

B. King Opened the minutes at 10:40 am.

In attendance: Justin, Kalki, Raghad (departed at 12:16pm), David, Ben, Patrick (arrived at 11:28 am), Dorian, Safa

### Opening Matters

- |   |     |            |
|---|-----|------------|
| 1. Approval of Agenda   | All | 2 minutes  |
| <ul style="list-style-type: none"><li>• Motioned by Justin</li><li>• Seconded by Raghad</li><li>• Motion passes unanimously</li></ul> |     |            |
| 2. Approval of January Meeting Minutes  | All | 3 minutes  |
| <ul style="list-style-type: none"><li>• Motioned by David</li><li>• Seconded by Raghad</li><li>• Motion passes unanimously</li></ul>  |     |            |
| 3. Standing Actions List  | All | 10 minutes |

### Updates of interest:

- 2 board members have still not completed AODA training
- Marketing committee still working on newsstands
- Art event updated to March
- Oscars watching party happened; Lotus bar was a very good venue for us
- Planning the fulcrum speaker series is ongoing
- Health and Safety specialist spoke with EdBoard
- Strategic planning (Winter 2020) happened
- Patrick still needs Board training
- Ensure that recent Policy Manual amendments are consistent with the Bylaws
- Ratification of board health and wellness committee will happen at the February meeting
- Hiring of GM (ongoing)
- Update the Code of Conduct's workplace harassment content: done by March
- Book AGM room: ongoing

### Officer Reports

- |   |        |            |
|---|--------|------------|
| 1. General Manager  | Dorian | 15 minutes |
| <ul style="list-style-type: none"><li>• Refer to report for final minutes</li><li>• Student levy from the fall was deposited</li><li>• Health and safety walkthrough with health and safety rep this week when they return from reading week</li><li>• Videographer hired and completed all required online forms, and will be starting on Monday</li></ul> |        |            |

- Investments are looking great and there is a proposal to use profits for equipment, office furniture or other specific projects
  - Raghad: we should be withdrawing a certain amount each year to invest in the paper with the money from the investment account and keep the rest to continue gains. We should look into what projects we can invest in and create a plan for the future / think of proposals for things we can do with it.
  - Dorian: We can always keep money aside and say that it can't be spent until the finance committee / board decides what project to fund
  - Original plan was to withdraw ~ \$2,000 per year from the investment account to put into the paper.
  - Justin: Investment rep will be attending next finance committee meeting
  - Brainstorming session may happen at next finance committee meeting
    - Computers: arts and social editors the computers the most; the rest typically are less used. It's good to have a few computers around but most employees have laptops.
  - Questions from report: no additional questions

1. Editor-in-Chief Matt 15 minutes

- Refer to report and embedded link
- EIC proposed Ed Board structure for 2020-2021 cycle. Some of the updated positions proposed:
  - Managing Editor proposed to have a dedicated staff manager who will also oversee weekly production and editing for publication
  - New culture & communities editor position (former Arts & Culture)
  - New opinions editor position
  - Podcast Host/Producer
  - Videographer
  - Other proposed editor positions included based on funding for the year.
    - Business editor idea was very well received
    - Public editor position: similar role to the Ombudsperson, but idea is they may have a background in journalism
  - HR Committee will have a meeting to look at this year's salary and wages line in the budget and take it into account for 2020-2021 hiring. What positions can be made available / how Ed Board can craft their positions will come in the future.

1. Online Editor Safa 15 minutes

- See report in drive for full notes
- Really good and productive month!
- 50,000 different users of the website with ~ 90% being **new** users. Potentially an all-time high for monthly users. 290% increase in sessions. 4% increase in bounce rate.
- Direct search and google / organic views did well
- Twitter is also doing well. 41 new followers and increase in profile visits
- Significant increase in IG likes per post which is awesome; average is ~100+ versus 30-40 at the beginning of the year

- 3<sup>rd</sup> panelist confirmed for speaker series with 4<sup>th</sup> one waiting for approval from the PR team. Room should be confirmed this week
- Around 10 people showed up for the photo walk and the best picture will be announced this week! Successful event.
- Successful tabling session with almost 70 new students signed up as potential volunteers
- OAG is on hold until the panel event is completed. Prep will begin after that with tentative dates in late March / early April
  - Safa: Idea is to showcase images / photos from the last 10 years from the Fulcrum
  - David: Something simple / low key as a proof of concept for this year and expanded event next year

1. President Justin 20 minutes

- See report for inclusion in minutes. Some additional points:
  - Application for Canadian Journalism Organization has been submitted and awaiting response
  - Budget planning season! The budget planning process is included in point 2 of the president's report
  - All Board members are encouraged to attend the March finance committee meeting. A formal invite will be sent out soon
  - Investment revenue withdrawal options will also be presented / discussed with RBC Investments representative
  - Videographer hired and should start Monday pending board approval at this meeting
  - Health and wellness committee will be revisited
  - University rep for the board: looking for full time staff member at the University to serve on the board
  - *Special committee for employment compliance* has been adjourned but did some exceptional work to help The Fulcrum be compliant with updated legislation
- Our next Board meeting is scheduled for Sunday, March 29<sup>th</sup> at 10:30 am in The Fulcrum office.
- Our AGM is tentatively scheduled for Thursday, April 2<sup>nd</sup> at 6:00 pm. Location TBD.
- Questions:
  - Raghad: what are we doing about online advertising considering the engagement we are getting?
    - Dorian: two leaderboard ads going but there were some issues with them. The person managing / maintaining the website has fixed it and an invoice has been sent out. We have a contract with St. Paul's University. December and January were slow which is typical, but people are reaching out for ads. Another big box section for an ad is something we can add to the website. Sponsored posts are also possible, but we need to know where the line is drawn for ethical promoting. Most advertising partners are pretty receptive to the media package.
    - \$5,200 income for online advertising (budgeted was ~ \$500-1000)
  - David: Do we have committee meetings in April? When is the last one?

- Justin: The last board meeting for the current board is in May, so the last committee meeting is technically in May. Meeting will be in two parts: old board, new board, transition, etc.
- Raghad: Mostly discussion on what do we want to start / finish.
- Justin: new committee chairs are elected, etc.

Justin: Motion to add 2 minutes

Seconded by David

Motion passes unanimously

Motion: Ratify new videographer

- Resume discussed with the board
- Motioned by Justin
- Seconded by Raghad
- Motion passes unanimously

### Committee Reports

1. Inter-Board Health and Wellness Committee                      Kalki                      5 minutes
  - Next meeting happening this week
    - Discussions on requesting budget for next year
  - Justin: Purpose of the committee is related to maintaining good relations between Board and Ed Board and to provide a committee to help maintain the health and wellness of Ed Board members.
  - Kalki: Special committee covered some of the mandate but next year that mandate could go to interboard health and wellness. We should keep the committee since there is very little overlap between this committee and everything else the board does.
  - Motion: ratify the Board Health and Wellness Committee
    - Motioned by Justin
    - Seconded by Raghad
    - Motion passes unanimously
    - Next steps: review policy manual and make name change and update mandate as needed.
    -
1. Marketing Committee    David                      10 minutes
  - See document in drive for report
  - Major updates: fulcrum speaker series, OAG event and budget
  - Speaker series possible 4<sup>th</sup> presenter (pending approval): Annie Bergeron-Olivier (CTV); went to Columbia J-School, great projects on international relations etc.
    - Speakers will talk and participate in a panel
  - OAG event pushed back until everything is sorted for Fulcrum speaker series

Questions:

- Raghad: how are things going with the Journalism program partnership. Something to think about while we budget.

