

Fulcrum Publishing Society  
Board of Directors  
MINUTES

Sunday, April 26<sup>th</sup>, 2020  
Google Hangouts, 10:30 a.m. - 1:07pm  
Meeting #11 2019-2020 Publishing Year

**Present:** Kate Murray, Justin Turcotte, Dorian Ghosn (ex-officio), Kalki Nagaratnam, Safa Saud (ex-officio), David Campion-Smith, Benjamin King, Patrick Mangan, Matt Gergyek (ex-officio), Charley Dutil, Leyla Abdoell, Rame Abdulkader

**Partially Present:**

**Absent (with reason):** Dayne Moyer, Raghad Sheikh-Khalil, Jia Kim

**Absent (without reason):**

1. Opening of Meeting

B. King opened the meeting at 10:36am. All directors present briefly introduced themselves and their positions to the incoming Editor-in-Chief, General Manager, and Online Editor.

2. Agenda

The Board proceeded to review the agenda for the meeting. K. Murray motioned to strike the ombudsperson report. K. Nagaratnam seconded the motion. All voted in favour and the motion passed. J. Turcotte motioned to add a five minute break between the officer and committee reports. K. Nagaratnam seconded the motion. All voted in favour and the motion passed. K. Murray motioned to approve the amended agenda. D. Campion-Smith seconded the motion. All voted in favour and the motion passed.

3. Approval of March's Meeting Minutes

J. Turcotte motioned to approve March's meeting minutes. K. Nagaratnam 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. General Manager

Financials

D. Ghosn reported that not a whole lot has changed in terms of the Fulcrum's financials, aside from some reimbursements and freelance cheques. He announced that the RBC account went back up to \$5000, and he recommends that we talk with Fadi or add some money to the account.

### Student Winter Levy

D. Ghosn continued, saying that the UOSU got back to him and the winter levy cheque is ready to be picked up in the mail room.

### Signing Authorities

D. Ghosn informed the Board that he hasn't heard back from either RBC or TD yet about having R. Abdulkader switched over and getting her new card. He added that the Board will also have to get another signing authority because R. Sheikh-Khalil is no longer in Ottawa due to the COVID-19 pandemic. D. Ghosn explained that if R. Abdulkader gets her signing authority, he doesn't mind staying on for a bit as another signing authority, but he does recommend that the Board have another director become one as well.

### Human Resources

D. Ghosn indicated that almost all hiring is complete, and he's just waiting to hear back from the new employees' contracts to be signed. He mentioned that he started training R. Abdulkader a few weeks ago, which has been going well. D. Ghosn stated that he'll continue training her until she feels comfortable with the job. He noted that his other job has stalled his training with R. Abdulkader for a bit right now because he's working overtime. D. Ghosn added that the Fulcrum's previous General Manager is available too for training if needed.

### Year-to-Date

D. Ghosn proceeded to review the Fulcrum's year-to-date. He advised the Board to ignore the negative number for the Local Advertising line as it will have to be adjusted yet. He affirmed that the Fulcrum did really great overall, and way above its expectations.

D. Ghosn clarified that the National Advertising line reflects a leftover amount from last fiscal year as the Fulcrum received a deposit after the fiscal year had ended. He added that the Fulcrum didn't receive anything from this year. D. Ghosn stated that R. Abdulkader will reach out to Free Media to see if they're interested.

D. Ghosn noted that the Wages and Salaries line will be a little bit more than the number of the budget right now. He also explained that the Benefits line is under the budgeted \$3000 because D. Ghosn went to part-time status.

D. Ghosn stated that the Advertising and Promotions line is pretty close to the budgeted \$3000, which is great and hopefully will continue next year. He reported that the Bad Debts line is so high right now because there are a couple of cheques that he hasn't been able to deposit yet, in addition to a few people who haven't gotten back to him yet. D. Ghosn said that the Capital Assets line accounted for a new camera and a couple of tables, etc this year, and that the Postage line accounts for the 50 stamps that he purchased this year. He continued, informing the Board that he hasn't given Shafique, the Fulcrum's Webmaster, his cheque yet so if there's something that the Board would like done to let him know as he can work until May. D. Ghosn stated that the Fulcrum didn't use its staff contingency fund at all this year.

K. Murray wondered if there are any updates on Fullview. D. Ghosn indicated that he spoke with the Fulcrum's representative there and they had a good conversation. He explained that there's going to be no budgeting on Fullview's part in terms of a monthly service as they normally charge \$96/hour for backhand maintenance. He continued, saying that the Fulcrum received two hours free every month, and that since the Fulcrum's website is so large, Fullview is losing money by helping us. D. Ghosn stated that he recommends that the Fulcrum stay with Fullview right now, but if the Fulcrum does decide to leave them, he recommends that we do so in the summer. He added that their service should be okay budget-wise for the Fulcrum, and noted that he made it clear to the representative that the Fulcrum needs the backhand maintenance to be done, which hadn't been throughout this past year. J. Turcotte wondered if there is a deadline for paying. D. Ghosn replied that there isn't one, and that the Fulcrum can move whenever we want to. He indicated that if the Fulcrum does want to change, that we give our representative at Fullview at least a few weeks to a month's notice because it takes time to adjust.

