotte stated that the role of online editor transitioned from Kathryn to Safa on September 1st. He added that an exit interview was conducted with Kathryn on September 3rd.

Inter-Board Health and Wellness Committee

J. Turcotte updated the Board that the committee met this past week to set priorities for the year ahead. He stated that he'd like to congratulate S. Awde on securing a journalism job in New Brunswick, and added that she'll be missed! J. Turcotte went on to add that as such, this committee requires an additional member and a new Chair moving forward.

J. Turcotte announced that an online health and safety questionnaire will be sent out to all staff on October 11th.

Policy Committee

J. Turcotte noted that the Policy Committee met on September 20th and discussed:

1. The Chairing of the Finance Committee;
2. A timeline to review the policy manual in sections;
3. The first steps of *The Fulcrum's* incident response plan; and
4. The creation of an ad hoc committee to tackle compliance with employment legislation.

Marketing and Promotions/Readership Committee

J. Turcotte stated that this committee didn't meet this month, however, it will meet in early October to begin conversations about fundraising for NASH as well as to action some responses from the readership survey.

J. Turcotte exclaimed that 101 Week was a huge success, with more than 90 names for volunteers taken.

J. Turcotte mentioned that another key challenge for the committee will be to decide the fate of *The Fulcrum's* on-campus distribution boxes.

Board Recruitment and Training

J. Turcotte reminded those present that Board training took place on September 15th and covered topics such as:

1. What We Do and Intro to The Fulcrum;
2. The Big Three documents;
3. Google Drive training;
4. How to Chair a Committee;
5. Slack Training; and
6. The Code of Conduct.

J. Turcotte proceeded to thank everyone who attended, and said that a survey asking for feedback on the training was brought today. He encouraged everyone to complete it truthfully so that the team can improve its training moving forward. J. Turcotte informed the Board that all of the training material is available in the Drive under the *Director's Training and Orientation Session* folder.

J. Turcotte stated that two of the student representative seats on the Board were filled at training. He also advised that one student representative Board seat remains vacant, although he noted that there has been some interest in it.

J. Turcotte mentioned that he reached out to both GSAED and the UOSU to officially invite a representative from each of the organizations to attend *The Fulcrum's* Board meetings as ex-officio members. He said that Sam from the UOSU replied saying that he's interested in attending future meetings.

J. Turcotte explained that another training, the *Accessibility for Ontarians with Disabilities Act (AODA)* will need to be completed by all Board members. He continued by saying that this training is mandated by law for everyone who develops an organization's policies. J. Turcotte advised the Board that he will send the link to the training after the Board meeting and asked that directors forward their certificate of completion to him.

Special Committee for Employment Compliance

J. Turcotte announced that he struck an ad hoc committee to ensure that *The Fulcrum's* policies comply with several provincial acts:

- Employment Standards Act;
- Occupational Health and Safety Act;
- Workplace Safety and Insurance Act; and
- Accessibility for Ontarians with Disabilities Act.

He explained that the committee will be made up of himself, D. Ghosn, a health and safety representative as selected from amongst Ed Board, M. Gergyek, and another Board member. J. Rausseo wondered if these changes would get reflected in the policies or the bylaws. J. Turcotte answered that they would be reflected primarily in the policy manual.

Other Items

J. Turcotte stated that he'll be attending an Ed Board meeting in the coming weeks to provide some trainings on Board-related items and policies. He added that Ed Board will be electing a health and safety representative as one of the first steps in the creation of the Board's new ad hoc committee.

J. Turcotte reminded the Board that we will need to schedule both our shadowing of Ed Board (likely in October) and our fall strategic planning session (in November). He also advised that the next Board meeting is on October 27th.

9. NASH

J. Turcotte explained to the Board that they have to answer two questions:

1. How are we managing the \$3000 budget line for NASH?
 - a. Putting \$3000 towards NASH regardless of the amount we fundraise?
 - b. Every dollar raised is one less dollar of this \$3000 that will need to be spent?
2. When is **our** deadline for purchasing our tickets?
 - a. Early Bird tickets end on October 17th (for Ontario papers), savings of \$100/ticket.

J. Rausseo mentioned that the Board could also direct D. Ghosn to fundraise more money. He suggested that the Board finds a core number of people that *The Fulcrum* will send and then the maximum amount that we want those people to have to spend. M. Gergyek said that he thinks every editor is interested in going, which would be seven people. J. Rausseo proposed that the Board could fundraise and contribute for the core editors. All agreed on option b, that every dollar raised is one less dollar of this \$3000 that will need to be spent.

With regards to when is the Board's deadline for purchasing tickets, J. Rausseo mentioned that the Board could have D. Ghosn check when he can cancel the flights. The Board all agreed that we want to have things decided for the early bird deadline for NASH.

10. Inter-Board Relations Committee

S. Awde began her report by announcing that she's accepted a journalism position out-of-province and will have to resign from her seat on the Board.

S. Awde proceeded to review some of the actions that the committee discussed accomplishing over the upcoming year. They include:

- Aiming to send the Health and Wellness Questionnaire survey to the Ed Board by mid October;
- Scheduling Ed Board shadowing for October or November, which will include having presentations, a tour of the office, etc on a production day;
- Hosting Board and Ed Board bonding events, such as: halloween party, screen a GeeGees game, Oscar party, potlucks, etc;
- Having J. Turcotte give HR and Policy training (especially the Code of Conduct) to Ed Board as well as the chair of the committee visiting Ed Board following BoD meetings and giving them updates;
- Livening up the office space: things on walls, cheap bean bags, plants, etc. Can visit the Free Store to look for some things;
- Putting together a Health and Safety Bulletin Board and a list of mental health resources: D. Ghosn has already started this and will be followed up on by the Ad Hoc Employment Compliance Committee; and
- Potentially adding mandatory once per semester performance reviews for the Ed Board

J. Rausseo wondered what feedback the EIC would be looking for? S. Awde explained that when she was the EIC, she tried to come up with three positive elements of the Ed Board members' work and addressed any issues and concerns. She added that these reviews don't have to be as structured as the EIC performance reviews.

11. Policy Committee

K. Murray began her report by noting that the focuses of the Policy committee's September meeting were to discuss: updating the Policy Manual to include the EIC as a position that the Board conducts exit interviews with; adding flexibility for the Chair of the Finance Committee to not have to be the President; starting the creation of the Incident Response Plan; and assigning sections for the Policy Manual review.

Exit Interviews

K. Murray mentioned that the committee discussed the wording of the current policy and they all agreed that ideally the interviews would be conducted by as few people as possible and that it doesn't make any sense to have the EIC as part of the committee for their own exit interview. She stated that the committee proposes the following amendment:

4.16 Exit Interviews. An outgoing General Manager, outgoing Online Editor, and outgoing Editor-in-Chief must complete exit interviews prior to the expiration of their contracts. The exit interviews will be conducted by the President and/or any other Directors as appointed by the President.