- Justin: Seems like it was not a priority this year for EIC so it will not happen this year; could go on the agenda for the summer.
- Dorian: Committees should look at how they want to spend their budgets earlier and plan events.

1. Policy Committee Kate (presented by Justin) 20 minutes

- See report in google drive
- Major focuses:
  - Reviewing the definition of the Human Resources Committee;
  - Discussing the definition of a freelancer; and
  - Reviewing sections 6 and 7 of the Policy Manual.
- **Policy Manual Review:** Section 10.1 (Storage) and 10.2 (Backup Procedures) is being put to the board for discussion
  - Raghad: mentions of production manager are related to when The Fulcrum was in print
  - Justin: it would be beneficial to still have backups. It would be good to put responsibility on managing editor and EIC to store backups in case of issues with the website.
  - Justin will give these comments to the policy committee meeting
- Justin: Intellectual property policy should be drafted
  - Freelancers / employees sign document related to IP / stories since they are being paid for the work
  - Volunteer situation is a bit more complicated. Kate said that we need to create a document that will be signed by volunteers for next publishing year.
    - We don't own any of the "One in Five"
- Motion to create the omnibus
  - Moved by Raghad
  - Seconded Justin
  - Passes unanimously
- Omnibus motion to approve the amendments to the policy manual and tentatively approve bylaw amendments as presented, excluding section 10 of the policy manual.
  - Moved by Justin
  - Seconded by Patrick
  - Discussion: Justin: Bylaw amendments will go to AGM for approval
  - Motion passes unanimously
- 

1. Finance Committee Justin 10 minutes

- All relevant updates were in the officer report
- Justin encourages everyone to come to the finance committee meeting to discuss the budget!

## Actions

- |    |   |     |            |
|----|---|-----|------------|
| 1. | Winter SPS Debrief & Takeaways  | All | 15 minutes |
|    | <ul style="list-style-type: none"><li>● Justin:<ul style="list-style-type: none"><li>○ A lot about getting into what we want to do with extra funds</li><li>○ Justin covered four projects for review in his Officer's report</li><li>○ Point of focus this summer should be long-term focus for the Fulcrum (8-9 year project). Now that we are online what is our next goal?</li><li>○ How do we want to carry out our vision statement and mission statement?</li></ul></li><li>● Dorian:<ul style="list-style-type: none"><li>○ We should no longer be questioning how we do video / live stream / online content. We should question how we get back to our visibility on campus since we don't have a physical presence.</li><li>○ Takeaway from NASH: we are one of the only schools that are online only Other schools keep the paper so they can keep their name out there for new students.</li><li>○ How do we keep our visibility and keep our online content?</li><li>○ Justin: Is the building going to stay? We should look into getting a new office space as a 5-10 year project. Master plan for the university is getting this building replaced.</li><li>○ Dorian: how do we keep our independence while also having access to internal services that we need to run major events, etc.?</li><li>○ Ben: We could use a new office space to be more visible on campus</li><li>○ Justin: could be worth partnering with Digital Journalism group<ul style="list-style-type: none"><li>▪ David: offices are meant only for students of that faculty so it could be a challenge.</li></ul></li><li>○ Justin: we should do a bit of market research on independent student newspapers to see what their agreements are and how they manage their interactions with the university.</li></ul></li></ul> |     |            |
| 1. | AGM   | All | 10 minutes |
|    | <ul style="list-style-type: none"><li>● AGM tentatively scheduled for April 2<sup>nd</sup> (Thursday night) at 6pm</li><li>● Meeting for our members where we will do presentations (committees / officers)<ul style="list-style-type: none"><li>○ Spending and preliminary budget will be presented</li><li>○ Get by-law amendments approved</li><li>○ Board elections</li><li>○ Pizza will be provided</li></ul></li></ul>  |     |            |
| 1. | Slack Video Trial   | All | 5 minutes  |
|    | <ul style="list-style-type: none"><li>● Video calling only works on laptop, not on mobile</li><li>● Audio calls work on laptop and mobile</li></ul>   |     |            |

## Closing Business

- |    |                               |     |            |
|----|-------------------------------|-----|------------|
| 1. | Revisit Standing Actions List | All | 5 minutes  |
| 2. | Other Business                | All | 15 minutes |

- Justin: Looking forward to the next months with the EIC election, speaker series, AGM, hiring new Ed Board, electing new Board.
  - Start thinking about transition reports if you are in a position / chair of a committee
  - As board members, never be afraid to bring suggestions to the board. There are always new innovations that non-profit corporations are bringing forward
  - Budget planning coming up – be involved in that as much as you can

Motion to adjourn

- Moved by Justin
- Motion approved unanimously

Meeting ended at 12:39pm

Appendices

## GM Report February 2020

### 1. Financials

**Previous Month**

**This Month Difference**

**TOTAL \$236,679.95 \$310,423.03 \$73,743.08**

Chequing \$145, 430.35 218, 544.13 \$73,113.78

RBC \$91,249.60 \$91,878.90 \$629.30

### 2. GSAED Winter Levy

We've already received and deposited our GSAED winter levy of \$6,677.89

### 3. Virgin Mobile

We've officially moved over to Virgin Mobile and everything seems to be running smoothly. Thank you again to everyone for helping out on the installation date.

#### **4. Human Resources (Updated from November)**

a) T4's have been distributed to all employees. I will be reaching out to former employees to work out meeting times or delivery addresses for their 2019 T4's. b) Will be completing a health and safety with our health and safety rep this week when they return from reading week. c) We hired a videographer! They have signed all the required documents, the required online forms, and will be starting Monday.

#### **5. Paypal Account**

We are still waiting on the original creator of the account to reach back out to us so that we can transfer the funds from the chequings account.

#### **6. RBC Investment Account**

I recommend to the board again to consider withdrawing the profits which are at an all time high. This money can be used towards another new camera, new office furniture, or other specific projects.

#### **EIC Board Report (Feb. 23)**

##### **2020-21 Hiring + Planning**

- EIC elections taking place in the first week of March (March 3 at 4 p.m.)
  - Any current ed board member is allowed to vote, along with anyone who has contributed to the F at least three times this academic year
  - Two candidates: Aaron and Charley
- See my proposed structure for the 2020-21 editorial board [here](#)
  - We'll aim to have job postings out for mid-March (goal is March 16) and the deadline to apply will be March 16
  - Candidates will be able to write their tests until April 3, interviews will then run until April 10
  - Job offers set to be released on April 13
  - Deadline for 2019-20 transition reports is April 15

##### **Marketing/Community Engagement**

- Our upcoming first-ever speaker series will be held on March 11
  - Looking ahead, potentially hosting art gallery night later in March
  - Editorial board will start class presentations next few weeks well to boost volunteers/freelancers
- Newsletter has hit 300 subscribers, up from 75~ at start of the year
- Seeing a quick increase of followers/likes across all social media platforms, especially Instagram and Twitter



## Staffing

- Dorian, Rame and I have selected a videographer to start work on Monday
  - They'll work for five weeks until the start of April, producing one short video/week