## 6. Editor-in-Chief

### Hiring/Staffing

M. Gergyek mentioned that most of the Editorial Board have finished their contracts at the beginning of April, he and S. Saud will finish on Friday, and C. Dutil and L. Abdoell will begin their contracts on Friday. He enthused that the past year has been great, and thanked the Board for all that it does.

M. Gergyek continued, by reporting that the Editorial hiring team received a lot of applicants for Editorial Board this year, and many of them were UOttawa students. He noted that the deadline for contracts being signed is Wednesday. He recommended having hiring start earlier in the year as they did this year as it worked really well. M. Gergyek added that there are 14 positions on the Editorial Board for the upcoming year, and that these positions will start the last week of August/early September. He proceeded to briefly go over the new incoming Editorial Board employees.

M. Gergyek informed the Board that he's been transitioning C. Dutil for the past two weeks, by going through his 70 page transition report. He added that they'll also be doing a number of video calls over the next few weeks. M. Gergyek explained that the plan is for C. Dutil to cover essential campus news over the summer. He explained that C. Dutil has almost all of the training content that he developed alongside C. Dutil this year if he wishes to use it.

### Content

M. Gergyek continued, saying that the team has been operating on a reduced publication schedule since the majority of the Editorial team finished their terms and due to COVID-19. He mentioned that the team has written a lot of stories on federal and provincial news regarding students and structural changes coming to sports services, among many other things.

### Marketing/Community Engagement

M. Gergyek indicated that the Fulcrum wasn't able to host any events this month due to COVID-19, but he's been working with the marketing committee on planning for future events next year, and he reached out to CHUO and La Rotonde about hosting a 101 Week BBQ.

#### Other Notes

M. Gergyek remarked that the Fulcrum's funding is secured for the spring and summer semesters, and added that some students have been calling on the U of O to waive or reduce tuition fees due to COVID-19, but the administration has responded by waiving Sports Services and University Centre fees while suspending the U-Pass program. He stated that there have been concerns of how the Fulcrum's funding will be impacted for the upcoming fall/winter semesters due to COVID-19. M. Gergyek explained that the concerns seem to be around international students, and whether a large portion of students from abroad will choose to take the year off due to COVID-19. Additionally, he stated that domestic students might choose to do the same. He recommended that the Fulcrum look into how other pandemics affected us, such as H1N1 and SARS. D. Ghosn suggested that this be a topic of discussion at the next finance committee meeting. M. Gergyek said that he'd be available over the summer if the Board needs to consult him and also for additional training for C. Dutil.

#### 7. President

J. Turcotte began by thanking D. Ghosn, M. Gergyek, and S. Saud for all that they have done this year.

#### COVID-19 Pandemic

J. Turcotte reviewed the Fulcrum's pandemic rules, and asked that people continue to send their reimbursement requests as they're still being processed, they're just being delayed.

J. Turcotte informed the Board that a contingency plan is being put in place in case the in-person postponed AGM will not be possible in the fall. He stated that the provincial government has passed an emergency order approving non-profits to hold virtual meetings, including a virtual AGM, and to extend their AGM.

#### Executive Committee

J. Turcotte reported that he had a phone call with the incoming President of the UOSU, Babacar, which went well. He indicated that the conversation focused on the relationship between the Fulcrum and the UOSU, the timeliness of the Fulcrum receiving our levy, the structure of the Fulcrum (President, EIC, GM), communication between the UOSU and the Fulcrum, reserving rooms for the Fulcrum, and potential future office spaces for the Fulcrum.

#### Legal Committee

J. Turcotte mentioned that the Fulcrum's draft intellectual property agreement for volunteers has been sent to the Fulcrum's media lawyer for review, and that we expect to hear back from him this upcoming week. He added that the committee hopes to have this agreement in place for all new volunteers as of May 1.

### Finance Committee

J. Turcotte stated that D. Ghosn is trying to pick up the Fulcrum's winter levy cheque from the UOSU. He explained that it's not as straightforward as normal with physical distancing restrictions in place, but hopefully will be deposited before May 1st.

J. Turcotte mentioned that a trip to the bank will be necessary for himself, D. Ghosn, and R. Abdulkader in the near future to change signing authorities.

J. Turcotte explained that the Fulcrum will likely see a reduction in the levy due to the pandemic and potential drop in students because of the restrictions on international travel and the general uncertainty regarding the fall semester. He went on to say that he thinks that the drop will be around 10%, and rather than creating a contingency budget, J. Turcotte proposed that the Fulcrum run a deficit, which would be offsetted by this year's surplus. He added that the finance committee meeting will have to happen to discuss the various options.

