

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, October 27th, 2019
141 Louis Pasteur, 10:30 a.m. - 1:06 p.m.
Meeting #6 2019-2020 Publishing Year

Present: Kate Murray, Matt Gergyek (ex-officio), Justin Turcotte, Dorian Ghosn (ex-officio), Benjamin King, Kalki Nagaratnam, Jia Kim, Safa Saud (ex-officio), Dayne Moyer, David Champion-Smith

Partially Present:

Absent (with reason): Raghad Sheikh-Khalil

Absent (without reason):

1. Opening of Meeting

B. King opened the meeting at 10:39am.

2. Agenda

J. Turcotte motioned to add the finance committee report to the agenda. K. Murray seconded the motion. All voted in favour and the motion passed. J. Turcotte motioned to approve the agenda. D. Champion-Smith seconded the motion. All voted in favour and the motion passed.

3. September Meeting Minutes

K. Murray motioned to approve the September meeting minutes. D. Champion-Smith seconded the motion. All voted in favour and the motion passed.

4. Standing Actions List

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

5. Editor-in-Chief

Staffing/Content

M. Gergyek notified the Board that he is currently in the process of hiring a co-news editor and an associate sports editor, which is based on *The Fulcrum's* opt-in numbers under the Student Choice Initiative. He remarked that the hiring committee have received several applications, and a few of them are really strong. M. Gergyek added that both successful candidates will be starting on either Friday or Monday. He continued by acknowledging that the hiring committee will also be hiring a web editor.

M. Gergyek excitedly announced that the freelance program has also been re-launched thanks to the opt-in numbers.

M. Gergyek reported that the election coverage went really well, including a special online feature by *The Fulcrum's* features editor. He enthused that people seemed to really engage with the coverage.

M. Gergyek continued, stating that the Panda Game coverage went really well too. He mentioned that leading up to the game, *The Fulcrum* looked at how the university, the UOSU, the city, and police were preparing for the annual street party on Russell Ave. M. Gergyek added that Rame and Charley did a video at the Russell Ave pre-party, and that Charley covered the game while Parker filed photos live for Safa to post.

Marketing/Community Engagement

M. Gergyek stated that *The Fulcrum's* newsletter, which is sent out every Monday, is going really well, and he's been seeing a ton of new sign-ups (around 70) and growth. He mentioned that he tries to add an old, but relevant article each week along with recapping the week in the news, and previews interesting events happening throughout the week.

M. Gergyek indicated that outreach to faculties and departments about NASH is ongoing. He also noted that S. Saud is looking to partner with and host an event at Fathers and Sons in the next few weeks to raise some money, and that D. Champion-Smith is also reaching out to some Ottawa news outlets and alumni.

Other Initiatives

M. Gergyek declared that the One in Five podcast is launching soon. He said that the completion deadline for the first episode is October 22 and will be aired at the start of November.

M. Gergyek informed the Board that he is working on adding comments to *The Fulcrum's* website as well as adding a new subsection/design and layout for online special issues.

6. Introduction to Editorial Board

M. Gergyek began his presentation by introducing the Board to everyone that is on the Editorial Board:

- Safa Saud is the Online Editor and is responsible for managing *The Fulcrum's* social media and analytics as well as finding new ways to grow *The Fulcrum's* audience;
- Rame Abdulkader is the Art Director and is responsible for one video per week, all the illustrations, and some ads too;
- Meg Casalino is the News Editor;
- Ryan Pepper is the Arts and Culture Editor;
- Charley Dutil is the Sports Editor and covers sports, GeeGees teams and clubs, and some health and wellness; and
- Zoe Mason is the Features Editor.

About the Sections: Online

M. Gergyek explained that this section takes care of promoting all content on *The Fulcrum's* social media (Facebook, Twitter, Instagram, YouTube), running promotions and contests on social media and advertising future events, and preparing weekly and monthly reports that examine *The Fulcrum's* readership activity, most read stories, and social media strategies.

About the Sections: Visuals

M. Gergyek stated that this section assigns, prepares, edits, and uploads all visual content to pair with written articles (photos, videos, illustrations), and one video per week, creates ad illustrations/graphics for clients as requested, and creates designs to promote *The Fulcrum's* initiatives.

About the Sections: News

M. Gergyek mentioned that this section covers student and university government, breaking news stories taking place on campus, staff, student, and faculty issues, and news relevant to students taking place in Ottawa, Canada, and the world. He said that it also takes the lead on more in-depth investigations into news stories.

About the Sections: Arts & Culture

M. Gergyek indicated that this section covers arts and culture events taking place on campus and around Ottawa. He added that it also dives in prominent cultural trends and issues and reviews, etc.

About the Sections: Sports

M. Gergyek said that this section covers all GeeGees teams and clubs, with a focus on game recaps, previews, and athlete profiles. He continued, saying that it also covers health and wellness, fitness, etc and major sporting events, including the Panda Game and Capital Hoops.

About the Sections: Features

M. Gergyek mentioned that this section takes a dive into issues affecting students and the university community in longer formatted stories, requiring more research/interviewing. He added that it also prepares an online special issue every few months.

How We Work

M. Gergyek gave the Board a breakdown on what the Ed Board's typical week looks like:

- Monday: weekly Ed Board meeting, feedback session for everyone, pitch stories for the week, all come up with Editorial ideas together
- Tuesday: volunteer meeting, which often happens online
- Wednesday/Thursday: working
- Friday production day → work together in the office

Workflow

M. Gergyek proceeded to describe what the Editorial Board's workflow looks like. He explained that the first step involves assignments being given to contributors by section editors or the Editor-in-Chief with a set deadline and expectations. Next, he said that the section editor

(Visual is included here) receives the contribution from the contributor and edits as necessary, in collaboration with the contributor on a Google Doc. After this, M. Gergyek mentioned that the section editor forwards content to the Editor-in-Chief for their edits. Finally, he stated that the section editor uploads the post to Wordpress. M. Gergyek added that at this stage, the Editor-in-Chief gives the final edit and publishes, and the Online Editor promotes on social media. M. Gergyek clarified that there are a lot of different steps to ensure that nothing goes wrong.

7. General Manager

Financials

D. Ghosn began his report by updating the Board that there isn't much change in *The Fulcrum's* financials from last month. He noted that *The Fulcrum* has received its summer levy so that balanced out the financials, but said that *The Fulcrum* isn't really spending much.

Financial Review Update

D. Ghosn informed the Board that he was sent everything from the auditor and that there are no irregular findings in the review. He explained that because *The Fulcrum* received more than \$250,000 last year, D. Ghosn had to sign an audit waiver, which he said means that because of this, *The Fulcrum* has to have an audit. J. Turcotte wondered if *The Fulcrum* is incorporated in the Canada Not-For-Profit Corporations Act, and suggested that *The Fulcrum* should ask Jenna for her advice. D. Ghosn said that he'll draft a letter to her and send to J. Turcotte before. With all this said, D. Ghosn advised that it looks like *The Fulcrum* will have to complete an audit next year either way.

J. Turcotte motioned to add ten more minutes to the discussion. D. Champion-Smith seconded the motion. All voted in favour and the motion passed.

D. Moyer said that if *The Fulcrum* is legally obligated to do an audit then we will.

Advertising Update

D. Ghosn went over the current advertising sales. He mentioned that he's had to actually reject some clients because there hasn't been enough ad space. D. Ghosn said that hopefully with the potential hire of the Wordpress support person, it won't be an issue going forward.

Human Resources

D. Ghosn affirmed that M. Gergyek will be hiring a co-news editor and an associate sports editor, both of whom should be starting on November 4th.

D. Ghosn said that the necessary steps in adhering to the Ontario Health and Safety legislations have been completed. He explained that this includes: no smoking/vape signs placed by UOttawa, the completion of the Health and Safety Board, health and safety training completed by staff, and the Health and Safety representative has been chosen.

D. Ghosn announced that the salaries have been increased for the staff as per the Finance committee decision and they have been new contracts to reflect these changes.

D. Ghosn indicated that his goal for the new tech support is for assistance with Wordpress and Google Analytics. He added that he has someone in mind, *The Fulcrum's* webmaster from a few years ago. D. Ghosn continued, saying that the tech support would be paid \$500 per semester like the last time when he was a webmaster and would cover a couple of changes per month. D. Moyer suggested having the tech support invoice *The Fulcrum*.

J. Turcotte motioned to add seven more minutes to the discussion item. D. Campion-Smith seconded the motion. All voted in favour and the motion passed.

NASH

D. Ghosn indicated that at the most recent Finance committee meeting, the committee decided to purchase seven early bird NASH tickets at \$420.00 (including HST), which he noted represents the current number of Ed Board members including M. Gergyek. He then proceeded to give a breakdown. D. Ghosn stated that he thinks that *The Fulcrum* has enough in the budget to go ahead with the purchase of all seven tickets. He added that the editors going would only have to pay for their meals and transportation within the city (not from the airport though). D. Moyer commented that in the past, *The Fulcrum* have had people pay at least a little bit themselves. D. Campion-Smith motioned to add three more minutes to the discussion. J. Turcotte seconded the motion. All voted in favour and the motion passed. Discussion continued on the NASH tickets. It was suggested that perhaps if *The Fulcrum* had all those who are going to pay a bit, those savings could help us fundraise for another ticket.