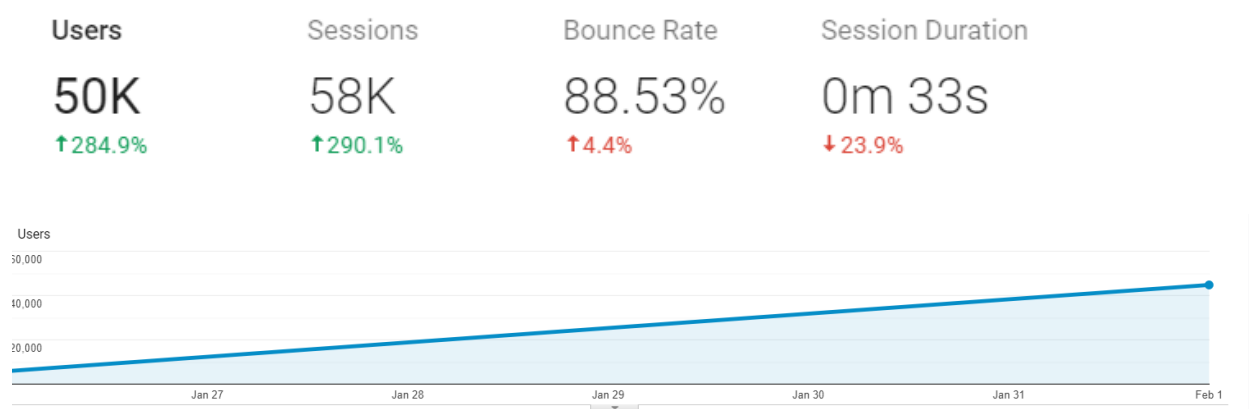
## Content

- It's been a very busy past month on campus...
  - News: Scientology exhibit, mental health crisis, byelection Q&As, missing student, interview with Wet'suwet'en rallies, police looking for voyeurism suspect in Sandy Hill
  - Sports: Coverage of Capital Hoops went really well, along with start of playoffs for many teams; B story
  - Arts & Culture: Stories on reopening of Pivik, Cafe Alt did really well, along with the profile of @uottawa.memes Instagram page
  - Features: Mental health special issue going out this week, a number of features related to mental health

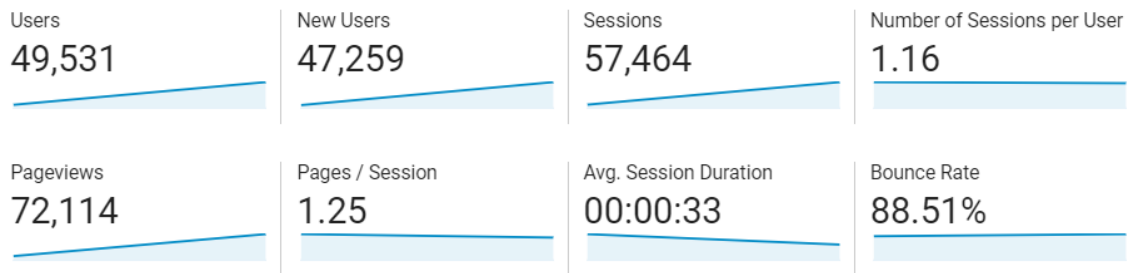
# Fulcrum Analytics Report: February 23, 2020

## WEBSITE ANALYTICS

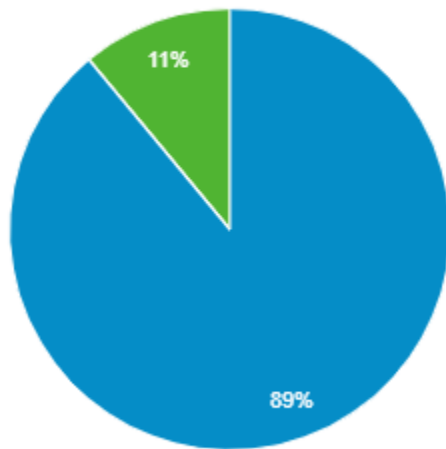
### Overview



This month was record-breaking for the Fulcrum. We received 50,000 users this month with almost 90% being new users. January's analytics only summed up to 13,000 users in comparison. Our sessions also increased by 290% which is an all time increase as well. Our bounce rate went up by 4% which is not too worrisome considering most people read a particular article and leave.



■ New Visitor
 ■ Returning Visitor



Sessions  
**57,951**  
% of Total: 100.00% (57,951)

Pageviews  
**72,713**  
% of Total: 100.00% (72,713)


Session Duration <sup>?</sup>	Sessions <sup>?</sup>	Pageviews <sup>?</sup>
0-10 seconds	51,930	52,593
11-30 seconds	991	2,249
31-60 seconds	976	2,428
61-180 seconds	1,647	4,805
181-600 seconds	1,453	5,266
601-1800 seconds	834	3,795
1801+ seconds	120	1,577

The above graph quantifies the number of pageviews and sessions. We received a total of 72, 713 pageviews and 57, 951 sessions in the past month.

Source / Medium <sup>?</sup>		Acquisition			Behavior		Conversions			
		Users <sup>?</sup> <sup>↓</sup>	New Users <sup>?</sup>	Sessions <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Avg. Session Duration <sup>?</sup>	Goal Conversion Rate <sup>?</sup>	Goal Completions <sup>?</sup>	Goal Value <sup>?</sup>
		49,934 % of Total: 100.04% (49,928)	47,665 % of Total: 100.04% (47,648)	57,955 % of Total: 100.01% (57,951)	88.52% Avg for View: 100.01% (88.52% (0.00%))	1.25 Avg for View: 1.25 (0.00%)	00:00:33 Avg for View: 00:00:33 (-0.01%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1.	(direct) / (none)	18,805 (36.93%)	18,416 (38.64%)	20,018 (34.54%)	94.10%	1.10	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
2.	google / organic	16,263 (31.94%)	15,542 (32.61%)	18,775 (32.40%)	82.50%	1.44	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
3.	m.facebook.com / referral	7,220 (14.18%)	6,225 (13.06%)	9,005 (15.54%)	93.01%	1.11	00:00:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
4.	facebook.com / referral	1,603 (3.15%)	1,320 (2.77%)	1,977 (3.41%)	84.88%	1.49	00:01:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
5.	news.google.com / referral	1,469 (2.89%)	1,370 (2.87%)	1,598 (2.76%)	91.36%	1.13	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
6.	share / ios_app	1,223 (2.40%)	1,031 (2.16%)	1,252 (2.16%)	94.01%	1.11	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
7.	l.instagram.com / referral	1,075 (2.11%)	1,044 (2.19%)	1,160 (2.00%)	68.28%	1.46	00:00:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
8.	t.co / referral	1,003 (1.97%)	783 (1.64%)	1,463 (2.52%)	84.28%	1.37	00:00:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
9.	googleapis.com / referral	800 (1.57%)	741 (1.55%)	918 (1.58%)	92.81%	1.10	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
10.	l.facebook.com / referral	186 (0.37%)	106 (0.22%)	242 (0.42%)	83.06%	1.31	00:00:58	0.00%	0 (0.00%)	\$0.00 (0.00%)