### Human Resources Committee

J. Turcotte exclaimed that it's been a busy month for the hiring committee! He indicated that the committee sent an offer to the top-ranked candidate, and congratulated R. Abdulkader, who will be starting on May 1. He informed the Board that R. Abdulkader has been training this month with D. Ghosn.

J. Turcotte mentioned that the Board will be going in-camera at the end of the meeting to discuss healthcare options and April pay for the EIC elect.

J. Turcotte stated that the Editorial hiring team has been busy this month as well with hiring the editorial staff for the upcoming year this past month. He noted that K. Murray attended the interviews for the Online Editor positions since it is overseen by both the Board and the EIC.

### Inter-Board Health and Wellness Committee

J. Turcotte reported that this committee didn't meet this month, but updated the Board that it will be taking over several health and safety files from the now "expired" Special Committee for Employee Compliance. He clarified that this will include supporting the development of the health and safety program by the GM over the summer.

### Policy Committee

J. Turcotte stated that the committee met this month to update the Code of Conduct in the Policy Manual, which included ensuring that the harassment sections comply with the provisions of the *Occupational Health and Safety Act*.

### Marketing and Readership Committee

J. Turcotte indicated that this committee met in April to plan contingency plans if 101 Week does not happen this September.

### Board Matters

J. Turcotte reminded the Board that there is currently one open seat on the Board available for a University Representative.

#### Other Items

J. Turcotte informed the Board that the executive committee has implemented a forward agenda to track items to be worked on over the summer. Some of these items he said include:

- A levy referendum;
- Digital Journalism internship;
- Risk registry;
- Health and Safety program

J. Turcotte added that K. Murray will be presenting the forward agenda at May's Board meeting.

#### Calendar Items

J. Turcotte announced that the next monthly Board meeting is scheduled for Sunday, May 31st at 10:00am via Google Meet. He noted that at this meeting, the Board will be scheduling all Board meetings for the 2020/2021 publishing year.

J. Turcotte continued, explaining that typically, the May meeting is actually two meetings - the final meeting of the outgoing Board followed by the first meeting of the incoming Board. He went on to state that because of the postponement of the AGM, the Board will only be having one meeting. With that said though, he remarked that the Board will still use the meeting as a reset as we head into the summer months. J. Turcotte asked that directors think about the committees that we have and how we can make them better.

#### 8. Online Editor

S. Saud began her report by thanking the Board for the ecard and congratulated L. Abdoell on her new position.

#### Website Analytics

S. Saud announced that this past month was the best performing month of the entire year, despite it being a slower one. She noted some key statistics over the past month:

- 60,000 users, 58,814 of them being new users;
- 164,284 page views with an average session of 45 seconds;
- Bounce rate increased to 2.95%, meaning that people are spending more time on our website

J. Turcotte asked why she thinks it was the best performing month of the year, and wondered if it could be because people are staying at home more. S. Saud replied that she thinks it's because of all of the COVID-19 articles.

S. Saud added that 85% of the Fulcrum's users came from organic searches, which directed users to the Fulcrum's website. She noted that the other 15% were from social or direct referrals which she said consists of people typing the URL onto their search bars.

### Facebook Analytics

S. Saud reported that Facebook was considerably slower this month because less stories were posted. She noted that most were organic searches to the website. S. Saud proceeded to review a few statistics from the Fulcrum's Facebook this past month:

- Average of 494 page views;
- Posts reached 22, 593 people;
- Received 14 likes and 14 new page followers;
- Received 4,632 new engagements

### Twitter Analytics

S. Saud informed the Board that the Fulcrum's Twitter account was considerably slower this month as well due to less articles. She proceeded to review some statistics from this past month on Twitter, including:

- Tweeted 26 times, and these tweets had 137,000 impressions;
- Received 634 profile visits, 27 mentions, and 11 new followers;
- The Fulcrum's Twitter account now has 4,578 followers;
- Received 537 link clicks, 41 retweets, and 145 likes

### Instagram Analytics

S. Saud explained that as with Facebook and Twitter, Instagram was slower this past month as well. She noted that some statistics from the Fulcrum's Instagram over the past month include:

- Gained 13 new followers;
- Average reach was 165 accounts per day;
- Received an average of 296 profile views, 34 website clicks, and 22 linkinbio clicks

S. Saud clarified that most clicks were to the hiring page.

S. Saud indicated that D. Campion-Smith will talk more in his report about the marketing committee meeting and their plans for the upcoming publishing year.