8. Online Editor

Facebook

S. Saud reported that there were 15,000 new unique users this past month, which is the highest all year. She continued by stating that half of the traffic is still generated organically. S. Saud enthused that the top stories earned 7,500 page views, and that engagements have tripled from last month.

Twitter

S. Saud stated that Twitter performed really well this month too. She noted that *The Fulcrum* received 17 link clicks/day. J. Turcotte wondered if *The Fulcrum* is engaging much on Twitter. S. Saud replied that *The Fulcrum* isn't engaging much on Twitter, and that she'll have to do more. D. Ghosn and J. Turcotte both suggested retweeting and interacting with other news organizations.

Instagram

S. Saud mentioned that Instagram is doing really well. D. Ghosn asked why she thinks so. She answered that she's been posting more photos from volunteers, meet the staff campaign, etc. S. Saud informed the Board that a new link in bio has added, which has been doing really well

and has had a 95% click through. J. Turcotte advised that *The Fulcrum* has to be mindful with all of its different social media accounts as we don't want them to get away from us.

Other

S. Saud indicated that she's been working on a marketing plan with Fathers and Sons. She clarified that she's not sure what kind of partnership it will be yet, but that they will hopefully be hosting something in mid-November.

D. Moyer wondered if *The Fulcrum* is engaging with students and attracting freshmen. He added that it would be helpful and insightful to take a look at our followers ages and where they're living geographically in future reports. D. Ghosn said that he's thinking of boosting *The Fulcrum's* actual page on Instagram for a few months to see if it's worth it.

9. President

Executive Committee

J. Turcotte informed the Board that the roles of Vice-President and Treasurer are vacant. He added that Jon, the Treasurer and university representative, has announced his resignation from the Board of Directors after a decade of service to *The Fulcrum*.

J. Turcotte noted that he has taken over as the Chair of the Finance committee for the rest of the year.

K. Nagaratnam presented herself for the role of Vice-President. J. Turcotte motioned to elect K. Nagaratnam as the Vice-President for the remainder of the 2019-2020 publishing year. K. Murray seconded the motion. All voted in favour and the motion passed.

Finance Committee

J. Turcotte reported that October was a busy month for the Finance committee. He mentioned that after receiving the opt-out numbers at the beginning of the month, it was clear that *The Fulcrum* would be receiving more funding than the Board budgeted for - which was originally for an opt-in rate of 50% and the fall opt-in rate was 73.86%. J. Turcotte said that the Finance committee met on October 3rd to identify priority areas for new spending.

He continued by saying that the Board met on October 17th to approve budget amendments to add an additional \$44, 241.83 of spending to the 2019-20 budget. J. Turcotte added that this will leave *The Fulcrum* with a projected surplus of \$18, 326.54 considering an identical opt-in rate of around 73% for the winter term.

Human Resources Committee

J. Turcotte indicated that all staff have been informed of their pay adjustments resulting from the budget amendment. He also reported that the Art Director position has transitioned into a full-time role to be managed by the Editor-in-Chief. J. Turcotte explained that this was done to better reflect the requirements of the role given that *The Fulcrum* no longer has a photographer or a videographer.

Inter-Board Health and Wellness Committee

J. Turcotte announced that this committee met on October 24th with K. Nagaratnam as the new Chair. He mentioned that an online health and safety stress survey was sent out to all editorial staff on October 11th and was available until October 25th. J. Turcotte noted that K. Nagaratnam will present the results to the Board at the next monthly meeting. He added that the committee also discussed Ed Board shadowing, Board and Ed Board bonding events, and a plan for the office redecoration and organization.

Policy Committee

J. Turcotte reported that the Policy Committee met on October 21st to draft an incident response plan and review the first three sections of the Policy Manual. He mentioned that in reviewing the Policy Manual, the question of whether or not *The Fulcrum* wants to redefine its membership came up. J. Turcotte explained that currently, *The Fulcrum's* membership includes all students at the university who are taking at least one class (having paid fees) and have a valid student number. He continued, saying that in light of the more streamlined opt-out process, the committee wondered whether *The Fulcrum* should limit its membership to students who have paid their levy. J. Turcotte clarified that since this would require a change to *The Fulcrum's* Bylaws, it would require a Bylaw amendment to be approved at a meeting of members (*The Fulcrum's* Annual General Meeting). D. Moyer said that he thinks this discussion should go to the membership level ahead of any amendment proposals at the AGM.

Marketing and Promotions/Readership Committee

J. Turcotte stated that the committee met on October 16th to discuss NASH fundraising initiatives as well as what to do with the distribution boxes.

Board Matters

J. Turcotte noted that there are currently three open seats on the Board: a student representative, *Fulcrum* alumnus, and university representative. He added that there is a vacant position on the Marketing Committee as well if there is any Board member that is interested in joining. D. Moyer presented himself for the *Fulcrum* alumnus Board seat, and J. Turcotte asked him the necessary questions. D. Moyer confirmed that he is not an employee of the UOSU, that he has not filed for bankruptcy, and that he is of sound mind and body. J. Turcotte motioned to elect D. Moyer as the *Fulcrum* alumnus for the 2019-2020 publishing year. K. Murray seconded the motion. All voted in favour and the motion passed.

J. Turcotte reminded Board members to ensure that they each complete the AODA online training that was sent to them on September 9th, and once completed, to forward their certificate of completion to president@thefulcrum.ca.

Special Committee for Employment Compliance

J. Turcotte mentioned that unfortunately the committee didn't get a chance to meet in October, but that they will aim to meet in early November to start work. He continued by saying that a monetary incentive may be offered to Ed Board to secure a mandatory health and safety representative.

Other Items

J. Turcotte said that he attended an Ed Board meeting on October 7th to inform the editorial staff of some important policies.

Calendar Items

J. Turcotte advised that *The Fulcrum's* strategic planning session is scheduled for November 10th at 10:30am and in DMS 3105. He also added that the next monthly Board meeting will be on November 24th at 10:30am.

10. Marketing Committee

D. Champion-Smith mentioned that the committee mainly discussed marketing and fundraising for NASH at their monthly meeting. He noted that this will involve him drafting emails to various organizations and sending them to D. Ghosn, J. Turcotte, and M. Gergyek for approval. D. Champion-Smith added that J. Turcotte will be sending them from his email account just for ease of communications. He said that some of the groups that were suggested include:

- uOttawa and Carleton alumni associations
- Local news agencies such as Ottawa Citizen, CTV Ottawa
- Alumni profiled in last year's final paper
- The digital journalism program
- Alex Trebek

D. Champion-Smith stated that S. Saud had the idea to partner with FnS for an event night. He said that they'll talk with FnS and see what will work best with them, whether that be portions from a special shot, etc.

D. Champion-Smith reported that the donate button has been pushed on *The Fulcrum's* social media pages a few times.

11. Policy Committee

D. Moyer motioned to add five minutes to the discussion item. D. Champion-Smith seconded the motion. All voted in favour and the motion passed.

Incident Response Plan

K. Murray reported that the Policy committee met to draft an incident response plan as well as review the first three sections of the Policy Manual. She proceeded to read the draft to the Board, and explained that the committee envision it being an appendix of the Policy Manual rather than a section of it. Since there were no questions or concerns about the draft, K. Murray motioned to approve the Incident Response Plan. D. Moyer seconded the motion. All voted in favour and the motion passed.

Policy Manual Review

K. Murray continued by reviewing the proposed amendments to the first three sections of the Policy Manual.

Section 1

K. Murray explained that the point that the committee reviewed is the definition of “membership” in the Policy Manual, which she stated is defined as: “(f) “Membership” means any individual with an active University of Ottawa student number who has paid fees in one or more of the academic terms at the University of Ottawa. Membership is only valid for duration of the academic term in which the fees were paid.”

Given that the recent opt-out vote has meant that not all students voted for *The Fulcrum*, the committee was wondering if *The Fulcrum’s* definition of membership should be redefined in order to reflect this. Discussion ensued on this point. D. Moyer said that he thinks this is something that should be brought to the members as a point of discussion. Since the Strategic Planning Session is coming up soon, all agreed that as a first step, the discussion of membership will be included in that meeting’s agenda.

K. Murray continued to review the other proposed amendments to that section, which include:

- (iii) Are undergraduate or graduate students at the University of Ottawa, ~~who have registered their membership at the Fulcrum office no later than:~~
 - a. ~~6pm on the third (3rd) Friday in September for the fall semester (September-December)~~
 - b. ~~6pm on the third (3rd) Friday in January for the winter semester (January-April)~~
 - c. ~~6pm on the third (3rd) Friday in May for the summer semester (May-August).~~
 - d. ~~Voting membership by registration shall be valid for one (1) year from the date at which it is exercised.~~

- (iv) Are not members of the Executive of the ~~undergraduate student union~~ **University of Ottawa Students’ Union (UOSU)** or ~~the~~ **University of Ottawa Graduate Students’ Association (GSAED)**.