K. Murray motioned to approve this amendment with the addition of "or staff" after "Directors". J. Turcotte seconded the motion. All voted in favour and the motion passed.

Finance Committee

K. Murray explained that the committee originally discussed amending the policy so that the Treasurer is responsible for chairing the committee in lieu of the President. She continued by saying that having discussed the policy further, the committee agreed that it is best to amend the policy to allow for any director to be the chair of the Finance committee to allow for more flexibility. K. Murray said that the committee proposes the following amendment:

3.5 Finance Committee. The Finance Committee shall be a standing committee of the Board that is responsible for overseeing the creation of the budget of the Corporation, overseeing the audit, recommending financial policies to the Board, and supervising the financial affairs of the Corporation. The Finance committee shall be chaired by the President *or a Director appointed by the President* and additionally be comprised of the Editor-in-Chief, the General Manager and any director, employee, or staff member of the Corporation as appointed by the Board who expresses interest in the process. The Finance Committee is required to meet as many times as necessary to fulfill the duties placed upon them. The budgeting process which must be undertaken by the Finance Committee is outlined in this Policy Manual.

K. Murray motioned to approve the changes made to 3.5. K. Nagaratnam seconded the motion. All voted in favour and the motion passed.

Incident Response Plan

K. Murray reported that the committee began the initial steps in the creation of the incident response plan. She mentioned that this included discussing what constitutes an incident, identifying the gaps when the cyber security issue happened over the summer, and beginning to develop an action plan. K. Murray announced that the committee are planning on continuing to develop this plan over the next one-two committee meetings and will then present the complete plan to the Board for approval.

Policy Manual Review

K. Murray noted that instead of assigning a couple of sections to each director to review on their own over the course of two meetings, the committee has decided to take a couple of sections to review all together at the end of each meeting throughout the year. She explained that this way, the onus isn't on one person to catch all of the necessary amendments needed for one section. K. Murray added that it also allows for more discussion on each of the potential amendments.

12. Ed Board Shadowing Scheduling

The Board looked at the calendar for October and decided that October 25th would be a good option for the Ed Board shadowing. J. Turcotte said that he will send a Doodle to figure out potential times for that date.

13. Fall Strategic Planning Session

J. Rausseo suggested that the topic of the fall strategic planning session be how *The Fulcrum* is doing online. He added that he will give his cyber-security presentation at the session. All agreed that it should be held on November 10th.

14. Letter of Direction

K. Murray explained that D. Ghosn said that he will need a letter from the Board indicating the approval of making J. Turcotte a signing authority with RBC. J. Rausseo mentioned that there are several examples of these types of forms online. He offered to draft the letter.

15. Other Business

K. Murray motioned to adjourn the meeting at 12:30p.m. All voted in favour and the motion passed.

Appendices

GM Report September 2019

1. Financials

	Previous Month	This Month	Difference
TOTAL	\$287,159.30	\$277,166.41	\$-11,992.89
Chequing	\$200,429.33	\$189,375.18	-\$11,054.15
RBC	\$86,729.97	\$87,791.23	\$1,061.26

2. Collections Update

We are slowly but steadily reconciling our A/R from fiscal 2019. We're currently at \$1216.78 outstanding from 2 clients from fiscal 2019. I'm hoping to one of these clients closed up next week.

3. Advertising Update

- a) As mentioned in previous meetings, I was working on a new media kit for our team and was able to finish it a few weeks ago. Thank you to Raghad for pointing me towards Canva(an online tool for creators). Please view the new media kit [here](#). I'm open to all feedback so please feel free to email me any errors I might have missed or ideas you might have to improve the kit.
- b) Current sales for the year stand at \$2210(+\$675 from previous contract with Centrale Bergham)
- c) We attempted our first Facebook post "boost" from August 26 - September 23. The total cost was \$46.79 with the following results:
 - i) 7,998 impressions
 - ii) 231 engagements(\$0.20 per engagement average)
 - 1) 121 Women
 - 2) 105 Men
 - 3) 5 Unknown
 - 4) Age 18-24
- d) Tabling for Frosh week was a huge success. We were able to secure coffee for both days from Bridgehead and also gave out old copies of the paper. We signed up a ton of volunteers(over 90+) and were also able to get people to fill out some readership surveys to form a small sample size of our readers(or future readers). David will go over those statistics in his report.

4. Human Resources

- a) Matt will be taking over the News Editor position for the next few weeks due to Meg being on medical leave. Matt's pay will reflect this change.
- b) Current project: Completing necessary steps to adhering to Ontario health & safety legislations.

5. Insurance

Insurance renewal has been completed and will be largely the same cost as last year at \$2120+PST(+\$10 increase of company fee). Renewal will take place September 30.

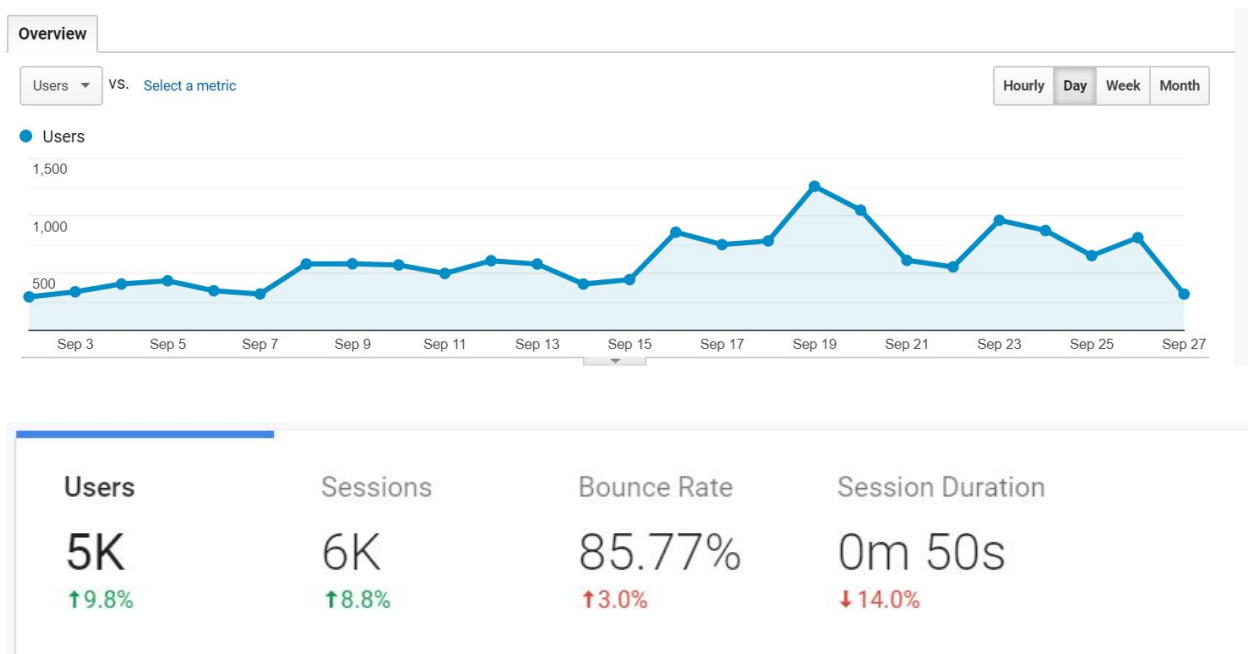
6. Levy/Student Union

Held one last meeting with UOSU representatives and I'm happy to say that we've come to an agreement with UOSU for the next 5 years. With this agreement, we were able to finally get our summer levy cheque which isn't reflected in our chequing account total but should be verified and deposited by the bank next week. The summer levy total is \$15,975.17.