J. Turcotte stated that S. Saud has been in the role for eight months, and asked her what she thinks are the most important things that the Fulcrum needs to keep doing digitally. S. Saud answered that the Fulcrum should keep posts short, use hashtags well, and have great graphics. She added that having social media ads, campaigns, and contests are good things to have too. S. Saud explained that she's included a lot of this in her transition report for L. Abdoell. She continued, saying that videos did really well, and that having podcasts and video tying into the social world would get a lot of traction too. S. Saud stressed that creating a posting schedule that people can rely on is extremely important.

## 9. Marketing Committee

- Recess -

D. Champion-Smith indicated that the focus of April's marketing committee meeting was to come up with a plan if 101 Week is not in person/socially distanced.

D. Champion-Smith mentioned that a big idea is a large social media push for the end of August and September. He informed L. Abdoell that she has a budget to push posts and that no one will be upset if she spends a majority of the budget during this period.

D. Champion-Smith stated that he still plans on getting in touch with the Arts Students Association about the committee's ideas for 101 Week if it is in-person, and will be continuing to reach out to the Student Life Commission. He wondered if students will still be getting kits, and suggested that the Fulcrum could maybe get something in there such as pens and something about the Fulcrum on cardstock. D. Champion-Smith asked L. Abdoell if she has any ideas. L. Abdoell replied that she agrees that 101 Week is an untapped resource and that something in the kits would be a good idea. She added that if the committee can think of something really memorable to put in them, that could be good. D. Champion-Smith asked if the next person who's in the office could check how many Fulcrum pens there are.

D. Champion-Smith briefly mentioned the possibility of doing TikTok challenges, getting other clubs involved such as CHUO and La Rotonde, and doing social media contests with FnS.

J. Turcotte advised that D. Champion-Smith sends an email to the VP Social of the Arts Student Association on May 2nd because they start their terms in May. D. Champion-Smith explained that in the past, when marketing-related emails were sent out, they were usually done by the Online Editor, and asked L. Abdoell if she would send the email to the VP Social. D. Champion-Smith indicated that he will get in touch with L. Abdoell to explain things in more depth and see if she has any further questions.

#### 10. Inter-Board Health and Wellness Committee

K. Nagaratnam indicated that the Inter-Board Health and Wellness committee didn't meet this past month, but over the summer, her plan is for the committee to address the health and wellness aspect of the committee. She mentioned that the General Manager will be taking over the tasks from the Health and Safety Program and the Special cCompliance committee. K. Nagaratnam continued, saying that her goal this year is to check off all of the items on the Occupational Health and Safety Checklist.

K. Nagaratnam noted that some miscellaneous tasks for the committee include: reviewing and ensuring that first aid requirements, no smoking/vaping requirements, and a training plan for incoming staff are all in place.

K. Nagaratnam explained that she wants to have a pre-planned calendar of events for the next year. She said that she'd like to have more than three events and to start early on too. K. Nagaratname gave a few examples of the events that she has in mind and informed the Board that she'll be sending out a questionnaire about events either tonight or tomorrow.

K. Nagaratnam reported that the Board office space has been shelved until the committee can meet in person.

K. Nagaratnam mentioned that she would like to administer the Health and safety questionnaire again in the fall and conduct a follow-up questionnaire in the winter semester.

## 11. Policy Committee

K. Murray briefed the Board that April's Policy committee meeting focused on reviewing section 7 of the Policy Manual with the intention of emphasizing the General Manager's role in HR matters, finishing the review of section 14 of the Policy Manual, and discussing the committee's plans for the rest of the summer.

### Emphasizing the General Manager's Role

K. Murray began by giving some context, explaining that when the HR committee were putting together the General Manager's contract, they noticed that the GM's responsibilities relating to hiring were quite vague. She reported that the committee discussed whether reviewing section 7 would be beneficial, and ultimately decided that instead it would be better to outline these responsibilities to the GM during training. With that said, the committee does have one amendment to section 7 to propose to the Board:

7.4 Reports. The chair of the Human Resources Committee or the ~~Editor-in-Chief~~ **General Manager** must provide to the Board a report describing any offences and proposed disciplinary measures at any time within two (2) weeks' occurrence of the incident. The Editor-in-Chief must be informed of the proposed disciplinary measures.

### Policy Manual Review

K. Murray stated that the committee proposes the following amendments to section 14 of the Policy Manual:

14.3.1 Unacceptable Behaviour. All those affiliated with the Corporation may reasonably expect to pursue their work in a safe and civil environment. The Corporation therefore condemns any violence or offences against property; moreover, the Corporation ~~denounces~~ **does not tolerate** any harassment or discrimination on the basis (individually or in any combination) of race, **ancestry, creed, ethnic origin, gender identity/expression, sex**, colour, sexual orientation, disability, age, marital status, political or religious affiliation, place of origin, socio-economic class, gender or as a result of any conditions or requirements that do not accord with the principles of fairness. **These areas will be referred to as "protected grounds" from here on in.**