Section 3

K. Murray continued to review the proposed changes to the third section, noting that the majority of the amendments reflect the changes to committees and new positions at *The Fulcrum*. The proposed amendments are:

~~3.4 Readership Task Force. The Readership Task Force (RTF) is a standing committee of the Board consisting of the President, two (2) directors, the General Manager, and Editor-in-Chief. This committee is responsible for overseeing distribution, including but not limited to monitoring pick-up, rearranging newsstands, and developing strategies to increase the Fulcrum’s visibility on campus with the intention of increasing readership.~~

3.4 Marketing Committee. The Marketing Committee is a standing committee of the Board consisting of the President, the Online Editor, the General Manager, and two (2) directors. The committee is responsible for developing strategies to increase the Fulcrum's visibility on campus with the intention of increasing readership and planning fundraising initiatives for the Fulcrum.

3.6 Human Resources Committee. The Human Resources (HR) Committee is a standing committee of the Board consisting of the President and two (2) directors. This committee is responsible for the hiring of the General Manager and Online Editor, ~~Advertising Manager, and the On-Campus Distributors,~~ as well as contract negotiations and performance reviews of the General Manager and Online Editor ~~Advertising Manager,~~ performance reviews of the Editor-in-Chief, and exit interviews for the General Manager, Online Editor, and Editor-in-Chief.

3.8 Capital Assets Committee. The Capital Assets Committee is a **special standing** committee of the Board consisting of the President, two (2) directors, the General Manager, and Editor-in-Chief. The committee is responsible for pursuing any policy related to major operational purchases including but not limited to office furniture, computer equipment, software, and cameras.

3.10 Executive Committee. The Executive Committee is a special committee of the Board consisting of the President, Vice-President, Chief of Staff, and Treasurer. The committee is responsible for making executive decisions on behalf of the Board.

K. Murray proposed to approve the policy amendments proposed by the Policy committee. J. Turcotte seconded the motion. All voted in favour and the motion passed.

12. Inter-Board Health and Wellness Committee

K. Nagaratnam briefly reviewed the committee's goals for the upcoming month, including:

- K. Nagaratnam mentioned that she'll present the results of the Health and Wellness survey at November's Board meeting;
- Ed Board Shadowing: since it was hard to find a time that worked for everyone on Fridays, K. Nagaratnam explained that the committee are suggesting having two separate days: potentially a Monday and Friday;
- Bonding events: K. Nagaratnam stated that the committee would like to hold at least three of these events over the year, and will be sending a poll sometime this week asking for some suggestions; and
- Tidying and redecorating the office space: K. Nagaratnam announced that the committee would like to revamp the space for 2020, and were thinking of having a cleaning and organizing day and an Ikea shopping day.

J. Turcotte stated that he doesn't think that an Ed Board shadowing day is necessary anymore after M. Gergyek's informative presentation on the Ed Board today.

13. Finance Committee

J. Turcotte reported that the Board had a special finance meeting to discuss budget adjustments. He briefly reviewed the adjusted 2019-2020 budget, and some of the key changes that were made. J Turcotte noted that the Board will know the winter opt-out rate by the end of January. D. Moyer wondered that with adjusting *The Fulcrum's* budget like this, does *The Fulcrum* have enough to operate the same next year if the opt-out numbers go up. D. Ghosn replied that *The Fulcrum* does not. D. Moyer suggested that *The Fulcrum* should budget on what we have rather than how much we might make.

14. Fall Strategic Planning Session

K. Murray reminded those present of the upcoming fall strategic planning session on November 10th. She asked if there are any discussion item suggestions. Some items proposed include:

- a discussion on membership as defined in the Policy Manual, and
- how do we define an editor's workload (ie articles/week vs hours/week).

15. Other Business

J. Turcotte motioned to adjourn the meeting at 1:06pm. All voted in favour and the motion passed.

Online Votes

On November 1st, J. Turcotte put forward a motion, seconded by K. Murray, relating to the Board's discussion at the October monthly Board meeting about conducting a full audit this year instead of a review engagement due to better understanding of the legal requirements under the Ontario Corporations Act. The motion is as follows:

WHEREAS According to our legal counsel, we are required to complete an audit every year pursuant to the Ontario Corporations Act ("The Legislation");

WHEREAS The text of the legislation reads as follows:

"130.1 (1) Members of a corporation may pass an extraordinary resolution to not appoint an auditor and to not have an audit in respect of the corporation's financial year if the corporation had annual revenue in that financial year of no more than \$100,000 or such other amount as may be prescribed by the regulations made under this Act. 2017, c. 20, Sched. 7, s. 38 (1).";

WHEREAS Our revenue is in excess of \$100,000;

BE IT RESOLVED THAT We will conduct a full audit for the current fiscal year rather than a review engagement;

BE IT FURTHER RESOLVED THAT We will update our Bylaws and Policy Manual once the Ontario Not-for-Profit Corporations Act comes into force in 2020 and the rules of that act will apply.

This motion passed.

On November 5th, following a special HR committee meeting, J. Turcotted motioned to accept the recommendations of the HR committee as proposed in camera. K. Murray seconded the motion. All voted in favour and the motion passed.

Appendices

EIC Board Report (Oct. 27 Meeting)

STAFFING/CONTENT

- Currently in the process of hiring a co-news editor and an associate sports editor based on our opt-in numbers under the Student Choice Initiative. We received two applications for the associate sports editor position (one has written their test while the other has been interviewed) and three for the co-news editor position (pending tests/interview).
- We're hiring a web editor to help us better respond to issues with our website and add new features/layouts more smoothly
- We've also relaunched our freelance program thanks to our opt-in numbers under the Student Choice Initiative, where freelancers are paid \$40 for every contribution (i.e. reporting, photo, or video assignment).
- Our election coverage went very well...
 - We did Q&As with all Ottawa-Vanier candidates who responded to our requests for interviews to give students insight on who their vote was going toward.
 - Our features editor, Zoë, did her first online special issue focusing on the federal election as well. The issue covered voter apathy among young people, the impact of U.S. politics on the federal vote, and how underdog candidates run their campaigns
 - We wrote an editorial encouraging students to get out and vote
 - We also covered the results of the election in Ottawa-Vanier
- Panda Game coverage went very smoothly as well...
 - In the run-up to the game, we looked at how the university, the UOSU, the city, and police were preparing for the annual street party on Russell Avenue
 - Rame and Charley did a video at the Russell Avenue pre-party
 - Charley covered the game while Parker filed photos live to Safa to post, full story posted a few hours after Gee-Gees won
 - Continuing to follow up on community reactions to the Panda Game, more to come

MARKETING/COMMUNITY ENGAGEMENT

- Our newsletter (sent every Monday to recap the week at the U of O) is on fire, seeing a ton of new sign-ups thanks to social promotion and a pop-up form on our website. We're seeing a great rate of views on the newsletter and a ton of people clicking links
 - The newsletter, sent every Monday, recaps the week in news, previews interesting events happening through the week, looks back to an article from the archives, and also includes important reminders on our events.
 - Looking to launch different streams of the newsletter in the future (i.e. one for arts&culture, sports, daily brief, etc.)
- NASH: Outreach to faculties and departments is ongoing, with great success so far
 - Safa is looking to host an event at FNS in the next few weeks to raise money
 - Outreach to alumni and other news organizations in Ottawa also ongoing

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

GM Report October 2019

1. Financials

	Previous Month	This Month	Difference
TOTAL	\$277,166.41	275,291.85	-\$1,874.56
Chequing	\$189,375.18	188,116.43	-\$1,258.75
RBC	\$87,791.23	\$87,175.42	-\$615.81

2. Financial Review Update

I will be posting the financial review findings on the website once approved and reviewed by the board. I'm happy to report that there are no irregular findings by the auditors. If approved by the board, we will be signing a "Audit Waiver" form. If this is the case, I will recommend to the board

that next year we complete a full Audit no matter what. *Discussion to be held and review of findings*

3. Advertising Update

Our current sales are \$3269.58. I've had to reject a few clients due to the lack of ad space. Hopefully, with the potential hire of our Wordpress support person, this won't be an issue moving forward.

4. Human Resources

- a) Matt will be hiring a second News Editor and an Associate Sports Editor, who both should be starting by November 4th.
- b) Completed necessary steps to adhering to Ontario health & safety legislations
 - i) No smoking/vape signs have been placed by uOttawa
 - ii) Health & Safety Board is complete(except for some documents that we will be creating in the future)
 - iii) Health & Safety training completed by staff
 - iv) Health & Safety Rep has been chosen
- c) Salary increases and contract changes
 - i) Salaries have been increased as per finance committee decision and each employee was spoken to separately. At the same time, new contracts were also signed to reflect these changes(Thank you Justin!)

5. NASH82

After our most recent Finance Committee meeting, we decided to purchase 7 early bird NASH tickets at \$420.00 each(including HST). The number 7 represents the current number of ed board members(including Matt). This totals to \$2793 with HST. With this being said, we need to decide whether or not we are actually going to send 7 members. Here is the full breakdown of our current budget and potential expenses:

Original Budget	Additional Budget	Fundraising to Date	Budget Total
\$3,000	\$2,000	\$3,100	\$8,100

NASH Tickets	Plane Tickets	Hotel Rooms	Expense Total
\$2,793	\$3,100	\$1,134	\$7,027
	This is an approximate number for 4 plane tickets. I did some research and the cost ranged anywhere between \$2800-\$3400 for 4 tickets. The reason I have only 4 is for 2 reasons: The 1st reason is because I checked our Aeroplan points and it looks like we have enough for 3 tickets. The 2nd reason is in case we decide to only send 4 people instead of 7.	Each night is \$189 and holds 4 people. This cost includes 6 nights(3 per room)	This gives us breathing room if the tickets are slightly more expensive. It also doesn't include any contributions from the staff, which we have had in the past.