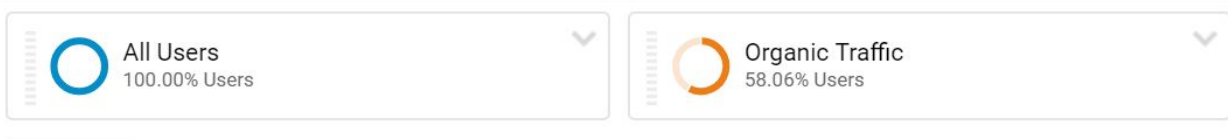
Fulcrum Analytics Report - September 2019

FULCRUM WEBSITE ANALYTICS

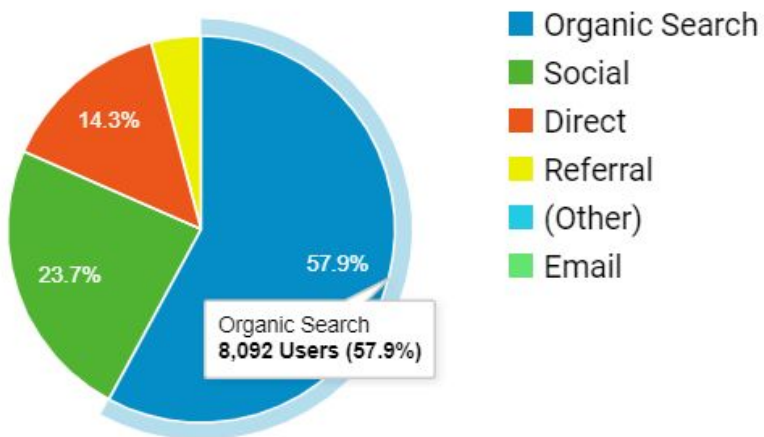
Audience Overview



→ The number of new users has increased by 2,583 since April 2019 and we continue to see a rise in the numbers every week! Although sessions have increased by 8%, the average user spends 50 seconds of total interaction time on the website.



More than half of our users are generated through organic traffic (57.9%)



	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	13,868	12,745	17,373	83.87%	1.45	00:00:55
1 Organic Search	8,092			81.80%		
2 Social	3,309			87.74%		
3 Direct	1,995			85.18%		
4 Referral	577			80.79%		
5 (Other)	2			100.00%		
6 Email	1			100.00%		

→ In terms of social networks, Facebook produces the highest referrals to the website. Interestingly, Reddit has climbed up the charts and produces more referrals than YouTube, LinkedIn, and Weebly combined.

Social Network ?	Medium ?	Sessions ? ↓	Pageviews ?	Avg. Session Duration ?	Pages / Session ?
1. Facebook	referral	4,048 (84.97%)	4,914 (81.57%)	00:00:40	1.21
2. Twitter	referral	502 (10.54%)	679 (11.27%)	00:00:41	1.35
3. Instagram	referral	159 (3.34%)	362 (6.01%)	00:00:44	2.28
4. reddit	referral	48 (1.01%)	61 (1.01%)	00:00:46	1.27
5. LinkedIn	referral	3 (0.06%)	4 (0.07%)	00:01:08	1.33
6. Weebly	referral	2 (0.04%)	2 (0.03%)	00:00:00	1.00
7. YouTube	referral	2 (0.04%)	2 (0.03%)	00:00:00	1.00

→ We are also reaching an international audience with USA, UK, Ireland, and India amongst our top 4 readership.

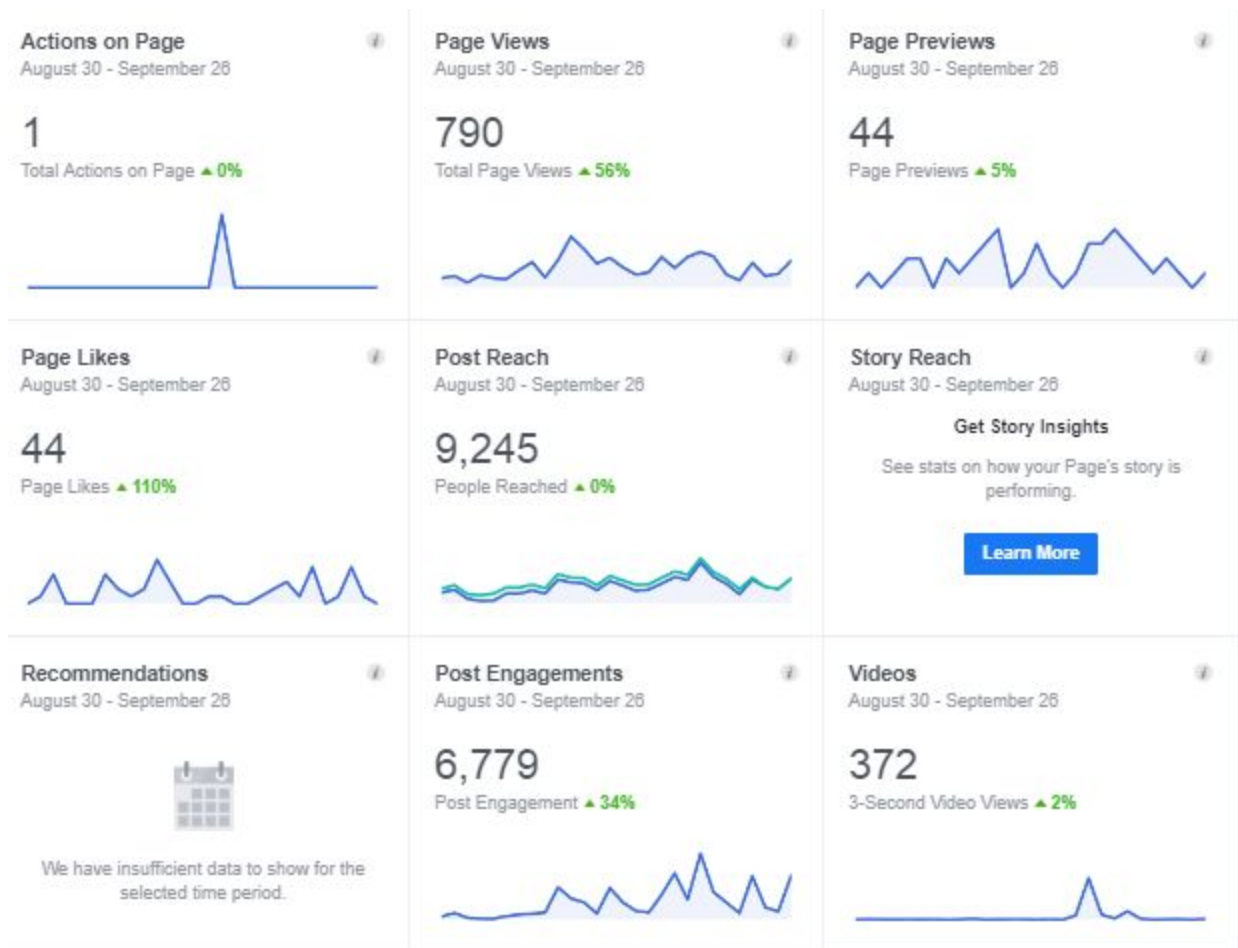
Country ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	14,045 % of Total: 100.00% (14,045)	12,951 % of Total: 100.03% (12,947)	17,667 % of Total: 100.00% (17,667)	83.72% Avg for View: 83.72% (0.00%)	1.46 Avg for View: 1.46 (0.00%)	00:00:55 Avg for View: 00:00:55 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. 🇨🇦 Canada	11,004 (78.44%)	10,001 (77.22%)	14,322 (81.07%)	81.92%	1.51	00:01:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. 🇺🇸 United States	1,326 (9.45%)	1,303 (10.06%)	1,418 (8.03%)	92.45%	1.32	00:00:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. 🇬🇧 United Kingdom	230 (1.64%)	215 (1.66%)	253 (1.43%)	92.49%	1.13	00:00:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. 🇮🇪 Ireland	149 (1.06%)	149 (1.15%)	150 (0.85%)	92.67%	1.15	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. 🇮🇳 India	126 (0.90%)	125 (0.97%)	142 (0.80%)	85.92%	1.25	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. 🇳🇴 Norway	100 (0.71%)	100 (0.77%)	102 (0.58%)	99.02%	1.05	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. 🇦🇺 Australia	97 (0.69%)	93 (0.72%)	105 (0.59%)	95.24%	1.09	00:00:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. 🇵🇭 Philippines	90 (0.64%)	90 (0.69%)	146 (0.83%)	86.30%	1.18	00:01:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. 🇫🇷 France	51 (0.36%)	45 (0.35%)	71 (0.40%)	88.73%	1.20	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. 🇩🇪 Germany	46 (0.33%)	44 (0.34%)	49 (0.28%)	93.88%	1.06	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)