14.3.2 Harassment. Harassment ~~may be verbal or physical, and consists~~ is defined as engaging in a course of vexatious and/or unsolicited comment or conduct

that is known, or ~~should~~ **ought** reasonably **to** be known, to be unwelcome. **This policy applies to all Fulcrum members and it addresses harassment from all sources such as volunteers, clients, employers, supervisors, workers and members of the public.** This definition applies to both single and ongoing incidents. Harassment may include, but is not limited to:

- a. unwelcome remarks, jokes, innuendoes or taunts about a person's body, clothing, or any other protected ground; ~~gender or sexual orientation, sexuality, racial background, disability, age;~~
- b. insulting gestures and jokes: for example, of a sexist, racist or homophobic nature;
- c. the display of pornographic and/or racist material outside of the context of legitimate research;
- d. refusing to talk to, or work cooperatively with, a person **based on any protected ground; sex, race, colour, sexuality, or age;**
- e. unwelcome physical contact, such as patting, touching, or pinching;
- f. unwelcome sexual overtures;
- ~~g. sexual assault;~~
- ~~h. physical assault; and,~~
  - g. creating, or threatening to create, a condition that unnecessarily endangers or threatens the health, safety, or well-being of another volunteer, employee or director; **and**
  - h. making a sexual solicitation or advance where the person making the solicitation or advance is in a position to confer, grant or deny a benefit or advancement to the worker and the person knows or ought reasonably to know that the solicitation or advance is unwelcome.**

**14.3.3 Human Rights Legal Support Centre. If a worker needs further assistance, they may contact the health and safety representative or the Human Rights Legal Support Centre at 1-866-625-5179.**

**14.3.4 Workplace Violence. The workplace violence policy and program should be consulted whenever there are concerns about violence in the workplace.**

**14.3.5 Offences Against Property. Offences against property are defined as wilfully or recklessly taking, having unauthorized possession of, and/or damaging or destroying any property belonging to:**

**14.5.1 Grievance Committee. The overseer of a complaint shall act as **the** Chair of the Grievance Committee.**

**14.5.2 Delays. The overseer of a complaint shall inform the complainant(s) of any delays regarding the complaint procedure, should they occur.**

14.5.3 Human Resources Committee. In the event that the alleged offence is of a sufficiently serious nature as to suggest an ongoing danger to volunteers, employees, and directors or the Corporation's interests, the overseer of a complaint shall consult the Human Resources Committee.

14.5.4 Composition. The Grievance Committee shall be composed as follows:

a. The overseer of the complaint shall be the Chair of the committee. ~~She~~ They shall immediately fill the two other positions, avoiding any persons known to be substantially in conflict with either the complainant(s) or defendant(s).

b. The second member of the committee shall be a voting member of the Board appointed by the President.

c. The third member of the committee shall be the General Manager ~~a member of the Editorial Board~~.

d. The overseer of the complaint should also recognize the need to represent a diversity of backgrounds and opinions on the committee.

14.5.5 Confirmation of Membership. Having preliminarily established an absence of malice or conflict on the part of a prospective member of the committee, the overseer of the complaint shall disclose the written complaint to the prospective committee member in strict, stated confidence. The overseer of the complaint shall then ask the prospective committee member to declare if they feel able to deal fairly with the complaint involving the named parties. If they cannot do so without reservation then they shall be replaced by another suitable member.

14.5.6 Selection Deadlines. The overseer of the complaint shall make every reasonable effort to complete the initial selection of the Grievance Committee within forty-eight (48) hours of receiving the complaint.

14.5.7 Notification of Complainant. The overseer of the complaint will notify the complainant(s) of the composition of the Grievance Committee to ensure that there are no substantial conflicts from the perspective of the complainant(s). It shall fall to the judgment of the committee as a whole to weigh any objections.

14.5.8 Notification of Defendant. The overseer of the complaint shall make every reasonable effort to notify the defendant(s) in writing that a complaint has been filed within twenty-four (24) hours of the approval of the committee

by the complainant(s). The composition of the committee shall be disclosed at this time. The defendant(s) shall receive a copy of the formal complaint, with information that may overtly identify the complainant(s) having been redacted.

14.5.9 Right of Reply. The defendant(s) shall be encouraged to submit a written statement in response to the complaint. The defendant(s) shall also be expressly informed of their opportunity to state, in writing, any objections to the composition of the committee. The defendant(s) shall normally have forty-eight (48) hours to compose these responses, though this may be extended at the discretion of the committee.

14.5.10 Disclosure of Reply. The Grievance Committee members shall receive one (1) copy each of the defendant(s)' reply to allegations made against them.

14.5.11 Defendant Objection to Committee Membership. The overseer of the complaint shall review any objection on the part of the defendant(s) to the composition of the Committee. It shall fall to the judgment of the committee as a whole to weigh any objections.