6. Wordpress Support

I'd like to suggest our webmaster from 2 years ago as the new "Tech Support" person for this semester and next. He would be paid \$500 per semester like last time. The difference this time around is that his position will be more defined because our main cause for concern is Wordpress and he works with Wordpress daily and would be more effective than me.

Fulcrum Analysis Report: October 2019

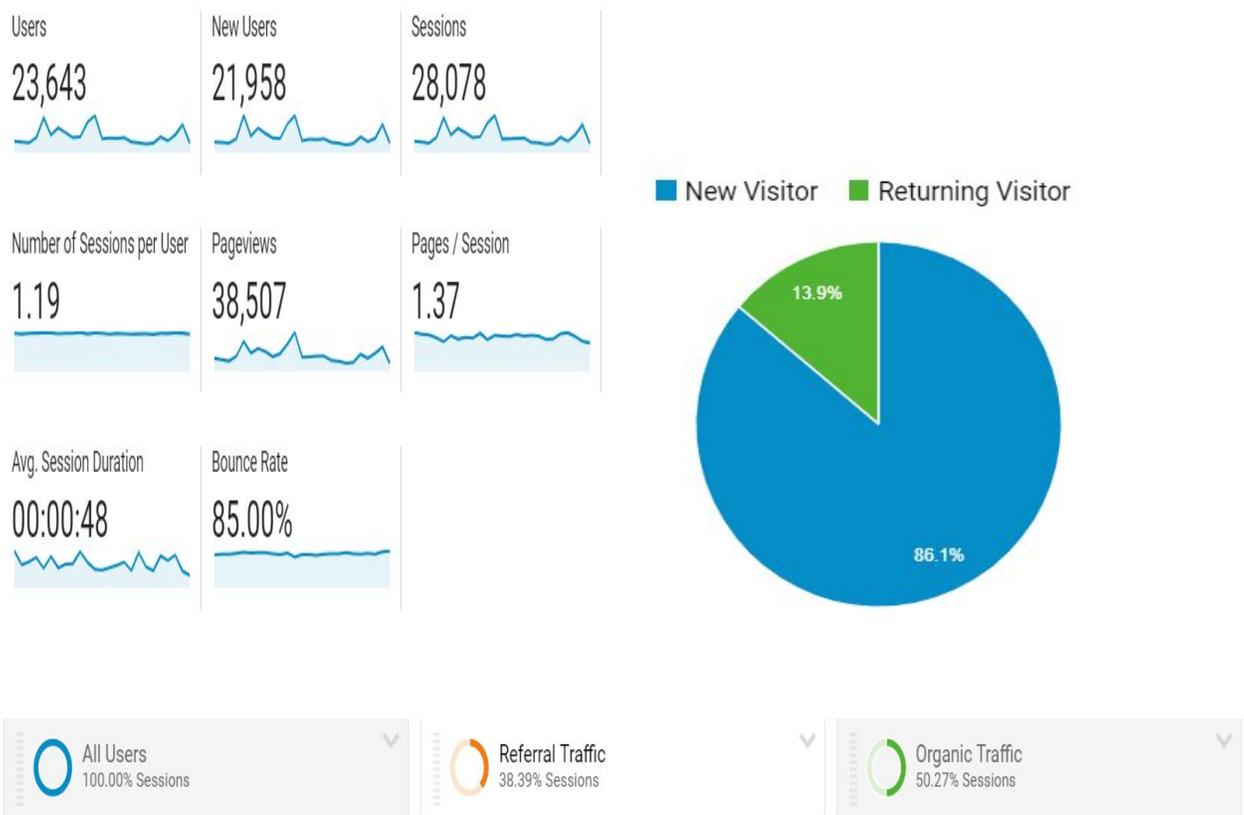
Fulcrum Website Analytics

Audience Overview



Users	Sessions	Bounce Rate	Session Duration
25K ↑77.5%	30K ↑70.4%	84.79% ↑1.0%	0m 48s ↓11.8%

- ❖ The number of users has increased by 15,000 since September 2019 and the numbers continue to grow exponentially. Sessions have increased by 70.4% but the duration has decreased by 11.8% or 2 seconds.



- ❖ In terms of traffic, half our traffic is still generated organically while almost 39% is generated through online referrals.



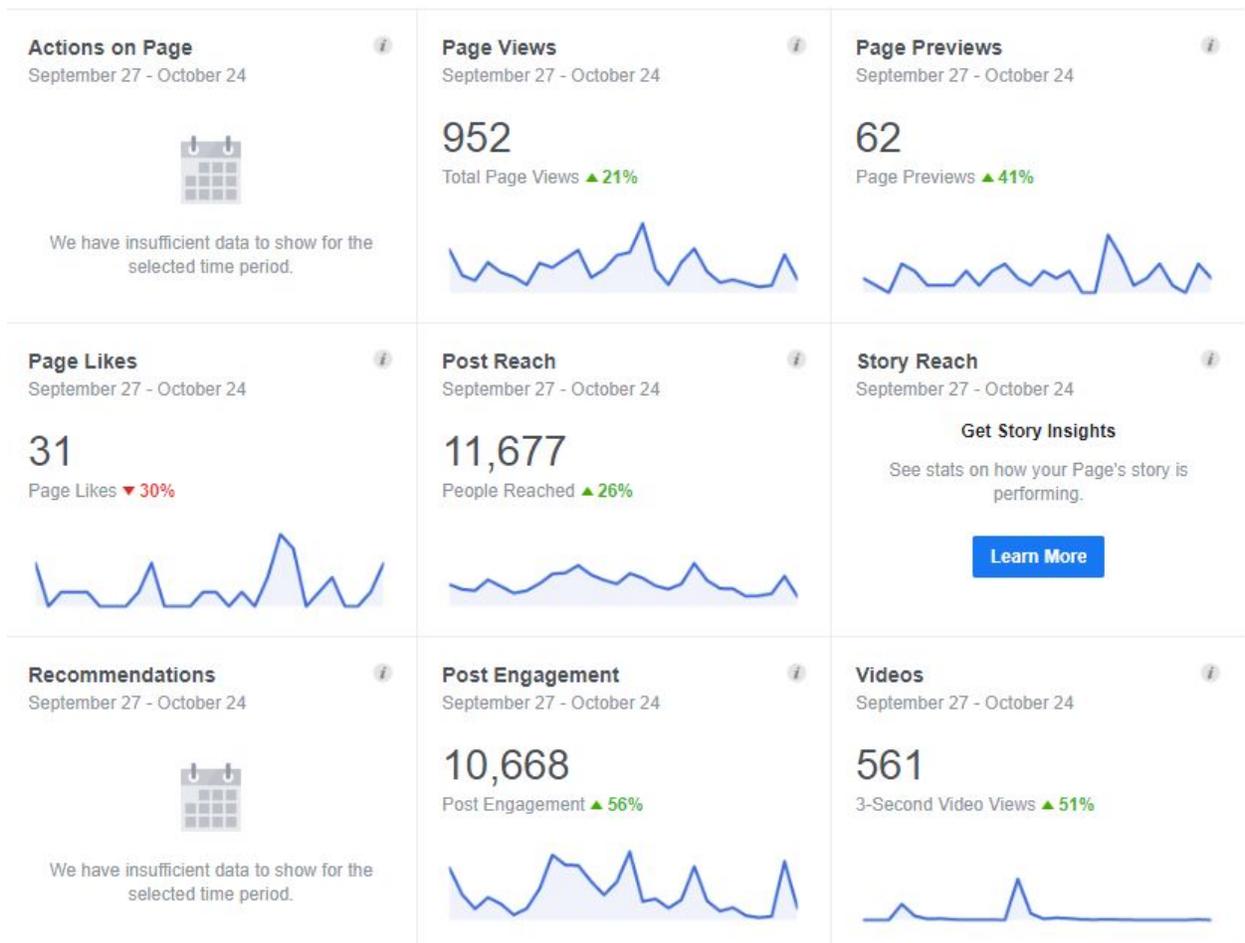
Social Network	Sessions	% Sessions
1. Facebook	8,361	90.43%
2. Twitter	620	6.71%
3. Instagram	251	2.71%
4. reddit	10	0.11%
5. Blogger	1	0.01%
6. LinkedIn	1	0.01%
7. paper.li	1	0.01%
8. YouTube	1	0.01%

Facebook and Twitter lead in terms of social referrals. Instagram referrals have doubled since September as well.