Top Stories of the Month

		25,275 % of Total: 100.00% (25,275)	22,658 % of Total: 100.00% (22,658)	00:02:01 Avg for View: 00:02:01 (0.00%)	17,386 % of Total: 100.00% (17,386)	83.87% Avg for View: 83.87% (0.00%)	68.79% Avg for View: 68.79% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. /	1,953 (7.73%)	1,410 (6.22%)	00:01:18	1,148 (6.60%)	36.67%	32.82%	\$0.00 (0.00%)
<input type="checkbox"/>	2. /news/sfu-o-may-owe-around-1-million-to-about-100-claimants-receiver-says/	724 (2.86%)	670 (2.96%)	00:04:36	598 (3.44%)	91.64%	85.36%	\$0.00 (0.00%)
<input type="checkbox"/>	3. /news/local-mpp-asks-u-of-o-president-to-cancel-classes-during-climate-crisis-strike/	602 (2.38%)	572 (2.52%)	00:04:34	537 (3.09%)	91.62%	89.37%	\$0.00 (0.00%)
<input type="checkbox"/>	4. /news/asbestos-found-in-two-u-of-o-buildings-after-recent-survey/	349 (1.38%)	336 (1.48%)	00:02:03	301 (1.73%)	94.02%	88.25%	\$0.00 (0.00%)
<input type="checkbox"/>	5. /arts/u-of-o-student-releases-oc-transpo-parody-rap/	343 (1.36%)	320 (1.41%)	00:03:39	286 (1.65%)	91.61%	86.59%	\$0.00 (0.00%)
<input type="checkbox"/>	6. /category/sports/	307 (1.21%)	224 (0.99%)	00:00:25	112 (0.64%)	24.11%	23.45%	\$0.00 (0.00%)
<input type="checkbox"/>	7. /news/ndp-taps-u-of-o-student-to-run-in-ottawa-vanier/	302 (1.19%)	271 (1.20%)	00:03:54	258 (1.48%)	88.37%	83.77%	\$0.00 (0.00%)
<input type="checkbox"/>	8. /opinions/implant-the-canadian-market/	285 (1.13%)	269 (1.19%)	00:03:08	268 (1.54%)	93.66%	93.68%	\$0.00 (0.00%)
<input type="checkbox"/>	9. /news/u-of-o-student-carded-by-security-officer-in-his-own-residence-building/	282 (1.12%)	267 (1.18%)	00:03:17	234 (1.35%)	92.31%	85.82%	\$0.00 (0.00%)
<input type="checkbox"/>	10. /category/news/	280 (1.11%)	223 (0.98%)	00:01:00	29 (0.17%)	51.72%	24.29%	\$0.00 (0.00%)

Distribution		
Session Duration Page Depth		
Sessions		Pageviews
17,390		25,279
% of Total: 100.00% (17,390)		% of Total: 100.00% (25,279)
Session Duration ?	Sessions ?	Pageviews ?
0-10 seconds	14,833	15,103
11-30 seconds	392	923
31-60 seconds	345	953
61-180 seconds	709	2,241
181-600 seconds	630	2,840
601-1800 seconds	414	2,260
1801+ seconds	67	959

Facebook Analysis



Page Followers

August 30 - September 28

49




















Page Followers ▲ 104%































































→ Our numbers from Facebook have improved since April 2019. In April 2019, our Facebook page received 102 page views, while in September our page views have increased to almost 800. Our posts are also receiving quality engagements and are reaching a broader audience as well.