14.5.12 Committee Membership Changes. In the event that the composition of the Grievance Committee changes by resignation or removal, both the complainant(s) and the defendant(s) shall have a right of reply to the appointment of any new member of the committee.

14.6.2 Interviews. Any interviews conducted shall be recorded and transcribed for the investigation file. Interviews shall be conducted only in the presence of all members of the committee. Both the complainant(s) and the defendant(s) shall have the opportunity to suggest witnesses for the interview.

14.6.3 Hearsay. Hearsay shall not be admissible. Hearsay may be understood as second-hand evidence in which the witness is not testifying about what they know personally, but about what others allegedly told the witness they saw.

14.6.5 Transcripts. Witnesses shall be entitled to request a copy of the transcript of their own interview no less than forty-eight (48) hours from giving it, and may ask for it from the investigation file at any time until the records are destroyed in accordance with provisions found below in Section 14.7.11.

14.7.1 b. issue a formal confidential notice of reprimand of the defendant to the attention of her their appropriate supervisors, editors, etc;

In respect to a defendant who is a director<sup>s</sup> or employee of the Corporation, the committee may resolve any of the following individually or in combination:

14.7.2 Dissenting Opinion. A committee member disagreeing with the grounds and/or scope of the decision shall detail ~~her~~ **their** reasoning in a dissenting opinion as part of the written decision.

14.7.3 Referrals for Ratification of Certain Decisions. The Board shall act as the body of appeal for all matters arising from this Code of Conduct grievance process. Aspects of the complaints and the identity of those involved shall be kept in the strictest confidence and that ~~all~~ discussions shall be held in <sup>in</sup> camera.

14.7.4 Appeal by Complainant. The complainant(s) may appeal **the** dismissal of the complaint to the Board in writing within thirty (30) days of the decision by the Grievance Committee.

14.7.8 Appeal by Defendant(s). The defendant(s) may appeal any **ratified** decision of the Board in writing **to the Board**. The defendant(s) is/are entitled to a hearing before the Board in respect of any ratification or appeal.

14.7.13 a. In the event of any reprimand being issued to a director, the Board shall be notified in <sup>in</sup> camera of the details of the decision by the overseer of **the** complaint.

b. In the event of a reprimand of a volunteer or employee who is not a director, the Editorial Board and Board shall be notified in camera by the overseer of **the** complaint.

d. **In regards to an on-going investigation into workplace harassment, a complainant who has allegedly experienced harassment, the alleged harasser(s), and any witnesses will be instructed not to discuss the complaint, incident or the investigation with other staff or witnesses unless necessary to obtain advice about their rights.**

## **Part 8: Duty to Consult**

14.8.1 **Any amendment to the Code of Conduct must be made in consultation with the health and safety representative. The consultation must provide an opportunity for the health and safety representative to provide feedback, whether orally or in writing, on the changes and the feedback must be considered by the policy committee.**

Plan for the rest of the summer

K. Murray concluded her report by noting that the committee discussed a detailed plan for the upcoming months leading up to September, saying that they have lots planned and a busy few months ahead.

K. Murray motioned to omnibus approve changes to the Policy Manual as proposed by the Policy Committee. P. Mangan seconded the motion. All voted in favour and the motion passed.

## 12. Ratify GM and Board

The Board proceeded to review the new Editorial Board and Business Department employees as all positions will need to be ratified. J. Turcotte noted that all resumes and platforms can be found in the resumes sub-folder of the April 2020 folder. He continued, saying that Rame will be taking over as the General Manager on May 1st. J. Turcotte explained that Rame's background has been with the Fulcrum for the past two years, and noted that the committee was impressed with her initiative this year and her knowledge of the Fulcrum. Rame then briefly introduced herself, saying that she's really looking forward to working with the BoD as well. J. Turcotte motioned to ratify Rame Abdulkader as the General Manager for the 2020-2021 production year. K. Murray seconded the motion. All voted in favour and the motion passed.

C. Dutil briefly reviewed the new Editorial Board employees. They include:

- Managing Editor: Emily Wilson
- Podcast Editor: Anchal Sharma
- Visual Editor: Dasser Kamran
- Photographer: Bridget Cody
- Videographer: Sam Coulivan
- Online Editor: Leyla Abdoell
- Features Editor: Amira Benjamin
- Sports Editor: Jasmine McKnight
- News Editor: Karli Zschogner
- Arts and Culture Editor: Aly Murphy
- Science and Tech Editor: Ryan Matte
- Staff Writers: Jelena Maric and Page Holland

J. Turcotte motioned an omnibus motion to approve the new Editorial Board employees for the 2020-2021 production year. K. Nagaratnam seconded the motion. All voted in favour and the motion passed.