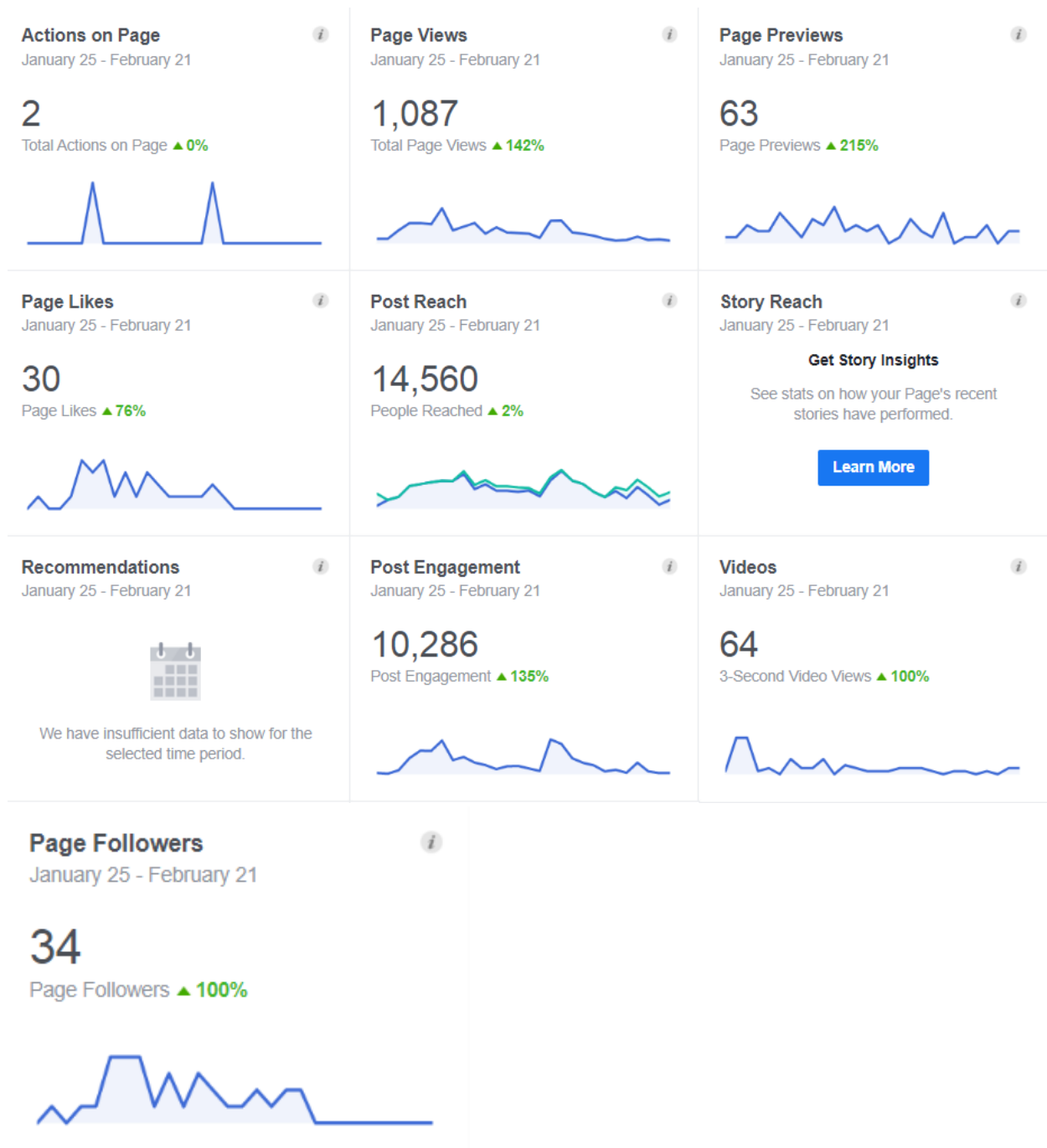
Default Channel Grouping		Acquisition			Behavior		Conversions			
		Users <sup>?</sup> <sup>↓</sup>	New Users <sup>?</sup>	Sessions <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Avg. Session Duration <sup>?</sup>	Goal Conversion Rate <sup>?</sup>	Goal Completions <sup>?</sup>	Goal Value <sup>?</sup>
		49,934 % of Total: 100.01% (49,928)	47,665 % of Total: 100.04% (47,648)	57,956 % of Total: 100.01% (57,951)	88.52% Avg for View: 88.52% (0.00%)	1.25 Avg for View: 1.25 (0.00%)	00:00:33 Avg for View: 00:00:33 (-0.01%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. Direct	18,805 (37.08%)	18,416 (38.64%)	20,018 (34.54%)	94.10%	1.10	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. Organic Search	16,516 (32.57%)	15,790 (33.13%)	19,055 (32.88%)	82.38%	1.44	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. Social	11,168 (22.02%)	9,708 (20.37%)	14,156 (24.43%)	88.70%	1.22	00:00:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. Referral	2,998 (5.91%)	2,716 (5.70%)	3,470 (5.99%)	87.44%	1.28	00:00:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	5. (Other)	1,228 (2.42%)	1,035 (2.17%)	1,257 (2.17%)	94.03%	1.11	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)

This month, 36.93% of total users were directly directed to the website. Google, Facebook, Twitter, and YouTube provided the highest number of referrals to the website.










Shared URL <sup>(?)</sup>	Sessions <sup>(?)</sup> 	Pageviews <sup>(?)</sup>	Avg. Session Duration <sup>(?)</sup>	Pages / Session <sup>(?)</sup>
1. <a href="https://thefulcrum.ca/news/u-of-o-confirms-student-death-2/">thefulcrum.ca/news/u-of-o-confirms-student-death-2/</a>	1,741 (12.30%)	1,935 (11.16%)	00:00:15	1.11
2. <a href="https://thefulcrum.ca/news/gatineau-police-searching-for-missing-u-of-o-student/">thefulcrum.ca/news/gatineau-police-searching-for-missing-u-of-o-student/</a>	1,022 (7.22%)	1,171 (6.76%)	00:00:14	1.15
3. <a href="https://thefulcrum.ca/arts/the-gees-behind-the-memes-inside-the-uottawa-memes-instagram-page/">thefulcrum.ca/arts/the-gees-behind-the-memes-inside-the-uottawa-memes-instagram-page/</a>	964 (6.81%)	1,130 (6.52%)	00:00:50	1.17
4. <a href="https://thefulcrum.ca/news/hundreds-rally-in-ottawa-in-solidarity-with-wetsuweten-first-nation/">thefulcrum.ca/news/hundreds-rally-in-ottawa-in-solidarity-with-wetsuweten-first-nation/</a>	743 (5.25%)	794 (4.58%)	00:00:14	1.07
5. <a href="https://thefulcrum.ca/features/youre-swimming-upstream-students-highlight-gaps-in-u-of-os-mental-health-system/">thefulcrum.ca/features/youre-swimming-upstream-students-highlight-gaps-in-u-of-os-mental-health-system/</a>	455 (3.21%)	495 (2.86%)	00:00:28	1.09
6. <a href="https://thefulcrum.ca/news/students-condemn-scientology-linked-anti-psychiatry-exhibit-at-u-of-o/">thefulcrum.ca/news/students-condemn-scientology-linked-anti-psychiatry-exhibit-at-u-of-o/</a>	436 (3.08%)	497 (2.87%)	00:00:27	1.14
7. <a href="https://thefulcrum.ca/news/u-of-o-president-acknowledges-mental-health-crisis-in-wake-of-student-death/">thefulcrum.ca/news/u-of-o-president-acknowledges-mental-health-crisis-in-wake-of-student-death/</a>	406 (2.87%)	473 (2.73%)	00:00:29	1.17
8. <a href="https://thefulcrum.ca/sports/u-of-o-discouraged-gee-gees-social-media-accounts-from-posting-about-bell-lets-talk/">thefulcrum.ca/sports/u-of-o-discouraged-gee-gees-social-media-accounts-from-posting-about-bell-lets-talk/</a>	401 (2.83%)	432 (2.49%)	00:00:17	1.08
9. <a href="https://thefulcrum.ca/news/police-still-searching-for-suspect-in-sandy-hill-voyeurism-investigation/">thefulcrum.ca/news/police-still-searching-for-suspect-in-sandy-hill-voyeurism-investigation/</a>	397 (2.80%)	442 (2.55%)	00:00:14	1.11
10. <a href="https://thefulcrum.ca/news/students-protest-scientology-linked-anti-psychiatry-exhibit-at-u-of-o/">thefulcrum.ca/news/students-protest-scientology-linked-anti-psychiatry-exhibit-at-u-of-o/</a>	337 (2.38%)	376 (2.17%)	00:00:29	1.12

These were the top performing stories this month in terms of sessions and page views.