Published	Post	Type	Targeting	Reach	Engagement	Promote
09/26/2019 1:42 PM	 A former employee of the now-defunct Student Federation of the			1.4K 	444 51 	Boost Post
09/26/2019 12:04 PM	 Opinion: Lorin Clive D'Arcy Van Dusen, part of uOttawa Climate			813 	93 24 	Boost Post
09/25/2019 7:14 PM	 Campus organizations at the U of O, including CHUO FM and La Rotonde,			263 	16 7 	Boost Post
09/25/2019 1:05 PM	 Fed up with OC Transpo? Claire Barasubiye, aka Lil'Claire, is too. She			854 	71 23 	Boost Post
09/23/2019 9:24 PM	 A group of U of O students attended the Senate meeting today to push for			1.5K 	255 47 	Boost Post
09/23/2019 4:52 PM	 Campus organizations at the U of O, including CHUO FM and La Rotonde,			646 	31 9 	Boost Post
09/23/2019 2:30 PM	 The U of O football team took advantage of a weak York Lions			349 	10 2 	Boost Post
09/23/2019 12:48 PM	 When James Flemming joined his high school's football team in Grade			540 	17 9 	Boost Post
09/23/2019 12:12 PM	 We sat down with UOSU interim equity commissioner Judy El-			681 	38 19 	Boost Post
09/23/2019 11:59 AM	 We gave our Sports Editor, Charley Dutil, a long time "Cheler", a week to			342 	17 8 	Boost Post
09/23/2019 11:36 AM	 This week's editorial comes in the wake of the University of Ottawa			770 	93 38 	Boost Post
09/23/2019 10:49 AM	 "Tracking every bite is not an accurate sense of what a body			474 	25 12 	Boost Post


09/21/2019 5:47 PM	 Tired of pre-made cafeteria food or looking for a new dessert?			661		18 3		Boost Post
09/20/2019 8:04 PM	 A U of O student says he was carded and pushed by a			1.7K		256 94		Boost Post
09/20/2019 6:26 PM	 "There will be people who choose to vote Liberal over			1K		102 30		Boost Post
09/19/2019 5:34 PM	 BREAKING: The now-defunct SFUO may owe up to \$1 million			2.3K		865 194		View Promotion
09/19/2019 9:57 AM	 A two sided coin, visual arts can be a much-needed outlet for			500		5 4		Boost Post
09/18/2019 7:00 PM	 You have until Sept. 27 to #StayOptedIn to the Fulcrum			664		22 26		Boost Post
09/18/2019 3:36 PM	 It's not just buskers that are drawing crowds in the ByWard			1.6K		109 29		Boost Post
09/18/2019 3:08 PM	 Cameron Lamoureux and Rame Abudlkader took to the rails on			476		16 4		Boost Post
09/17/2019 4:09 PM	 Ottawa Centre MPP Joel Harden is calling on the			1.4K		184 97		Boost Post
09/17/2019 3:29 PM	 The U of O soccer team faced Laurentian and Nipissing this			584		12 18		Boost Post
09/17/2019 2:14 PM	 Engineering students are continuing the tradition of			832		82 10		Boost Post
09/17/2019 1:57 PM	 We're number 141! U of O ranks in the top 150 universities in the			823		122 27		Boost Post
09/17/2019	 After six years of construction					54		

09/17/2019 1:39 PM	 After six years of construction and four major delays, Ottawa's			782		54 11		Boost Post
09/16/2019 8:38 PM	 City Folk was the place to be Saturday night. Read our			341		7 2		Boost Post
09/16/2019 6:03 PM	 In opinion, Zachary Robichaud argues the opening of a French-			728		42 15		Boost Post
09/16/2019 5:33 PM	 We're interviewing each of the four commissioners of the			816		95 85		Boost Post
09/16/2019 4:04 PM	 The Board of Directors of the University of Ottawa Students'			576		44 9		Boost Post
09/16/2019 3:12 PM	 For a whole three quarters, all the Gee-Gees were able to			285		9 4		Boost Post
09/16/2019 1:53 PM	 In opinion, Quinn Barrie-Watts considers if the LRT will make			716		43 5		Boost Post
09/16/2019 12:59 PM	 In opinion, Amira Benjamin argues the city and the			1K		83 42		Boost Post
09/16/2019 11:50 AM	 In opinion, Engi Abou-El-Kheir argues the U of O's website			539		19 7		Boost Post
09/15/2019 12:03 PM	 Here's our opinions on some Gee-Gee's favorite pump-up			588		27 6		Boost Post
09/15/2019 11:00 AM	 This week: the trials and triumphs of open relationships.			559		26 4		Boost Post
09/14/2019 8:35 PM	 The Fulcrum sat down with the UOSU's francophone affairs			773		42 27		Boost Post

09/14/2019 7:44 PM	 The legal aid clinic at the U of O is one of the many services			509		18 6		Boost Post
09/14/2019 3:15 PM	 Read our coverage of the first day of CityFolk featuring Larkin			292		3 2		Boost Post
09/13/2019 2:30 PM	 This is the last weekend to see Tiffany April's MFA thesis			390		5 1		Boost Post
09/13/2019 1:22 PM	 We're interviewing each of the four commissioners of the			1K		89 27		Boost Post
09/13/2019 12:22 PM	 The U of O baseball club faced off with the Carleton Ravens for			379		8 10		Boost Post
09/12/2019 6:00 PM	 The University of Ottawa Students' Union says it hopes to			1.4K		324 78		Boost Post
09/12/2019 4:22 PM	 We sat down with University of Ottawa president Jacques			572		33 10		Boost Post
09/12/2019 1:25 PM	 Party solidarity has shaped political discourse in Canada for			253		7 4		Boost Post
09/12/2019 12:23 PM	 The women's rugby team played their first home game of			361		5 6		Boost Post
09/12/2019 11:22 AM	 U of O students met on Tabaret Lawn Tuesday and to marched			961		50 37		Boost Post
09/11/2019 1:07 PM	 Today marks the 18th anniversary of the 9/11 terror			527		17 9		Boost Post
09/10/2019 5:49 PM	 After a Black student was carded and handcuffed by			958		51 18		Boost Post
09/10/2019	 In our first editorial of the year					58		Boost Post

09/10/2019 2:23 PM	 In our first editorial of the year, we say goodbye to print and			1.1K		50 36		Boost Post
09/09/2019 5:13 PM	 Interested in writing with us this year? Come to our first			294		5 1		
09/09/2019 4:00 PM	 OPINION: U of O student James Casey is taking the year			1.2K		172 59		Boost Post
09/09/2019 2:00 PM	 In opinion, Tim Gulliver urges action against the Ford			801		28 41		Boost Post
09/09/2019 11:58 AM	 Here are the Gee-Gees that you should keep an eye on in 2019-			483		16 5		Boost Post
09/08/2019 11:59 AM	 It's poll time! Who according to you should be athlete of the			478		9 0		Boost Post
09/08/2019 9:35 AM	 uOttawa says staff who worked in the areas may have been			1.5K		396 61		Boost Post
09/07/2019 6:31 PM	 The 2019 uOShow, a hallmark of 101 week, took place this			433		43 1		Boost Post
09/07/2019 1:15 PM	 Your Gee-Gee's Score for the week of August 31st to			489		20 9		Boost Post
09/06/2019 7:27 PM	 The Gee-Gees football team opened up their season last			411		5 4		Boost Post
09/06/2019 12:05 AM	 The women's soccer team kicked off the home portion of			840		21 23		Boost Post
09/06/2019 12:02 AM	 It's one of the biggest issues facing first-years: Not rising			459		44 1		Boost Post