Shared URL	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. thefulcrum.ca/news/u-of-o-student-evicted-from-residence-after-mental-health-crisis/	3,126 (33.81%)	4,149 (34.13%)	00:00:24	1.33
2. thefulcrum.ca/sports/athlete-spotlight-quinn-obrien-the-new-captain-of-the-mens-hockey-team/	1,022 (11.05%)	1,085 (8.93%)	00:00:14	1.06
3. thefulcrum.ca/news/bullet-shot-through-window-into-u-of-o-residence-room-no-one-hurt/	611 (6.61%)	689 (5.67%)	00:00:20	1.13
4. thefulcrum.ca/news/muslim-students-association-calls-for-more-prayer-space-on-main-campus/	220 (2.38%)	247 (2.03%)	00:00:12	1.12
5. thefulcrum.ca/news/support-administrative-staff-vote-in-favour-of-strike-mandate/	150 (1.62%)	164 (1.35%)	00:00:13	1.09
6. thefulcrum.ca/arts/the-10-songs-youll-hear-at-every-pre-panda-game-party/	146 (1.58%)	153 (1.26%)	00:00:16	1.05
7. thefulcrum.ca/news/u-of-o-fails-to-address-systemic-racism-in-a-meaningful-way-campus-groups-say/	143 (1.55%)	160 (1.32%)	00:00:32	1.12
8. thefulcrum.ca/	127 (1.37%)	564 (4.64%)	00:05:37	4.44
9. thefulcrum.ca/news/u-of-o-must-do-better-campus-groups-demand-further-action-after-two-carding-incidents/	114 (1.23%)	145 (1.19%)	00:00:39	1.27
10. thefulcrum.ca/arts/your-panda-game-weekend-survival-guide/	113 (1.22%)	155 (1.28%)	00:01:15	1.37

The stories performed extremely well this month. The top performing stories earned the website more than 7,500 page views in total.

Facebook Analytics





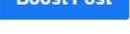
This month, our Facebook page increased its page views by 162. Engagements increased by almost 4000 reactions as well. We also earned 32 new followers in the past month. Overall, our post reach increased to 11,677 up 26% since September.

Published	Post	Type	Targeting	Reach	Engagement	Promote
10/25/2019 12:55 PM	 We're always looking for new reporters, photographers, illustrators,			4	0 0	Boost Post
10/23/2019 4:48 PM	 BREAKING: A bullet was shot through a window into a University of			2.1K	777 170	Boost Post
10/22/2019 5:18 PM	 This semester has brought a lot of change to the way students get to			806	39 1	Boost Post
10/22/2019 1:36 PM	 Liberal incumbent Mona Fortier was re-elected as the Member of			524	8 6	Boost Post
10/21/2019 6:00 PM	 !!WE'RE HIRING!! THE DEADLINE IS APPROACHING SOON!! We're			616	7 12	Boost Post
10/19/2019 8:49 PM	 Support and administrative staff at the U of O have given their			1.2K	95 20	Boost Post
10/19/2019 2:52 PM	 With the election just two days away, we spoke with underdog candidates			740	29 10	Boost Post
10/19/2019 2:24 PM	 The U of O's theatre department is starting their new season with			631	14 8	Boost Post
10/18/2019 5:45 PM	 Almost 100 protesters shut down the Laurier Avenue bridge at 10 a.m.			727	31 25	Boost Post
10/17/2019 8:03 PM	 !!WE'RE HIRING!! We're looking for a co-news editor and an associate			1.2K	46 35	Boost Post

10/16/2019 6:58 PM		Read the op-ed in The Toronto Star we co-wrote with our friends at The			1.1K		118 76		Boost Post
10/16/2019 5:01 PM		With an open letter to the U of O president, over 100 professors and			1.3K		91 87		Boost Post
10/15/2019 5:13 PM		The U of O baseball club had a tough weekend in their first-ever OUA			609		9 13		Boost Post
10/15/2019 1:03 PM		Muslim students at the University of Ottawa say they're in need of more			3K		602 179		Boost Post
10/15/2019 11:43 AM		The chancellor of the University of Ottawa and his wife have launched a			1.2K		57 64		Boost Post
10/14/2019 11:08 AM		The hope was that students would opt for the UOSU's tailgate party			837		79 8		Boost Post
10/13/2019 7:04 PM		They say dogs are a man's best friend, and diamonds a woman's, but			481		33 2		Boost Post
10/13/2019 5:51 PM		Editorial: While people aged 18-24 still had the lowest turnout of any			990		59 48		Boost Post
10/13/2019 5:22 PM		Made famous through Hollywood, most Canadians know what			509		9 6		Boost Post
10/13/2019 1:20 PM		The U of O men's rugby team played their Pride night game at Matt			537		14 5		Boost Post
10/13/2019 12:34 PM		Dreading the awkward personal questions from family this reading			950		125 15		Boost Post

10/12/2019 2:00 AM		Editor's Note: We've taken a story offline that we published yesterday			1.5K		207 34			Boost Post
10/11/2019 4:39 PM		Check out our recap of the drag show that took place on campus last			822		73 6			Boost Post
10/11/2019 1:02 PM		The Board of Directors of the University of Ottawa Students' Union			795		37 13			Boost Post
10/10/2019 9:35 PM		The U of O fastball club came very close to pulling an impressive upset			569		8 5			Boost Post
10/10/2019 9:22 PM		With a number of large parties taking place across the city during Panda			769		64 13			Boost Post
10/10/2019 3:11 PM		Meet the Ottawa-Vanier candidates: Independent candidate Keegan			478		27 2			Boost Post
10/10/2019 3:08 PM		Meet the Ottawa-Vanier candidates: Communist Party of Canada			917		163 23			Boost Post
10/10/2019 3:06 PM		Meet the Ottawa-Vanier candidates: Paul Durst is the People's Party of			585		112 6			Boost Post
10/10/2019 3:03 PM		Meet the Ottawa-Vanier candidates: Oriana Ngabirano is running for MP			469		21 12			Boost Post
10/10/2019 2:58 PM		Meet the Ottawa-Vanier candidates: Stephanie Mercier is a law student at			925		61 37			Boost Post
10/10/2019 2:48 PM		Meet the Ottawa-Vanier candidates: Seeking reelection after two years in			424		28 3			Boost Post

10/09/2019 6:04 PM	 Do you put a little extra effort into your appearance for that one co-			498		42 0		Boost Post
10/09/2019 5:10 PM	 Will Canada go blue, red, green or orange this election? Well it depends			456		7 1		Boost Post
10/09/2019 4:05 PM	 The United States to Canada is like an older sibling; they look out for us,			290		1 1		Boost Post
10/09/2019 11:51 AM	 Woke up late on Panda day? Here's all the action you missed at the pre-			906		124 21		Boost Post
10/08/2019 11:24 PM	 Last Thursday night, four Ottawa-Centre candidates took part in one of			463		5 2		Boost Post
10/08/2019 9:58 PM	 Alex Trebek's most recent funding boost to the U of O brings his total			1.6K		159 108		Boost Post
10/08/2019 2:01 PM	 U of O student organizations held a press conference outside Tabaret			1K		46 165		Boost Post
10/07/2019 11:20 PM	 BREAKING: Groups from across the University of Ottawa campus			1.4K		136 83		Boost Post
10/07/2019 4:50 PM	 The U of O men's hockey team opened up the season on the road in			1K		38 71		Boost Post
10/07/2019 2:16 PM	 Opinion: The myth of the wasted vote is there to work in favour of the large			609		23 16		Boost Post
10/07/2019 2:05 PM	 Candidates met Thursday night to discuss topics such as water			288		5 0		Boost Post

10/07/2019 12:59 PM	 How did the "#ReallyBigServiceChange" to the			512		42 4		
10/07/2019 10:00 AM	 Catch up on the University of Ottawa's response to the carding of a			581		29 16		
10/06/2019 7:46 PM	 "This is not the time for Andrew Scheer," writes Moira Wilson in			1.2K		245 56		
10/05/2019 9:31 PM	 Here is a recap of all the Panda Game action from Saturday			974		286 26		
10/05/2019 6:09 PM	 The Gee-Gees defeated the Carleton Raven 32-10 in the 51st			1.9K		92 152		
10/05/2019 5:44 PM	 The University of Ottawa Gee-Gees beat the Carleton Ravens 32-10 to			878		58 48		
10/05/2019 2:38 PM	 When you're too excited to bring the Panda back home.			2.3K		1K 131		
10/04/2019 7:02 PM	 Every year, the Panda Game draws students from across the city to			920		100 14		
10/04/2019 3:01 PM	 Are you going to Panda Game this year? Of course you are. If you're			649		54 10		
10/04/2019 2:02 PM	 A pre-Panda Game party is an important event, and so is its playlist.			915		104 41		
10/03/2019 11:25 PM	 An average of around three-quarters of students at the U of O opted-in to			1.6K		285 63		
10/03/2019 12:42 PM	 The Syndicat étudiant de l'UO - UO Students' Union has revealed the key			625		19 8		
10/02/2019 7:11 PM	 Zines are DIY publications made outside the mainstream. Ranging			386		5 3		
10/01/2019 7:40 PM	 BREAKING: An independent investigation into the carding and			1.1K		93 46		
10/01/2019 1:52 PM	 The U of O lacrosse club faced off against the Nipissing Lakers this			453		9 12		
10/01/2019 12:34 PM	 Di Daniels is back to let you know that yes, you can totally call your ex			561		46 2		
10/01/2019 12:08 PM	 The Gee-Gees football team closed out a two-game road trip in Guelph			367		13 2		

Twitter Analytics

28 day summary with change over previous period

Tweets

69 ↑9.5%



Tweet impressions

57.6K ↑27.7%



Profile visits

897 ↑27.4%



Mentions

46 ↓28.1%



Followers

4,426 ↓-2



OCT 2019 SUMMARY

Tweets

58

Tweet impressions

51.3K

Profile visits

813

Mentions

45

New followers

2

Twitter performed relatively well this month. Impressions and profile visits both grew by 27% since September. Twitter gained only two new followers this month which is 2% less than September's followers rate.