## Facebook Analytics



Facebook performed extremely well this month as well. We received 1,087 page views and they went up 142% from January. Our posts reached 14,560 people which is also higher than January. We also received 10,286 engagements which is a 135% increase from January. Facebook received 30 new followers and 30 new page likes as well.

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Ottawa Citizen	156.4K 	▲ 0.1%	250+	507.5K 
2  Ottawa Sun	43.3K 	▲ 0.1%	250+	198.1K 
3  The Charlatan	3K 	▼ 0.1%	10	287 
YOU 4  The Fulcrum	2.9K 	0%	16	845 
Keep up with the Pages you watch. <a href="#">Get More Likes</a>				
5  La Rotonde	2.8K 	0%	0	28 
6  Syndicat étudiant de l'U...	1.5K 	▼ 0.2%	16	474 

We are still behind the Charlatan. We are currently at 2945 likes and 3,031 followers while the Charlat likes.

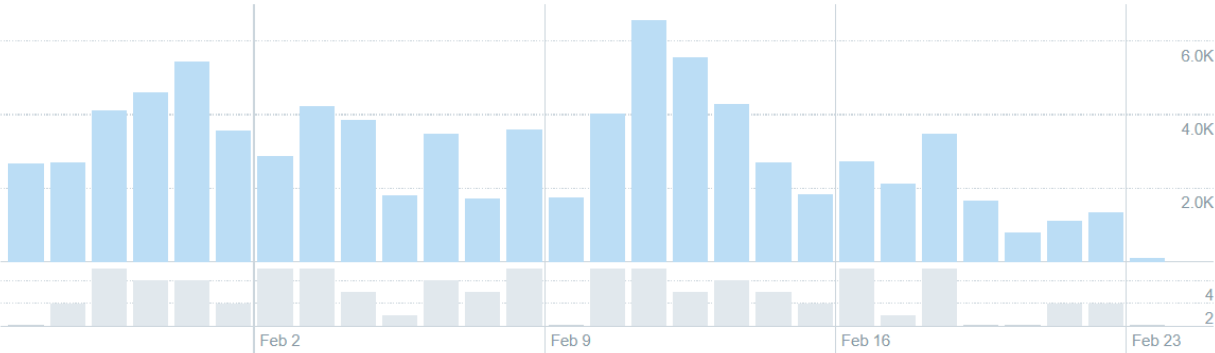
## Twitter Analytics

**28 day summary** with change over previous period



Twitter performed extremely well this month as well. Our impressions increased to almost 86,00 which is a significant increase from January. Our profile visits increased to 1,040 and we gained 41 new followers which is a positive trend.

Your Tweets earned **85.4K impressions** over this **28 day** period



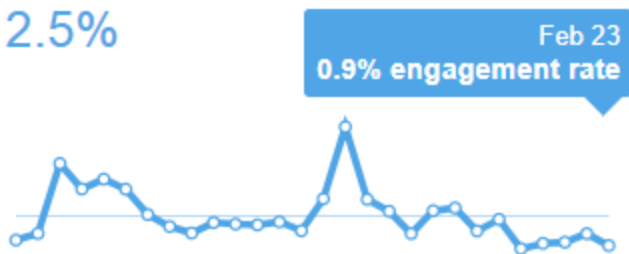
That is a snapshot of our impressions.

## Engagements

Showing 28 days with daily frequency

Engagement rate

2.5%



Link clicks

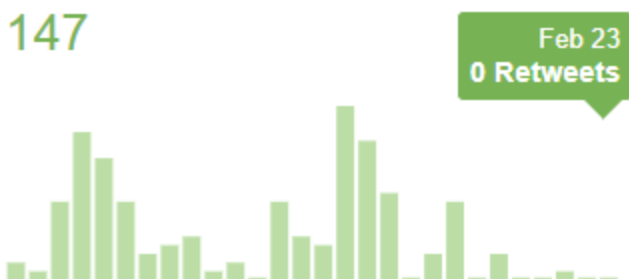
1.2K



On average, you earned **44 link clicks** per day

Retweets

147



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

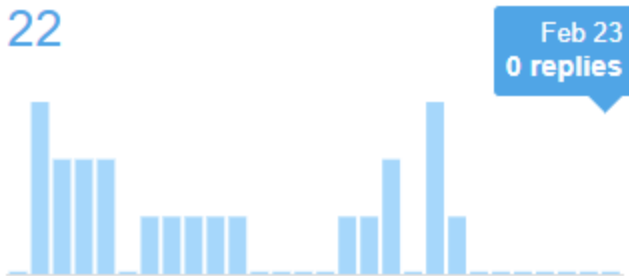
We received 1200 link clicks this past month and almost 44 link clicks daily. Our January average was clicks for the whole month. We also received 147 retweets during February.

Likes  
356



On average, you earned **13 likes** per day

Replies  
22



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

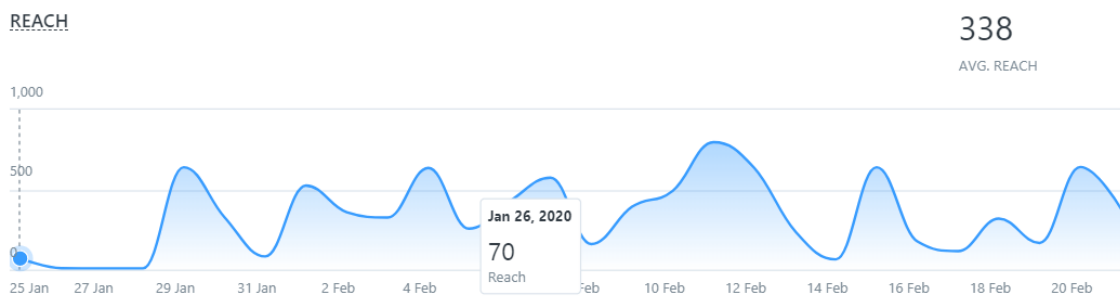
Moreover, we received a total of 356 likes and 22 replies.

## Instagram Analytics





Instagram also performed extremely well this month. We finally hit 1,000 followers! We received a total of 22,713 impressions which is an all time high. We also received 22, 713 impressions.