See More

Page		Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1	 Ottawa Citizen	152.8K 	0%	250+	486.7K 
2	 Ottawa Sun	42.1K 	▲ 0.1%	250+	302.8K 
3	 The Charlatan	3K 	▲ 0.1%	14	1.4K 
YOU	 The Fulcrum	2.9K 	▲ 0.4%	19	2.2K 
Keep up with the Pages you watch. Get More Likes					
5	 La Rotonde	2.7K 	0%	19	694 
6	 Syndicat étudiant de l'U...	1.4K 	▲ 1.4%	15	835 
See More Pages					

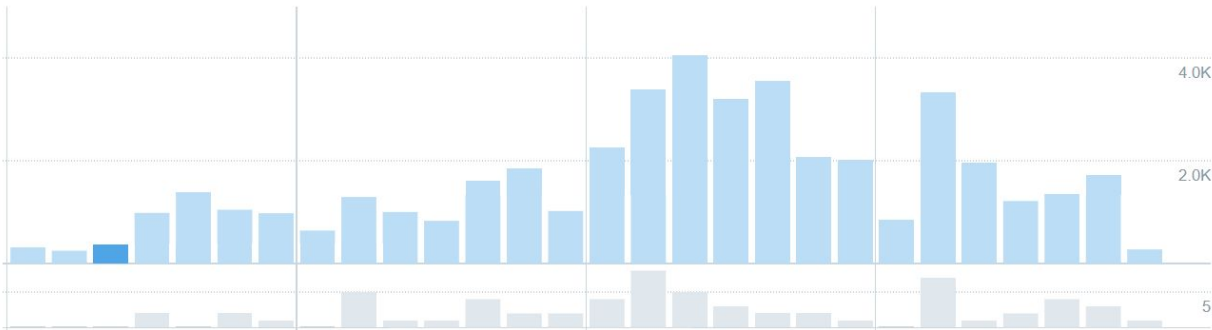
→ As of September 27th, the Fulcrum's Facebook page has 2,858 page while the Charlatan has 3,009. With less than 200 likes, we can take up the 3rd spot.

TWITTER ANALYSIS



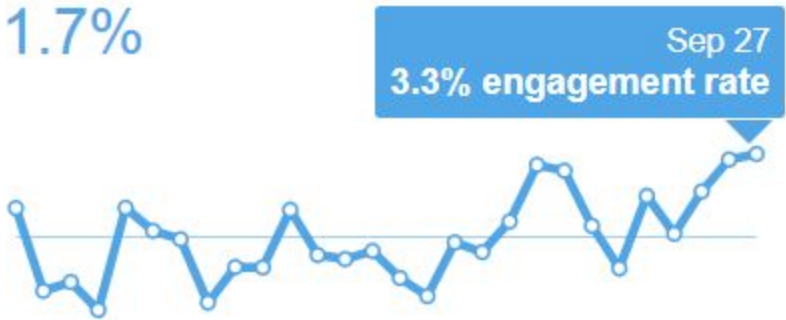
→ Our twitter account has improved marginally on all accounts. Although we have not posted as many tweets as April 2019, we have still received a high volume of profile visits and impressions. Our Twitter operations have also picked up pace from the summer months and continue to increase every week.

Your Tweets earned **45.0K impressions** over this **28 day period**



Engagement rate

1.7%



Link clicks

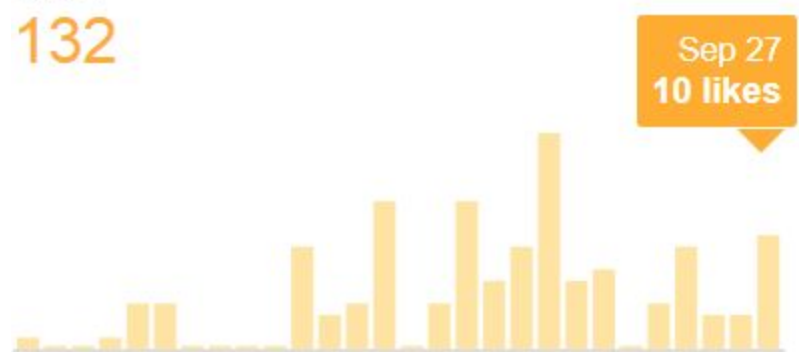
385



On average, you earned **14 link clicks** per day

Likes

132

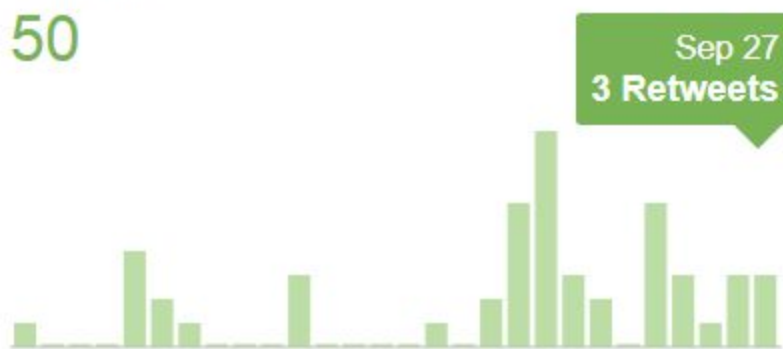


Sep 27
10 likes

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

Retweets

50



Sep 27
3 Retweets








Replies








3



Sep 27
0 replies

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

	The Fulcrum @The_Fulcrum · Sep 19 BREAKING: The now-defunct SFUO may owe up to \$1 million to about 100 claimants, a quarter of which are students, according to court proceedings and legal documents. Their receiver, PricewaterhouseCoopers, is preparing to launch a claims process. thefulcrum.ca/news/sfuo-may-... View Tweet activity	2,415	117	4.8%	Promote
	The Fulcrum @The_Fulcrum · Sep 4 The U of O has introduced measures to combat racism and discrimination on campus following the carding and handcuffing of a Black student by campus security in June. thefulcrum.ca/news/u-of-o-im... View Tweet activity	1,524	38	2.5%	Promote
	The Fulcrum @The_Fulcrum · Sep 18 You have until Sept. 27 to #StayOptedIn to the Fulcrum and the award-winning work we produce. Let us convince you why you should: thefulcrum.ca/opinions/stay-... View Tweet activity	1,470	22	1.5%	Promote
	The Fulcrum @The_Fulcrum · Sep 20 A U of O student says he was carded and pushed by a security officer in the residence building he lives and works in last weekend, just over two weeks after the university changed its policy on proof of identification. thefulcrum.ca/news/u-of-o-st... View Tweet activity	1,032	44	4.3%	Promote
	The Fulcrum @The_Fulcrum · Sep 17 A local MPP is calling on the presidents of Ottawa colleges and universities to cancel a portion of classes on Sept. 27 so students, faculty and staff can attend a climate crisis protest-strike. thefulcrum.ca/news/local-mpp... View Tweet activity	903	48	5.3%	Promote
	The Fulcrum @The_Fulcrum · Sep 16 Opinion: The U of O's website lacks the organizational designs, attractive layouts and user-friendly tools that can help keep current students around and draw in new ones in the process. thefulcrum.ca/opinions/u-of-... View Tweet activity	866	26	3.0%	Promote
	The Fulcrum @The_Fulcrum · Sep 23 U of O students attended the Senate meeting today to push for the cancellation of classes during the global climate crisis protest on Friday.	806	27	3.3%	