## 13. Approval of FPS's Mission and Vision Statements

K. Nagaratnam presented the Fulcrum's recently drafted mission and vision statements, which the Editorial Board and Board of Directors came up with at the winter Strategic Planning Session. All present agreed that they love both statements. K. Nagaratnam motioned to approve the Fulcrum's newly created mission and vision statements. K. Murray seconded the motion. All voted in favour and the motion passed.

#### 14. Revisit Standing Actions List

J. Turcotte and K. Murray reviewed the standing actions list again and updated it with changes made throughout the meeting.

#### 15. Other Business

J. Turcotte announced that B. King will be creating a Board Meeting Survey to get an idea of how directors feel with the flow, substance, and organization of meetings. B. King noted that he's crafted a working draft, and will be putting it into a Google form within the next 24 hours and will be sending it out. He added that there's no deadline, he just asks that directors fill it out. J. Turcotte explained that this survey could potentially improve how we run our meetings in the future.

#### 16. Health Insurance Options In Camera

J. Turcotte motioned to go in camera with D. Ghosn and M. Gergyek. K. Murray seconded the motion. All voted in favour and the motion passed.

#### 17. EIC Elect April Pay In Camera

J. Turcotte motioned to accept the recommendations proposed by the HR committee and discussed in-camera. P. Mangan seconded the motion. All voted in favour and the motion passed.

J. Turcotte motioned to remain in-camera. No one seconded and the motion failed. The meeting moved out of camera.

J. Turcotte motioned to adjourn the meeting at 1:07pm. All voted in favour and the motion passed.

#### Online Votes

On May 19th, K. Murray put forward a motion, seconded by J. Turcotte, relating to changing the signing authorities on the Fulcrum's account with TD. The motion reads as follows:

WHEREAS Dorian Ghosn is a current Signing Officer for the Fulcrum's TD bank account.

WHEREAS Dorian Ghosn's contract with the Fulcrum Publishing Society as the General Manager ended on April 30, 2020.

WHEREAS Rame Abdulkader's contract with the Fulcrum Publishing Society as the General Manager began on May 1, 2020.

WHEREAS Section 1.01 g) of Bylaw no. 1 of The Fulcrum Publishing Society (FPS) states that a “‘signing officer’ means, in relation to any instrument, any person authorized to sign the same on behalf of the Corporation”.

WHEREAS Section 4.15 of the FPS’s Policy Manual states that “there shall be a Credit Card available for use of the Corporation. Although the card will belong to the Corporation, an individual of the Society with signing authority is required to guarantee the card and accept personal liability for the account. This means the Credit Card shall be under the name of said individual with signing authority. The Credit Card shall be obtained by and go under the name of the General Manager or another individual with signing authority for that fiscal year. At the time of termination, resignation, or the ending of the contract of a General Manager or other signing authority whose name is on the card, the card must be cancelled and an application for a Credit Card with a new name on it will be made.”

WHEREAS Section 4.2 of the FPS’s Policy Manual states that “the signing authorities of the Corporation shall be the: a. President; b. General Manager; and c. any one Board member as voted in by the Board”.

WHEREAS Raghad Sheikh-Khalil, the other Board member besides the President with signing authority powers is currently out of Ottawa during the COVID-19 pandemic.

WHEREAS Section 4.14 of the FPS’s Policy Manual states that “[...] at any date prior to May 31 or immediately following the hiring of a new General Manager, the outgoing General Manager must also submit a signed letter renouncing their signing authority of the Corporation to the President. At the time of the expiration of contract, termination, or resignation of an employee mandated by the Board to have signing authority, they must submit a signed letter renouncing their signing authority of the Corporation to the General Manager.”

BE IT RESOLVED THAT A letter of direction to TD Bank instructing the removal of signing and authority from Dorian Ghosn and the granting of signing and authority in the capacities of a signing officer and a director with signing authority to Rame Abdulkader and Ben King, respectively.

This motion passed.

Appendices

## **GM Report April 2020**

### **1. Financials**

	<b>Previous Month</b>	<b>This Month</b>	<b>Difference</b>
<b>TOTAL</b>	<b>\$274,691.84</b>	<b>\$267,606.73</b>	<b>-\$7,085.11</b>
Chequing	\$194,807.36	\$182,566.02	-\$12,241.34
RBC	\$79,884.48	\$85,040.71	-\$5,156.23

**2. Student Winter Levy**

UOSU got back to me last week and said the cheque is ready for pickup at 141 Louis Pasteur. Unfortunately, I haven't had the chance to go yet due to the recent change of hours of operations for the mailroom.

**3. Signing Authorities**

I've reached out to both our RBC and TD representatives but haven't heard back yet to switchover the signing authority to Rame and get a new TD card under her name. As well, the board will have to make a decision on an additional signing authority since Raghad is no longer in Ottawa due to COVID-19.

**4. Human Resources**

- a) Almost all hiring is complete and we are just waiting for the selected candidates to sign their new h'oihocontracts.
- b) Training Rame started a few weeks ago and is ongoing until she feels comfortable with the position.