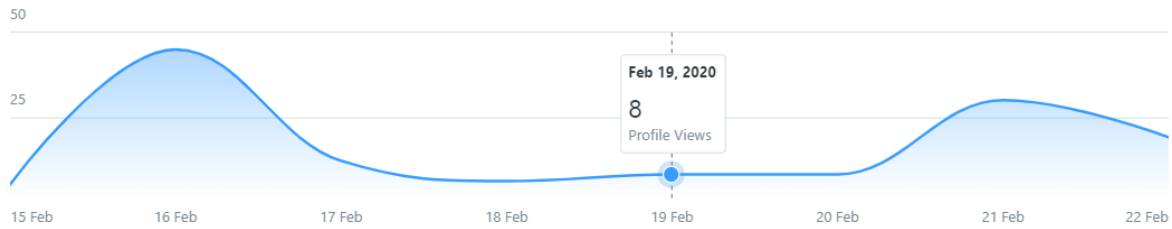


Our average reach for the month was 338. Instagram performed well this month because of great content and giveaways so we will definitely continue doing that. We also partnered with HelloFresh for a giveaway which provided us with discount codes and meal kits to give to our users. This was a great opportunity to expand our reach as well tap into a new market.

## PROFILE VIEWS

133

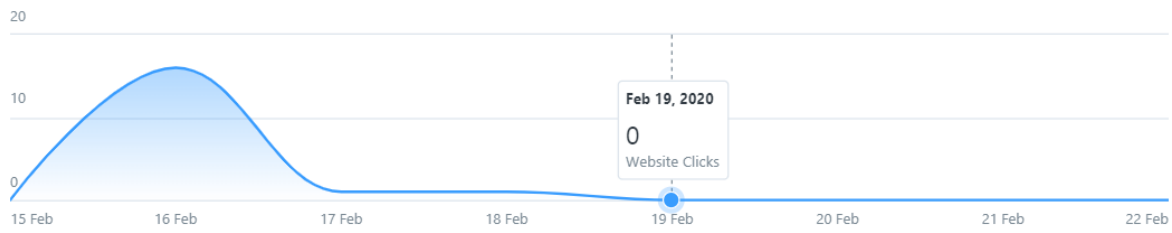
PROFILE VIEWS



## WEBSITE CLICKS

18

WEBSITE CLICKS



We also had 133 profile views and 18 website clicks or referrals.

## Best Performing Posts

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

ENGAGEMENT 18%	ENGAGEMENT 17%	ENGAGEMENT 16%	ENGAGEMENT 15%	ENGAGEMENT 14%
LIKES 184	LIKES 163	LIKES 161	LIKES 72	LIKES 81
COMMENTS 0	COMMENTS 3	COMMENTS 0	COMMENTS 68	COMMENTS 60
LINKIN.BIO CLICKS 18	LINKIN.BIO CLICKS N/A	LINKIN.BIO CLICKS N/A	LINKIN.BIO CLICKS N/A	LINKIN.BIO CLICKS N/A

Our best performing post received 184 likes which is again a record for our instagram. Our average number of likes has increased from 30-40 from the beginning of the year to 100+ as of today.

## Marketing

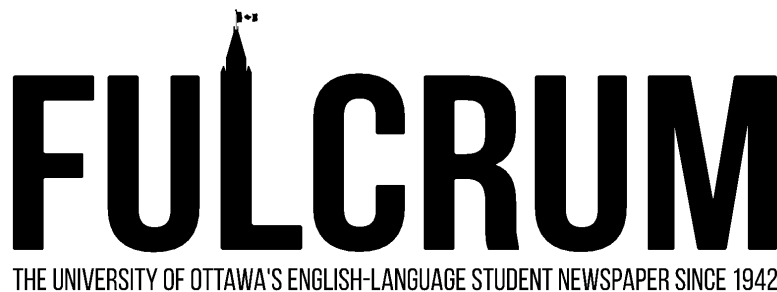
Social Media: as previously mentioned, we partnered with HelloFresh for giveaways. We will continue discount codes in our newsletter and online as well.

Panel: we have confirmed the 3rd panelist with the 4th one waiting for approval from their PR team. By the week, we should have confirmed the final four! The room should be confirmed this week as well and was due to finalizing the contract with U of O's event booking service.

Photo walk: this past month we conducted a successful photowalk. We will likely continue doing that as an effective way to engage our readers on campus.

Tabling: the Fulcrum had a successful tabling session in January which earned us almost 70 new students.

Art gallery: is on hold until the panel. Once the panel is taken care of, we will begin preparing for the Art Gallery. The tentative dates are towards the end of March/beginning April.



631 King E

## Fulcrum Publishing Society – Board of Directors

### President's Report

Sunday, February 23<sup>rd</sup>, 2020

631 King Edward Avenue, Ottawa, ON

Meeting #10 of 2019/20 Publishing Year



Justin Turcotte

#### 1. Executive Committee

Dorian and I have applied to the Canada Revenue Agency to be recognized as a qualified Canadian journalism organization (QCJO). The application was mailed-in on February 30<sup>th</sup>. If our application is successful, The Fulcrum will be able to claim the [Canadian journalism labour tax credit](#) and be able to apply for qualified donee status as a [registered journalism organization](#).

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## 2. Finance Committee

We are officially in the budget planning season. The finance committee will meet next week on Thursday, March 12, to create the draft budget for 2020/2021. The general budget planning process is as follows:

1. The HR committee will meet with the GM and the EIC to discuss salaries
2. The President and the GM will meet to prepare a preliminary budget
3. The GM will present to the finance committee the current fiscal year's budget, adjusted only by rate of inflation and any increases on current services, as well as the preliminary budget for 2020/2021
4. The finance committee will approve the draft budget
5. The draft budget and supporting documents will be provided to the following individuals at least 10 business days prior to the March board meeting:
  - a. Editorial Board
  - b. Editor-in-Chief
  - c. Board of Directors
6. The Chair of the finance committee and the General Manager will meet to discuss any consultation and incorporate feedback and incorporate into the budget if needed
7. The Board will approve the draft budget at the March board meeting

All Board members are encouraged to attend the March finance committee meeting. A formal invite will be sent out by the end of the week.

Fadi from RBC Investments has been asked to attend the meeting to present our options on withdrawing our investment from RBC revenue.

## 3. Human Resources Committee

Myself, Kalki (Vice President), and Kate (Chief of Staff) will complete performance reviews with the General Manager, Editor-in-Chief, and Online Editor at the start of March. Exit interviews will be conducted with these three positions towards the end of March.

### General Manager

The HR committee will begin the process of hiring the next General Manager early next week for a start date of February 23, 2021.

### New Editorial Position

The GM, the Art Director, and the EIC have selected a videographer to start tomorrow. The Board will be asked to approve the hire at their meeting today.

### Editorial Board 2020/2021

Matt has submitted a draft plan for the make-up of the Editorial Board for 2020/2021. The HR committee will review the plan at their next meeting and will cost it out for the budget planning process. Once the Editorial Board salary costs are confirmed, the plan is still flexible based on the wishes of the incoming EIC, within the salary laid out by the finance committee.

#### 4. Inter-board Health and Wellness Committee

Thank you to everyone who came out to The Fulcrum's Annual Oscar Night on February 9<sup>th</sup>! Congrats to Kate for winning home the Cineplex gift card.

A health and safety officer with the University of Ottawa met with Editorial Board on February 14<sup>th</sup> to answer any questions the staff may have had about designated substances within The Fulcrum building.

This committee will meet next on February 27<sup>th</sup>.

The Board will be asked today to vote on whether to maintain this committee's status as the Inter-board Health and Wellness Committee or to revert back to its previous mandate simply as the Inter-board Committee. The committee has been operating with its new health and safety mandate as a pilot project since the summer of 2019.