	The Fulcrum @The_Fulcrum · Sep 6 The women's soccer team kicked off the home portion of their calendar on Wednesday night in front of a sold-out crowd at Matt Anthony Field and did not disappoint! thefulcrum.ca/sports/geegees... pic.twitter.com/9Vg4wflC5s View Tweet activity	791	10	1.3%	Promote
	The Fulcrum @The_Fulcrum · Sep 18 U of O professors hit the streets of the ByWard Market this weekend to help inspire young women and girls to pursue careers in STEMM. thefulcrum.ca/news/u-of-o-pr... View Tweet activity	772	11	1.4%	Promote
	The Fulcrum @The_Fulcrum · Sep 17 After six years of construction and four major delays, Ottawa's largest transportation project since the Rideau Canal is finally complete. We rode the rails on opening day and heard early evaluations of the new system. pic.twitter.com/FVPZts0JiW View Tweet activity	765	25	3.3%	Promote
	The Fulcrum @The_Fulcrum · Sep 18 Opinion: OC Transpo is cutting or merging 86 bus routes next month due to the opening of the LRT, but fewer buses means greater dependence on the system functioning smoothly. thefulcrum.ca/opinions/commu... View Tweet activity	747	8	1.1%	Promote
	The Fulcrum @The_Fulcrum · Sep 9 In opinion, Tim Gulliver urges action against the Ford government's cuts to education. Gulliver is co-organizing a protest taking place this Tuesday at 11 a.m., starting on Tabaret Lawn. thefulcrum.ca/opinions/time-... pic.twitter.com/zMuUC8mJIH View Tweet activity	741	11	1.5%	Promote
	The Fulcrum @The_Fulcrum · Sep 6 With 101 Week underway, first-year students all over University of Ottawa are facing the age old question: is floorcest worth it? Resident Fulcrum sexpert Ty weighs in. thefulcrum.ca/dear-ty/dear-t... pic.twitter.com/Cbc62bHsxu View Tweet activity	739	15	2.0%	Promote
	The Fulcrum @The_Fulcrum · Sep 15 Our EIC is at the University of Ottawa Students' Union's Board of Directors meeting. Follow this thread for updates: twitter.com/mattgergyek/st... View Tweet activity	724	3	0.4%	Promote



The Fulcrum @The_Fulcrum · Sep 9

712

18

2.5%

Interested in writing with us year? Come to our first contributor meeting of the year!
Tuesday, September 10th on 631 King Edward Avenue
Pitch new ideas, meet our team or just come hang out with us!

Snacks are on us!! 🍕

facebook.com/events/4701160...

pic.twitter.com/YAqGVVhSp6

[View Tweet activity](#)

Promote



The Fulcrum @The_Fulcrum · Sep 16

700

2

0.3%

The Board of Directors of the University of Ottawa Students' Union met on Sunday, where a new interim equity commissioner was appointed. Less than five students watched the meeting from the audience.

thefulcrum.ca/news/uosu-appo...

[View Tweet activity](#)

Promote



The Fulcrum @The_Fulcrum · Sep 26

692

60

8.7%

A former comptroller general of the now-defunct Student Federation of the University of Ottawa has been convicted of sexual assault, theft, and transportation fraud.

thefulcrum.ca/news/former-sf...

[View Tweet activity](#)

Promote



The Fulcrum @The_Fulcrum · Sep 15

687

6

0.9%

Here's our opinions on some Gee-Gee's favorite pump-up songs. What are yours?

thefulcrum.ca/sports/rating-...

[View Tweet activity](#)

Promote



The Fulcrum @The_Fulcrum · Sep 23

685

25

3.6%

Student organizations at the U of O, including @CHUOFM and @LaRotonde, say they're already feeling the financial pressures of the Student Choice Initiative.

thefulcrum.ca/news/u-of-o-ca...

[View Tweet activity](#)

Promote



The Fulcrum @The_Fulcrum · Sep 14

682

3

0.4%

The Fulcrum sat down with the UOSU's francophone affairs commissioner, Natasha Roy, to talk to her about her goals, accomplishments and challenges so far this year.

thefulcrum.ca/news/uosu-fran...

[View Tweet activity](#)

Promote



Interactions ⓘ

198

Actions taken on your account from
Sep 21 - Sep 27



Profile Visits

186

-105 vs. Sep 14 - Sep 20

Website Clicks

10

+2 vs. Sep 14 - Sep 20

Get Directions

2

+2 vs. Sep 14 - Sep 20

-
- Instagram analyzes insights on a weekly basis. At a glance, our numbers have increased dramatically since April 2019. We have quadrupled our profile visits, website clicks, and our impressions since April.
 - Fulcrum's Instagram audience is distinguishable from Facebook and Twitter. We noticed that posts containing illustrations do not perform well in terms of numbers. The audience enjoy and engage with posts that reflect community events and are supported by photographs instead of art.

Discovery ⓘ



Reach

776

+62 vs. Sep 14 - Sep 20

Impressions

5,923

+1303 vs. Sep 14 - Sep 20

→ Just in the past week, our account reached 776 people and we earned almost 6,000 impressions which measure the total number of times users viewed our posts.

EIC Board Report (Sept. 29 Meeting)

STAFFING/CONTENT

- All positions have remained filled since the beginning of the year (which is a really good sign) and everyone seems to be settling into their roles really well.
 - **Visual:** Freelance pay dedicated to visual section; Rame is producing two-three videos a month, focusing on decentralizing approach to photography/video work and using fewer illustrations; photo studio set up in our office
 - **News:** Meg is away on sick leave at least until Oct. 8; I'm covering; some big stories have been happening since the start of the school, including SFUO's

claims process, more carding incidents, UOSU's transition

- **Arts & Culture:** Ryan's been covering festivals, focusing on more cultural angles and interesting stories for our demographic
- **Sports:** Charley is coming with a ton of fresh and engaging ideas for readers, with continued coverage of most Gee-Gees teams; looking into Sens, 67s media passes, not sure if that's likely going to happen
- **Features:** Zoe has been producing stellar features each week; our first online special issue, dedicated to the upcoming election, is coming out in about two weeks; will continue doing this each month (November is sustainability)
- **Opinions:** Moved to a decentralized approach this year, since we have no full-time editor in the position I've been covering the editing and assigning; looking to find solid columnists to write once a week on campus, Ottawa issues