Engagement rate

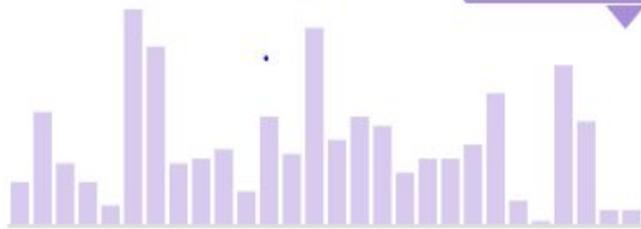
1.9%



Oct 26
0.6% engagement rate

Link clicks

486



Oct 26
3 link clicks

On average, you earned **17 link clicks** per day

Retweets

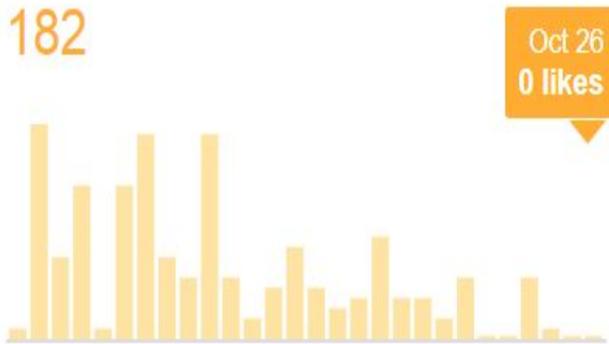
54



On average, you earned **2 Retweets** per day

Likes

182

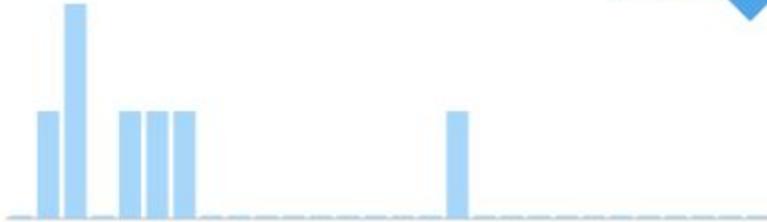


On average, you earned **7 likes** per day

Replies

7

Oct 26
0 replies



On average, you earned 0 replies per day



The Fulcrum @The_Fulcrum · Oct 5

The U of O Gee-Gees beat the Carleton Ravens 32-10 to win the Panda Game for the second year in a row 🐼
pic.twitter.com/jfTPzje9uO

[View Tweet activity](#)

2,817

75

2.7%

Promote



The Fulcrum @The_Fulcrum · Oct 1

BREAKING: An independent investigation into the carding and handcuffing of a Black U of O student by Protection Services in June has found that race, insufficient training, and outdated procedures all played a role in the incident.

thefulcrum.ca/news/carding-o...

[View Tweet activity](#)

1,821

48

2.6%

Promote



The Fulcrum @The_Fulcrum · Oct 10

Meet the Ottawa-Vanier candidates: Communist Party of Canada candidate Michelle Paquette says her activism has helped her see important community issues that her party will address.

thefulcrum.ca/news/ottawa-va...

[View Tweet activity](#)

1,716

39

2.3%

Promote



The Fulcrum @The_Fulcrum · Oct 16

Read the op-ed in the @TorontoStar we co-wrote with our friends at @theeyeopener, @TheVarsity, @queensjournal, @strandpaper, @uwogazette, @LaRotonde, @CharlatanLive, and @uwimprint
thestar.com/opinion/contri...

[View Tweet activity](#)

1,529

30

2.0%

Promote

	<p>The Fulcrum @The_Fulcrum · Oct 2</p> <p>A fair celebrating zines—DIY publications made outside the mainstream—is coming to @OttawaArtG, presented by @brokenpencilmag. It's a chance to check out some of Ottawa's talented creators. Read our preview here: thefulcrum.ca/arts/canzine-r...</p> <p>View Tweet activity</p>	1,459	11	0.8%	Promote
	<p>The Fulcrum @The_Fulcrum · Oct 17</p> <p>👋👋 We're looking for a co-news editor and an associate sports editor to join our team! 🙌</p> <p>Both positions are paid, starting Nov. 1 and running through to April 1, 2020. Deadline to apply is Oct. 25.</p> <p>Check out all the details here:</p> <p>thefulcrum.ca/were-hiring/</p> <p>View Tweet activity</p>	1,419	53	3.7%	Promote
	<p>The Fulcrum @The_Fulcrum · Sep 30</p> <p>✉️ Our first newsletter of the year just dropped this morning! Every Monday, we recap our biggest stories of the week and look ahead to events and workshops we're holding in the near future. Sign up here: eepurl.com/ccn4FP pic.twitter.com/KIKxtHv50T</p> <p>View Tweet activity</p>	1,311	20	1.5%	Promote
	<p>The Fulcrum @The_Fulcrum · Oct 3</p> <p>An average of around three-quarters of students at the U of O opted-in to campus services deemed 'non-essential' under the Student Choice Initiative, a policy introduced by the provincial government this semester.</p>	1,235	82	6.6%	



The Fulcrum @The_Fulcrum · Sep 30
 On Friday, thousands took to the streets of Ottawa to call for concrete action from elected officials to tackle the climate crisis. We asked people at the march why they were striking and what steps the government should be taking.

1,182 36 3.0%

via @ramekader & @anchalsharma_
pic.twitter.com/fifEcJP11n

[View Tweet activity](#)

Promote



The Fulcrum @The_Fulcrum · Oct 12
 Editor's Note: pic.twitter.com/yTwzyPBfdJ

1,177 141 12.0%

[View Tweet activity](#)

Promote



The Fulcrum @The_Fulcrum · Oct 7
 Groups from across the U of O campus released an open letter to president Jacques Frémont on Monday night, saying the administration "fails to address systemic racism in a meaningful way" and listing eight demands for action.

1,165 24 2.1%

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

[View Tweet activity](#)

Promote



The Fulcrum @The_Fulcrum · Oct 5
 When you're too excited to bring the Panda back home. #PANDAGAME2019 pic.twitter.com/ylHoY3EzUZ

950 83 8.7%

[View Tweet activity](#)

Promote

Instagram Analytics

FOLLOWERS

Data collection started September 20, 2019.

850
FOLLOWERS

41
GROWTH

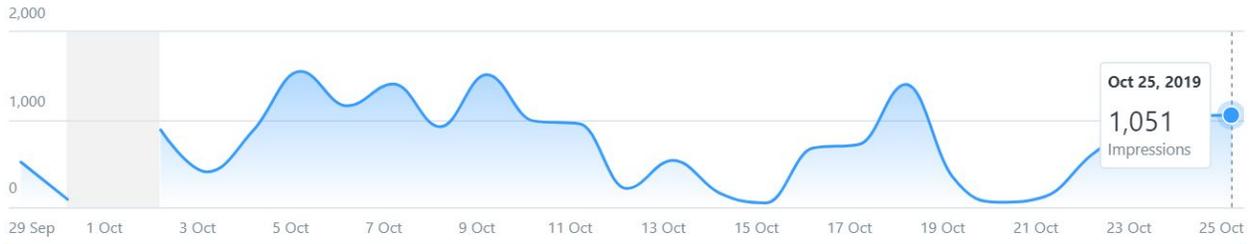
5.07%
GROWTH RATE



IMPRESSIONS

[Why is my data not displaying?](#)

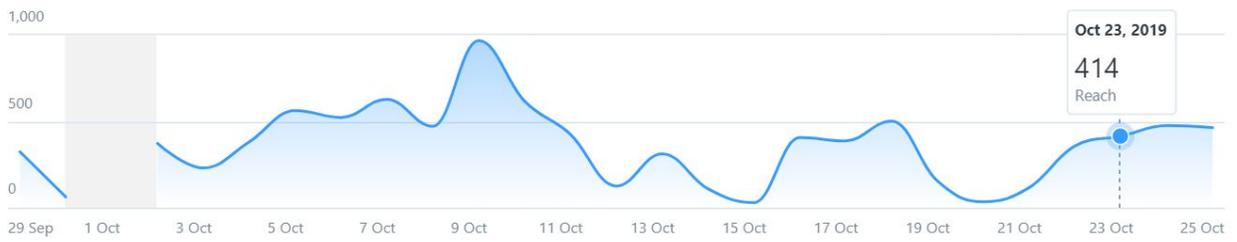
19,151
IMPRESSIONS



REACH

[Why is my data not displaying?](#)