#### 5. Policy Committee

This committee met on February 6<sup>th</sup> and digitally on February 21<sup>st</sup>.

#### 6. Marketing and Promotions/Readership Committee

This committee met on February 13<sup>th</sup>.

The committee has been doing some absolutely exceptional work. Please mark your calendars for The Fulcrum's Series on Wednesday, March 11<sup>th</sup> at noon in Tabaret. Additionally, a potential art showcase is being planned for March.

#### 7. Board Matters

There is currently one seat open on the Board:

- University Rep

#### 8. Special Committee for Employment Compliance

This committee met on February 13<sup>th</sup>. The committee reviewed The Fulcrum's Code of Conduct, specifically as it relates to workplace harassment, to ensure that it was in compliance with the Ontario government's code of practice to address workplace harassment.

workplace harassment. The committee's recommendations and edits will be sent to the next meeting of the policy committee for approval.

Additionally, the committee created a list of workplace hazards as an initial step in the development of a workplace and safety program.

The committee instructed the General Manager to complete a workplace inspection with the health and safety representative (Ryan).

With this, the special committee has been adjourned. There remains much work to be done to reach full compliance. The remaining items will be assigned to the incoming General Manager by the President to be completed over the next few months. Thank you to everyone who has contributed to the committee. The committee accomplished the following:

1. The creation of a health and safety policy
2. The creation of a workplace violence policy and program
3. The appointment of a health and safety representative
4. The establishment of a health and safety board
5. Improving compliance with regulation 1101, *First Aid Requirements*
6. The review of The Fulcrum's workplace harassment policy and program

## 9. Strategic Planning Session

Thank you to everyone who came to our Winter Strategic Planning Session on Sunday, February 9<sup>th</sup>.

Some tangible takeaways from the session:

- Our mission statement: *By holding those in positions of power accountable, the Fulcrum promotes the well-being of the University of Ottawa community through accessible and independent information from on and off-campus.*
- Our vision statement: *A University of Ottawa where every community member has The Fulcrum in the palm of their hand.*
- Priority Project Ideas:
  - Accessibility: Accessible website (champion: Justin)
  - Community Engagement: Fund for independent features in collaboration with The Fulcrum (champion: Ben)
  - Providing Information: Video team (champion: Dorian)
  - Accountability: Improving accountability measures (champion: Matt)

These projects will be seriously considered in the drafting of the 2020/2021 budget. The champions of the selected projects may be invited to speak to the finance committee.

## 10. Other Items

I met with one of the candidates for EIC who wished to speak more about how the position interacts with the Board.

### Calendar Items

Our next Board meeting is scheduled for Sunday, March 29<sup>th</sup> at 10:30 am in The Fulcrum office.

Our AGM is tentatively scheduled for Thursday, April 2<sup>nd</sup> at 6:00 pm. Location TBD.

## **Inter-Board Health and Wellness Committee — February 2020**

**Feb. 27, 2020, 5 p.m.**

Attended by: Justin, Kate and Kalki

### **Updates/Goals for February/March:**

1. Health and Wellness Survey Next Steps Completed
  - uOttawa's Health and Safety Inspector met with EdBoard
2. Board and Ed Board Bonding Events
  - Event 1: Escape Room in December
  - Event 2: Oscars Night
  - Event 3: FnS Brunch
  - Ideas: Capital Hoops, Sens game, potluck and board games, nature nocturne
3. Budget
  - Do we need to set aside money for our committee?
4. Tidy Office Space
  - Step 1: identify things to keep/to toss, Step 2: get rid of things to toss, Step 3: organize things to get new things (ex. plants, pillows, power bars, door mat)
  - Progress made: currently on Step 4
  - Focus on creating BoD room (matching boardroom furniture), president's room two large rugs for sturdy large bookcases, large file dividers, filing cabinets



654 07-85 Un

Fulcrum Publishing Society – Board of Directors  
Marketing Committee Report (Sunday, February 23, 2020)

## **Fulcrum Speaker Series**

The February Marketing Committee meeting largely discussed the upcoming speaker panel. I am talking to Mav Bottega about catering. I'm planning on around 90 people for catering so there might be a lot of food left if people have incentives to come by.

We have emailed several faculties already to get them to share this event with their students. I also sent it to the student union to see if they can send it out as well.

The committee discussed some of the more specific details of the event as well, such as having information sheets on the seats with bios of the presenters, our social media. We also agreed that we need to have a short meeting for this event to organize some more of the specifics.

## **Art Gallery**

We also briefly discussed the Fulcrum Art Gallery idea, and agreed to push it back to at least late March. We are looking to book a small room in FSS to exhibit some of the art and photos we have collected over the years.

## **Budget**

Currently the marketing budget for the Fulcrum stands at \$3,000. This covers events and online promotions/giving managed by Safa. The committee agreed that this amount was likely to be enough for next year as well.

# FULCRUM

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

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Fulcrum Publishing Society – Board of Directors  
Policy Committee Report (Sunday, February 23, 2020)



February Policy Meeting #1: Thursday, February 6, 2020  
Present: Kate Murray, Justin Turcotte, Jia Kim, Patrick Mangan, David Campion-Smith, and Matt Ger

## **February Meeting #1**

The first meeting this month was intended to focus on:

1. Reviewing the definition of the Human Resources Committee;
2. Discussing the definition of a freelancer; and
3. Reviewing sections 6 and 7 of the Policy Manual.

## **Definition of the Human Resources Committee**

The committee discussed the definition of the Human Resource committee and examined all other mentions of it in the Policy Manual. All agreed that the issue concerning this committee right now is that it's responsible for hiring, contract negotiations, and exit interviews while the President and Vice-President are currently responsible for performance reviews. The committee decided to address this issue by proposing the following amendment:

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4. 8.1 Performance Review. Twice per fiscal year, at regular intervals, the ~~President and Vice President~~ **Human Resources Committee** must meet with each Business Employee and the Editor-in-Chief to review their performance. These reviews must be focused on improving their performance in relation to their job descriptions and any other guiding documents. All reviews must be positive in tone.

### **Definition of a Freelancer**

Although there is currently no definition for freelancer in the Policy Manual, the committee discussed whether one should be added. All agreed that it is best if freelancer remains out of the Policy Manual.

### **Review of the Policy Manual**

The committee proposes the following amendments to sections 6 and 7 of the Policy Manual:

6.5 Interviews. ~~If four (4) or fewer applications have been received for any position, then all candidates interviewed for the position. If greater than four (4) applications have been received the hiring committee will use a matrix based on experience, suitable skills, and familiarity with the student press in general, and a list of criteria relevant solely to the candidate's suitability for the position to disqualify candidates provided a minimum of four (4) candidates are interviewed for that position. The hiring committee reserves the right to determine if a candidate is qualified.~~ **The Hiring Committee must interview a candidate before an offer is made.**

6.8 Questions. Prior to the first interview, the committee must create a list of questions that will be used in all interviews. The list of questions may pertain only to the position to be hired. This list of questions must be the same for all candidates. The committee may also ask questions that clarify or follow up on a candidate's answer to a previous question.

6.8.1 References. Any hiring committees for the positions of General Manager and ~~Advertising Manager~~ **Editor** must request two references from interviewed candidates and ensure that every effort is made to contact those references prior to the selection of successful applicants.