STUDENT CHOICE INITIATIVE NUMBERS

- We should have our full number breakdown within the next few days. Opt in period closed on Friday and U of O president has said we'll get the breakdown "within the hours" following that deadline
- Some student newspapers have received an opt in rate as high as 90 per cent, others I've heard from are hovering around 70. La Rotonde is hoping to have no less than 75 per cent of students opt in.
- If our numbers are good, what's next?
 - Main thing to remember is if we don't do exemplary work this year, students might not choose to opt in for future years, our presence on campus could fade
 - Hiring a staff photographer, first and foremost
 - Adding more funding to our freelance budget (cut in half from last year)
 - More, let's discuss and collaborate on this

MARKETING/COMMUNITY ENGAGEMENT

- Dorian and I, along with some of Ed Board, tabled twice during 101 Week and got a ton of engagement from people interested in getting involved with us
 - The Facebook contributors group grew from ~45 people to ~120!
- Also visited a few classrooms individually to promote the Fulcrum and held three workshops with student federations during 101 Week
- First newsletter of the year is coming out tomorrow; like last year, will be sent each Monday morning
 - Rame is finishing up a cool logo to advertise it sometime today
- Rame is also completing a new logo for our branding ("newspaper" to "news outlet")

- NASH: Doing more outreach to faculties

INTERNSHIP PROGRAM

- Gave a class talk to Gabriela's journalism class to introduce everyone to the Fulcrum; waiting to hear next steps from her

OTHER INITIATIVES

- The One in Five podcast is launching soon! The completion deadline for the first episode (intro to the show, resources available on/off campus for mental health, interviews with students transitioning in/out of school) is Oct. 22, released at the start of November
- Working on adding comments to our website, adding new subsection/design and layout for online special issues
- Added new "link in bio" feature to Instagram, allowing readers to click on one of our posts and instantly be taken to the article linked to it (since Instagram is our fastest growing platform)

FULCRUM

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

631 King Edward Avenue
Ottawa, ON
K1N 6N5

Fulcrum Publishing Society – Board of Directors

President's Report

Sunday, September 28th, 2019

141 Louis Pasteur Private, Ottawa, ON

Meeting #6 of 2019/20 Publishing Year



Justin Turcotte

1. Executive Committee

The role of Vice-President and Chair remain vacant. Anyone who is interested in either of these positions or who has any questions is encouraged to let me know.

2. Legal Committee

Myself, Dorian, the GM of La Rotonde, the President of La Rotonde, Sam Schroeder with the UOSU, and a UOSU negotiator met on September 11th to finalize our MOA between The Fulcrum and the UOSU. This was signed and as such the cheque for our summer levy will be shortly made available in our account.

The signed version of the MOA can be found in the President's folder for this month.

3. Finance Committee

We are patiently awaiting for the opt-out numbers for the fall term. We hope that we will have this information when we review Q2 at the start of November.

We expect to receive our summer levy immediately in our bank account. This is in the amount of \$15,975.

4. Human Resources Committee

All staff positions are filled, including the news editor. EdBoard has been successfully publishing online and we congratulate them on all of their hard work!

The role of online editor transitioned from Kathryn to Safa on September 1st. An exit interview was conducted with Kathryn on September 3rd.

5. Inter-board Health and Wellness Committee

This committee met this past week to set priorities for the year ahead. I would like to take this time to congratulate Savannah on securing a journalism job in New Brunswick! Her years of experience and contribution to The Fulcrum will be sorely missed.

As such, this committee requires an additional member and a new Chair moving forward.

An online health and safety stress survey will be sent out to all staff on October 11th.

6. Policy Committee

The Policy Committee met on September 20th. The Committee discussed:

1. The Chairing of the Finance Committee;
2. A timeline to review the policy manual in sections;

3. The first steps of The Fulcrum's incident response plan; and
4. The creation of an ad hoc committee to tackle compliance with employment legislation.

7. Marketing and Promotions/Readership Committee

This committee decided not to meet this month. The committee will meet in early October to begin conversations about fundraising for NASH as well as to action some responses from the readership survey.

101 Week tabling was a huge success, with more than 90 names for volunteers taken (reflected in the first volunteer meeting the next week).

Another key challenge for the committee to tackle in the near future will be the fate of our on-campus distribution boxes.

8. Board Recruitment and Training

Board training took place on Sunday, September 15th. The following items were covered:

1. What We Do and Intro to The Fulcrum;
2. The Big Three documents;
3. Google Drive training;
4. How to Chair a Committee;
5. Slack Training; and
6. The Code of Conduct.

Thank you to everyone who attended. A survey asking for feedback on the training was brought today and I encourage those who attended to truthfully complete it so we can improve our training moving forward. All of the training material is available in the Drive under the *Director's Training and Orientation Session* folder. I encourage everyone who could not attend to reference the material.

Two of the student representative seats on the Board were filled at training. Congratulations to Jia and Kalki who are our newest Board members! One student representative Board seat remains empty, however there has been interest expressed in it.

I reached out to both the GSAÉD and the UOSU to officially invite a representative from each organization to attend our Board meetings as an ex-officio member. Sam from the UOSU replied expressing interest to attend this meeting and future meetings.

Another training item that will need to be formalized for all Board members is the completion of *Accessibility for Ontarians with Disabilities Act* (AODA) training. AODA training is mandated by law for everyone who develops an organization's policies (e.g., a board member). If you have not completed the training before, it consists of a free online training module which takes about 1 hour to complete. The link to this training will be sent to all Board members after this meeting, I ask that you please take the time to complete the training and then forward your certificate of completion to president@thefulcrum.ca.

9. NASH Meeting

This item was rescheduled to today due to scheduling conflicts. We simply need to answer two questions:

1. How are we managing the \$3000 budget line for NASH?
 - a. Putting \$3000 towards NASH regardless of the amount we fundraise?
 - b. Every dollar raised is one less dollar of this \$3000 that will need to be spent?
2. When is **our** deadline for purchasing our tickets?
 - a. Early Bird tickets end on October 17th (for Ontario papers), savings of \$100/ticket.

10. Special Committee for Employment Compliance

As the Board, it is our responsibility to ensure that we are complying with relevant legislation to the best of our abilities. To this end, I have struck an ad hoc committee to align The Fulcrum's policies and practices to comply with the following provincial acts:

- Employment Standards Act;
- Occupational Health and Safety Act;
- Workplace Safety and Insurance Act; and
- Accessibility for Ontarians with Disabilities Act.

This will be a great opportunity for anyone interested in working in a supervisory or managerial position in the future. The Committee will be made up of myself, the General Manager, a health and safety representative as selected from amongst EdBoard, the Editor in Chief, and another Board member. As always, everyone is welcome to attend.

11. Other Items

I will be attending an Editorial Board meeting in the coming weeks to provide some training on Board related items and policies. As well, EdBoard will be electing a health and safety representative as one of the first steps towards our new committee.

We will need to schedule both our shadowing of EdBoard (*likely* October) and our fall strategic planning session (November).

Our next Board meeting is scheduled for Sunday, October 27th at 10:30 am. Please mark your calendars!