363
AVG. REACH

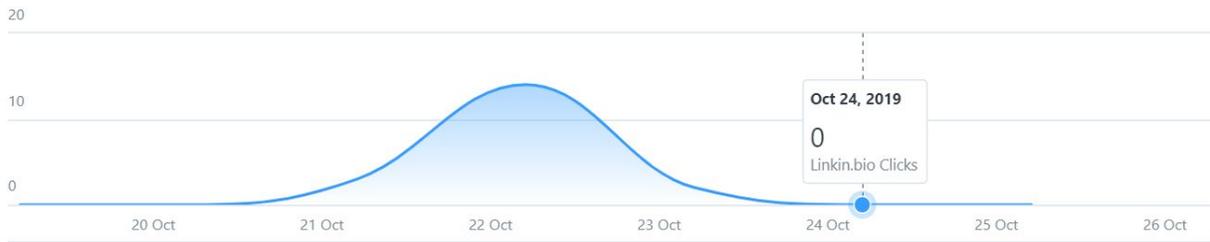


LINKIN.BIO CLICKS

19
LINKIN.BIO CLICKS

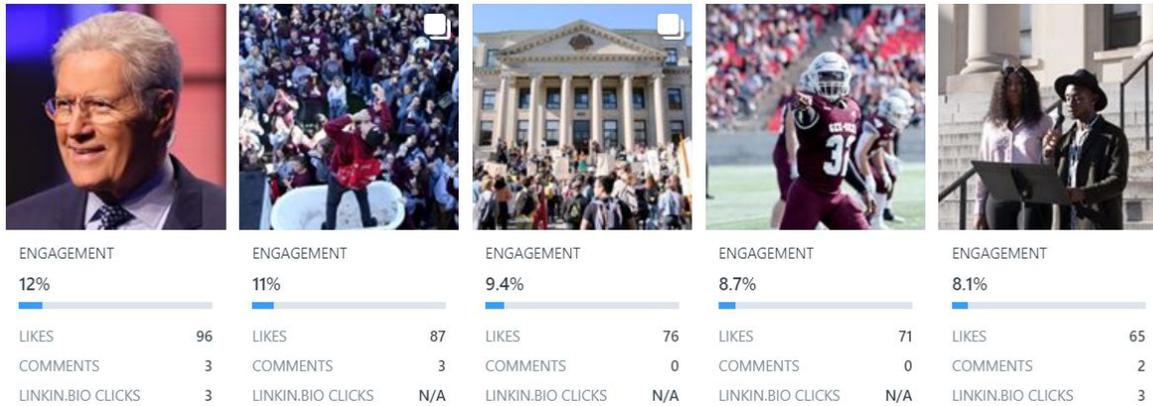
20
PAGEVIEWS

95.0%
CLICK-THROUGH %



Best Performing Posts

Quickly see which 5 posts have the best engagement from the last 30 posts, in the last 3 months. ©



- ❖ Instagram performed well this month. The Fulcrum’s page earned 41 followers since September and reached 9060 unique accounts. Our average reach per day is 363 accounts.
- ❖ 95% of articles with link in bios were clicked. The linkinbio extension generated 20 page views and 19 clicks which is double the website clicks generated in September.

Marketing

The Fulcrum is planning on collaborating with FnS in efforts to raise funds for NASH. The marketing plan is still in the making but should be delivered to Dorian for approval by this week.

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, October 27th, 2019

631 King Edward Avenue, Ottawa, ON
Meeting #7 of 2019/20 Publishing Year



Justin Turcotte

1. Executive Committee

The role of Vice-President and Treasurer are vacant.

Jon, the Treasurer and university representative, has announced his resignation from the Board of Directors after a decade of service to The Fulcrum. His insight and institutional memory will be sorely missed. A meaningful symbol of our appreciation is in order.

I have taken over as Chair of the finance committee.

2. Finance Committee

October was a busy month for the finance committee! After receiving our opt-in numbers at the start of the month, it was evident that we would be receiving more funding than we had budgeted for. We budgeted for an opt-in rate of 50% and the fall term opt-in rate was 73.86%. The finance committee met on October 3rd to identify priority areas for new spending.

The Board met on October 17th to approve budget amendments to add an additional \$44,241.83 of spending to the 2019/2020 budget. This leaves us with a projected surplus of \$18,326.54 assuming an identical opt-in rate of about 73% for the winter term.

The committee will have the chance to review Q2 at the start of November.

3. Human Resources Committee

All staff have been informed of their pay adjustments which came as a result of the budget amendment. I am pleased to say that all staff are now earning at least the minimum wage as required by the *Employment Standards Act*.

The Art Director position has transitioned to a full-time role managed by the EIC to better reflect the requirements of the role, now that we no longer have a photographer or videographer.

4. Inter-board Health and Wellness Committee

This committee met on October 24th with Kalki as the new Chair! An online health and safety stress survey was sent out to all editorial staff on October 11th and was available until October 25th.

Kalki will present the results to us next meeting.

The committee also discussed Ed Board shadowing, Board and Ed Board bonding events, and a plan for revamping the office space.

5. Policy Committee

The Policy Committee met on October 21st. The Committee discussed:

1. A draft of The Fulcrum's incident response plan; and
2. Reviewed the first three sections of the Policy Manual.

The Committee has a draft incident response plan to present to the Board today. Moreover, the big question of whether or not we want to redefine our membership came up. Currently, our membership includes all students at the university who are taking at least one class (has paid fees) and have a valid student number. With the more streamlined opt-out process (technically, there was always an opt-out process) the question arises as to whether or not we limit our membership to students who have paid their levy.

Since this would change the definition of membership in our Bylaws, it requires a Bylaw amendment to be approved at a meeting of our members (our AGM). If the Board chooses, we can also provisionally amend the Bylaw by following a set process, the amendment would still need to be approved at our AGM.

I propose that the policy committee adds this question to the agenda for its next meeting and we decide as a Board how we would like to proceed at our November meeting.

6. Marketing and Promotions/Readership Committee

This committee met on October 16th. The committee discussed several approaches for NASH fundraising initiatives and has begun working towards those items. With only two months to fundraise for NASH, the committee has this as their priority.

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

7. Board Matters

There are currently three seats open on the Board:

- Student Rep
- Fulcrum Alumnus (candidate identified)
- University Rep

As well, there is a vacant position on the Marketing Committee if any Board member is interested.

Please ensure to complete the *Accessibility for Ontarians with Disabilities Act (AODA)* online training that was sent out by email on September 9th. AODA training is mandated by law for everyone who develops an organization's policies (e.g., a board member). I ask that you please take the time to complete the training and then forward your certificate of completion to president@thefulcrum.ca.

8. Special Committee for Employment Compliance

Unfortunately, this committee did not get a chance at its inaugural meeting in October, but will aim to meet early on in November to get started on its work.

A monetary incentive may be offered to EdBoard to secure a mandatory health and safety rep.

9. Other Items

I attended an EdBoard meeting on October 7th to inform the editorial staff of some important policies.

Calendar items:

Our strategic planning session is scheduled for November 10th at 10:30 am in DMS 3105.

Our next Board meeting is scheduled for Sunday, November 24th at 10:30 am.

FULCRUM

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

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

Fulcrum Publishing Society – Board of Directors
Branding and Promotion Committee Report (Sunday, October 27, 2019)
Prepared by: David Campion-Smith

Nash Marketing

The most important issue discussed at the marketing committee meeting was the marketing/fundraising for NASH.

Emailing

This will involve me drafting emails for a variety of organizations and sending them to Dorian, Justin, and Matt for approval. Justin will send the emails from the president account and for ease of communication.

Some of the groups that have been suggested

- uOttawa and Carleton alumni association
- Local news agencies such as Ottawa Citizen, CTV Ottawa
- Alumni profiled in last year's final paper
- The digital journalism program
- Alex Trebek (not even entirely kidding)

Events

Safa had the idea of pairing with FnS for an event night. We'll talk to them and see what works best, but perhaps portions from a special shot, or something like that. Safa will talk to FnS about bringing this forward.

Social Media

Pushing the donate button on our social media pages.

FULCRUM

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

654 07-85 University Private
Ottawa, ON

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



October Policy Meeting: Friday, October 21, 2019
Present: Kate Murray, Justin Turcotte, Matt Gergyek, and Jia Kim

October Meeting

The focus of this month's meeting was to:

1. Draft the Incident Response Plan;
2. Review the first three sections of the Policy Manual.

Incident Response Plan

Using the notes that the committee made at our last meeting, we created the following draft to present to the Board:

PROCEDURE

Definition of an incident: Anything that damages the Fulcrum's assets, brand, or people. This includes financial, capital assets, human resources, etc. Examples include, but are not limited to: significant damage to building, cyber attack on the website or social media accounts, serious injury to employee, or negative media coverage of The Fulcrum as an institution.

Exclusions: issues of the editorial process, journalistic integrity, or misinformation.

It is important to note that every Director has the right to express their opinion as an individual. However, only a majority vote of the Board may approve an official statement from The Fulcrum Publishing Society.

Procedure to Follow:

1. The President must gather all of the relevant information about the incident, consulting the GM and/or EIC and other parties involved if required.
2. The President must draft an email to be sent out to all directors and employees of the Corporation informing them of the situation and how the Board plans to proceed, including public messaging.
3. The President must draft a preliminary short statement on behalf of the Board and sends to the EIC for dissemination. This statement should seek to recognize the

issue, reassure the Corporation's members, and advise that more information will follow.