6.10 Ratification. The hiring committee shall notify the Board of the selected candidate. A vote to ratify the selected candidate shall be initiated by the President **before the proposed start date, within 24 hours of notification and shall be by the Board.**

6.16 Hired Editorial Employees. (A) All members of the Editorial Board except for the Editor-in-Chief shall be hired according to the procedures outlined in section eight (8) of the Constitution. The Editor-in-Chief shall be elected according to the procedures outlined in section seven (7) of the Constitution. All elected and hired editorial employees shall be ratified by the Board in accordance with Section 6.10. (B) In the event that an elected editorial employee is not ratified, the Board shall notify the editorial staff and state its reasons in writing. The staff members, as outlined in the Constitution no later than seven (7) days after receiving the rejection notice from the Board, must hold an election within **two (2) weeks**, under the ~~supervising~~ **supervision** and control of an individual chosen by the staff. If the Board does not ratify the elected candidate, the Investigation Committee shall be called into session in accordance with Bylaw 2, Section 13.

6.17 Employee Intake. After ratification, each employee must agree to the terms of employment outlined in ~~her~~ **their** contract and the Code of Conduct. ~~She~~ **They** must be informed of the disciplinary procedures outlined in Section 7 of the Policy Manual. ~~She~~ **They** must also complete any other official documents, including employee information forms and tax forms. ~~She~~ **They** shall receive ~~her~~ **their** transition report, keys, job description, a copy of ~~her~~ **their** contract and the Code of Conduct. **They shall complete mandatory training as required by law within one (1) month of their start date.**

6.18 a. Editorial Employees' outside employment must be approved by the Editor-in-Chief. If the Editor-in-Chief wishes to seek outside employment during ~~her~~ **their** term, ~~she~~ **they** must submit a description of said employment to the Board of Directors prior to ~~her~~ **their** ratification.

7.6 c) In the case of a third offence, the employee will be given a written warning signed by the employees or directors enforcing the disciplinary action and a copy will be placed in the employee's file. The employees or directors enforcing the disciplinary action must inform the employee that the Board will consider the termination of ~~her~~ **their** employment.

7.8 c) If the employee is owed ~~commission or~~ other monies that cannot be paid immediately, a statement of monies owed must be presented to the employee along with a letter indicating how they are to receive those funds, and any stipulations that may lead to them receiving fewer monies than are indicated. If available, they should also receive a record of employment.

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February Policy Meeting #2: Friday, February 21, 2020  
Present: Kate Murray and Jia Kim

### **February Meeting #2**

The second meeting of this month was intended to focus on:

1. Ensuring that the Policy Manual amendments are consistent with the Bylaws; and
2. Reviewing sections 8-13 of the Policy Manual.

### **Proposed Bylaw Amendments**

In order to prepare for the Fulcrum's upcoming Annual General Meeting this spring, the committee examined the Policy Manual amendments to ensure that they are consistent with the Bylaws. In reviewing these two documents, the committee noticed three prevailing themes identified for amendment including: fixing some minor spelling mistakes, changing mentions of "the student union of the University of Ottawa" to reflect the name of the new student government at the University of Ottawa, and removing mentions of a "review engagement" as the Fulcrum no longer completes these. The committee proposes the following Bylaw amendments to the Board for approval:

### **General Bylaw 1**

1.01 h) “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 ~~the~~ duration of the academic term in which the fees were paid.

3. 03 Honourary Members. The Board may from time to time confer Honourary Member status upon any person for such ~~a~~ period of time as it shall deem appropriate, but any person so designated shall not be deemed to be a voting member of the Corporation.

3.04 Qualification for Membership. The Board may from time to time by resolution prescribe such forms of application for membership as it shall deem appropriate in the circumstances. No individual, corporation, partnership or other legal entity shall be admitted as a member of the Corporation unless their or its admission has the prior approval of ~~the~~ Board.

6.02 Qualification. Every director shall be eighteen (18) or more years of age and no director shall have an undischarged bankruptcy or be a mentally incompetent person as determined by a medical professional. Every director at the time of his election and throughout his term in office shall be considered a member of the Corporation. No director shall be a member of an executive or a full-time employee of the ~~University of Ottawa Students’ Union (UOSU) student union of the University of Ottawa~~ or the Graduate Students Association (GSAED) for the duration of their term. No director shall be a member of the Board of Administration of the ~~UOSU student union of the University of Ottawa~~, or GSAED Council. No director shall be an employee of the Fulcrum, own or invest in a company contracted by the Fulcrum.

6.07 Composition. All directors must hold seats in accordance with the qualifications outlined for such seats ~~in~~ Section Four of Bylaw Two.

7.12 Decisions. All decisions made by the Board must be on the public record and documented in the minutes regardless of the outcome. Meetings, including special meetings, of the Board shall be open to the public unless otherwise decided by the majority of the Board members present, in which case the reason therefore must be announced at the next Board meeting. All decisions made by the Board via email vote shall be presented at the subsequent meeting except in cases where that vote was called for at the prior meeting. In which case, the vote will be recorded in the minutes of that prior meeting.

10.01 Appointment of Auditor. The Board shall choose, through a resolution, three (3) or more auditors to present to the membership at a meeting of the members. The General Manager is responsible for presenting the profiles of auditors to be considered at least once every three years. The membership shall, by a majority vote, decide on one of the three auditors to hold office until such time that the Board decides to present a successor to the membership.

#### General Bylaw 2

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

5.03 Committees. The Board may appoint committees clothed with such powers as it deems appropriate, provided that no committee shall have authority over any matter not properly within the jurisdiction of the Board. Members of such committees shall be appointed for such terms as the Board may from time to time determine. The Board may remove committee members as it sees fit.

11.04 b) The failure of an audit /review engagement; or

### **Review of the Policy Manual (Sections 8-13)**

The committee proposes the following amendments to sections 10 and 12 of the Policy Manual:

#### **Section 10: Technology Policy**

10.1 Storage. After the publication of the final issue of each year, but prior to the expiry of their contract, the **Production Manager** shall copy the “production” files from their publishing year onto a portable storage platform and provide these copies to the General Manager for the Corporation’s records and archives.

10.2 Backup Procedures. In order to ensure the Corporation has a backup of files and records available in an emergency, it will follow these procedures:

- a. The Corporation shall purchase and maintain an external hard drive or back up device upon which to store the data.
- b. It will be the **Production Manager’s** responsibility to backup the server at least once every two weeks during production periods and once per month during non-production periods (summer, winter break).
- c. Upon completing the mandated backup, the **Production Manager** shall provide written confirmation (via letter or email) to the Editor-in-Chief and General Manager that everything has been completed.
- d. The **Production Manager** will be responsible for storing and securing the external hard drive outside of the office and shall provide it as required.

#### **Section 12: Board Meetings**

12.1 Documents Provided in Advance of Meetings. The following documents shall be provided to all Board members via email no later than 48 hours prior to each Board meeting:

- c. The written Editorial and Business reports, to be provided by the Editor-in-Chief, General Manager, President and ~~Advertising Manager~~ **Online Editor**; and

12.2 Following ~~the~~ voted approval of the minutes at a duly constituted Board meeting, any two signing authorities must sign the document to certify its approval. Only signed minutes

may be uploaded to the corporate website. The signed copy of the minutes shall be kept at the Corporate headquarters

### **Upcoming in March**

The goals for the March policy committee meeting will be to create an intellectual property policy, discuss adding the anti-oppression document as an appendix of the Policy Manual, and reviewing section 14 of the Policy Manual.