- a. If the EIC disagrees with the position of the statement, they may come to an agreement with the President for a revised statement.
 - b. In the event of no agreement, both statements will be sent to the Board for one to be approved by a majority vote.
4. The President must call a special meeting of the Board of Directors. At this meeting a written plan of action shall be developed which will guide how the Corporation will address the issue. This plan must be shared with the GM and the EIC. Moreover, the Board may choose to issue a more detailed public statement on the situation.
- This plan will be reviewed by the Policy Committee at least once a year.

Policy Manual Review

The committee reviewed the first three sections of the Policy Manual in detail, and has the following amendments and discussion items to present and propose to the Board:

Section 1: Interpretation

(f) "Membership" means any individual with an active University of Ottawa student number who has paid fees in one or more of the academic terms at the University of Ottawa. Membership is only valid for duration of the academic term in which the fees were paid → **do we want to redefine membership?**

(iii) Are undergraduate or graduate students at the University of Ottawa, ~~who have registered their membership at the Fulcrum office no later than:~~

- a. ~~6pm on the third (3rd) Friday in September for the fall semester (September-December)~~
- b. ~~6pm on the third (3rd) Friday in January for the winter semester (January-April)~~
- c. ~~6pm on the third (3rd) Friday in May for the summer semester (May-August).~~
- d. ~~Voting membership by registration shall be valid for one (1) year from the date at which it is exercised.~~

(iv) Are not members of the Executive of the ~~undergraduate student union~~ **University of Ottawa Students' Union (UOSU)** or **the** University of Ottawa Graduate Students' Association (GSAED).

Section 3: Committees

~~3.4 Readership Task Force. The Readership Task Force (RTF) is a standing committee of the Board consisting of the President, two (2) directors, the General Manager, and Editor-in-Chief. This committee is responsible for overseeing distribution, including but not~~

limited to monitoring pick-up, rearranging newsstands, and developing strategies to increase the Fulcrum's visibility on campus with the intention of increasing readership.

3.4 Marketing Committee. The Marketing Committee is a standing committee of the Board consisting of the President, the Online Editor, the General Manager, and two (2) directors. The committee is responsible for developing strategies to increase the Fulcrum's visibility on campus with the intention of increasing readership and planning fundraising initiatives for the Fulcrum.

3.6 Human Resources Committee. The Human Resources (HR) Committee is a standing committee of the Board consisting of the President and two (2) directors. This committee is responsible for the hiring of the General Manager and Online Editor, ~~Advertising Manager, and the On-Campus Distributors~~, as well as contract negotiations and performance reviews of the General Manager and Online Editor ~~Advertising Manager~~, performance reviews of the Editor-in-Chief, and exit interviews for the General Manager, Online Editor, and Editor-in-Chief.

3.8 Capital Assets Committee. The Capital Assets Committee is a **special standing** committee of the Board consisting of the President, two (2) directors, the General Manager, and Editor-in-Chief. The committee is responsible for pursuing any policy related to major operational purchases including but not limited to office furniture, computer equipment, software, and cameras.

3.10 Executive Committee. The Executive Committee is a special committee of the Board consisting of the President, Vice-President, Chief of Staff, and Treasurer. The committee is responsible for making executive decisions on behalf of the Board.

Inter-Board Health and Wellness Committee — October 2019

Oct. 24, 2019, 5 p.m.

Attended by: Kate, Matt and Kalki

Goals for October/November:

1. Health and Wellness Survey
 - Was available from Oct. 11th - 25th
 - Will present results during Nov. Board Meeting
2. ~~Ed Board Shadowing~~
 - Justin sent a Doodle earlier this month, no Friday worked for everyone
 - Thinking of having two sessions instead: on Monday and Friday of a week in Nov. (pick the day that works best for you)
 - Will send a Doodle this week with dates and times
 - *@board meeting: maybe we don't need this since Matt already went over what EdBoard does*

3. Board and Ed Board Bonding Events

- Some ideas: secret santa, watch capital hoop, baking/cooking competition...
- Aim: at least 3 events for the year
- Will send a poll this week asking for suggestions!

4. Tidy Office Space

- Revamp space for 2020
- Plan a cleaning day and an IKEA shopping day (ideally before the end of the semester/early next semester)
- If you would like to join let me know, could be a good bonding event :)
- *Follow health & safety: ex. Be careful when moving furniture, no thumb tacks on walls*

This week: sent Oct. 30th

Email with doodle for ed board shadowing dates and poll for bonding event suggestions

Please reply back if you are interested in helping out with revamping the office

FULCRUM

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

631 King Edward Avenue
Ottawa, ON
K1N 6N5

The Fulcrum Publishing Society – Board of Directors

Special Report for the Finance Committee

Saturday, October 5th, 2019



Justin Turcotte
President

1. Situation

The Fulcrum received its opt-out numbers for the fall 2019 term from the UOSU. 8,718 undergraduate students opted-out of the optional levy for The Fulcrum. This leaves us with an opt-in rate of 73.86% for the fall 2019 term. We expect to receive the same amount in the winter 2020 term, but it is important to note that we do not know how much we will receive for the winter term until the end of January.

2. Financial Break-Down

The Fulcrum budgeted to receive \$115,000 in undergraduate student levies over the course of the year. This corresponds to a 50% opt-out rate. With 24,638 undergraduate students remaining opted-in to The Fulcrum, we now expect to receive \$176,826.16 over the course of the year, including the summer 2019 levy which has already been received. This leaves us with extra funds in the amount of \$61,826.16. Please see table 1 below.

The Fulcrum’s Levy for the 2019-2020 School Year

	<u>Opt-In %</u>	<u>Budgeted Levy</u>	<u>Revised Levy</u>	<u>Additional Funds</u>
Summer 2019	<i>100% (N/A)</i>	\$0	\$15,775	\$15,775
Fall 2019	73.86	\$57,500	\$80,525.58	\$23,025.58
Winter 2020	73.86	<i>\$57,500</i>	<i>\$80,525.58</i>	<i>\$23,025.58</i>
Total Additional Funds				<i>\$61,826.16</i>

Table 1.

Everything in italics represents a projection.

3. Course of Action

The Board of Directors has committed to using the additional funds to provide more funding to the Editorial Board for this budget year.

Section 5.8 of the policy manual stipulates that:

If it becomes clear to the Board that there will be a significant surplus at the end of the year, allocations may be made to special projects.

Moreover, the policy states that:

The Strategic Planning Session is the primary place to set priorities for surplus funds. Outside of the Strategic Planning Session, a detailed and costed proposal, with an assessment of budgetary impact should be presented to the Board at a monthly meeting.

This report intends to act as that proposal. The finance committee of the board met on Thursday, October 3rd to discuss next steps. In attendance were:

- Justin Turcotte, President
- Katelyn Murray, Chief of Staff
- Dorian Ghosn, General Manager
- Matt Gergyek, Editor-in-Chief

- Rame Abdulkader, Art Director
- Charley Dutil, Sports Editor
- Anchal Sharma, One-in-Five

4. Needs Assessment

At the meeting of the finance committee, the following items were identified as current needs, ranked in relative order of importance:

1. Providing a pay raise to the editorial board staff;
2. Hiring a co-news editor;
3. Increasing the freelance budget;
4. Revamping the office space;
5. Purchasing a new camera; and
6. Providing website support to the General Manager.

5. Additional Considerations

In preparing this proposal, additional consideration was given to the *Employment Standards Act* and ensuring that The Fulcrum is complying with the requirement to provide our staff a \$14/hour minimum wage.

6. Proposal

[Please click here for the budget.](#)

Proposed additions are highlighted in yellow beside the budgeted line.

[Please click here for a breakdown of wages.](#)

In-camera (confidential)

Staff would receive retroactive pay for the pay periods they have already worked.

7. Summary of Adjustments

Summary of Allocation of Additional Funds
Before Amendments (see budget for final numbers)

<u>Line</u>	<u>Original</u>	<u>Proposed Addition</u>	<u>New</u>
Wages & Salaries	\$94,757.63	\$26,856.37	\$121,614

Employee Benefits	\$2,000	\$1000	\$3,000
Advertising & Promotion	\$1,000	\$1,000	\$2,000
Board Expenses	\$200	\$800	\$1,000
Capital Assets	\$0	\$3,000	\$3,000
CUP National Conference Expense	\$3,000	\$2,000	\$5,000
Employee Appreciation	\$1,000	\$500	\$1,500
Freelance Project	\$1,000	\$1,500	\$2,500
Recruitment and Training	\$500	\$500	\$1,000
Repair and Maintenance	\$50	\$2,000	\$2,050
Tech Support	\$500	\$1,000	\$1500
Transportation	\$100	\$200	\$300
Staff Contingency Fund	\$1,984.19	\$544.90	\$2,529.09
Total Additions		\$45,741.83	

Table 2.

This leaves us with a projected surplus of \$16,826.54.

8. Next Steps

Moving from here:

1. The finance committee approves, amends, or declines this proposal;
2. The Board as a whole approves this proposal, potentially with amendments;
and
3. The General Manager will be directed to implement this adjustment.