**5. Year-to-Date**

Please see attached document

**EIC Board Report**

**Hiring/Staffing**

- The majority of the editorial board for the 2019-20 publication cycle finished at the start of April, and Safa and I will be finished our terms on May 1. It's been a great year, thank

you all so much for everything you do — your hard work doesn't go unnoticed and the Fulcrum couldn't function without such a strong BOD.

- Charley, our incoming EIC, starts his term on May 1, along with incoming Online Editor Leyla (welcome!). We ended up receiving a huge amount of applicants (relative to what we usually get), a good chunk of which were U of O students, which is a great trend.
  - Applications closed at the start of April, testing ran through the first two weeks of April, and interviews ran for the first three weeks of April.
  - Contracts have been sent out, just finalizing details and getting them signed.
  - We started hiring relatively early this year (applications opened in late March), and I really recommend we continue doing this in future years — it allows for wiggle room in case hiring for a position falls through, and gives the current EIC and incoming EIC the necessary time/space for training and transition.
  
- Charley can speak more to this, but we've officially finished hiring the 2020-21 editorial board. Here are all of the positions (14) and the new employees, all of which will start in the last week of August or first week of September...
  - **EIC:** Charley Dutil
  - **Online Editor:** Leyla Abdoell
  - **Managing Editor:** Emily Wilson
  - **Visual Editor:** Dasser Kamran
  - **News Editor:** Karli Zschogner
  - **Arts & Culture Editor:** Aly Murphy
  - **Features Editor:** Amira Benjamin
  - **Sports Editor:** Jasmine McKnight
  - **Science & Tech Editor:** Ryan Matte
  - **Podcast Producer:** Anchal Sharma
  - **Videographer:** Samuel Coulavin
  - **Staff Photographer:** Bridget Coady
  - **Staff Writers (2):** Jelena Maric & Page Holland
  
- I'm in the process of transitioning Charley into the job and training him for the role...
  - My transition report is done and has been shared with Charley. Since we can't do any training in person or meet in person during the first section of his term due to COVID-19, I made it extra in-depth.
    - Covers hiring Ed Board, training Ed Board, weekly EIC schedule, section-by-section tips, guidelines for editing, leading/managing, WordPress, social media, and multimedia, key people + stories to follow (plus tips for finding stories), guidelines for volunteers + freelancers, tips for facing ethical + legal questions, insight into dealing with the Student Choice Initiative and adapting to COVID-19, a big section on mental health and self-care, tips for marketing + promotion, and much more.

- Charley and I will have a number of video calls over the next week to hold informal training sessions as well. I'll also make myself available for any questions or concerns for May and the summer.
- The plan is to have Charley cover essential campus/city news over the summer (i.e. student union + university governance, student issues, Sandy Hill news, big Gee-Gees developments) where necessary
  - I'll share the training material I developed with Charley this year that he can use if he wants for next year

## Content

- We've been operating on a reduced publication schedule since the rest of the editorial board finished their terms at the start of the month, and due to COVID-19. In certain ways though, COVID-19 continues to be an opportunity for a ton of stories, creating new issues for students/the university or exacerbating existing ones.
  - **News:** Stories on gaps in the CERB, expansion of Canada Summer Jobs Program, U of O initiatives re: COVID-19, push for free spring/summer tuition
  - **Sports:** Story on refunds for intramurals, story on structural changes coming to Sports Services
  - **Arts:** A look at how COVID-19 changed the end of the semester for graduating BFA students.

## Marketing/Community Engagement

- Weren't able to host any events this month due to COVID-19; working with the marketing committee on planning for future events next year, reached out to La Rotonde and CHUO for a 101 Week BBQ.

## Other Notes...

- Our funding is secured for the spring/summer semesters. Some students have been calling on the U of O to waive or reduce tuition fees due to COVID-19, but the administration has responded by waiving Sports Services and University Centre fees while suspending the U-Pass program.
  - "Many services provided by UOSU or GSAÉD are being maintained and as such we will continue to collect appropriate fees." — [online update](#), April 20 @ 5 p.m.
  - See below point for insight on how funding could be impacted.
- I know there have been concerns of how our funding will be impacted for the upcoming fall/winter semesters as well due to COVID-19. Here's my insight into that:
  - The concerns seem to be around international students, and whether a large portion of students from abroad will choose to take the year off due to COVID-19.

- As of this year, about 20 per cent of the overall student population at the U of O are international students. That means in the worst case scenario, we could lose about 20 per cent of our yearly funding.
    - I would recommend planning or preparing for the worst case scenario, as we did for the SCI, and having a lower budget if necessary.
  - On the other hand though, I think it's healthy to have concerns that some domestic students might choose to take the semester or whole year off due to COVID-19 — especially if classes are held online or services are closed.
    - Something to watch closely throughout the summer. I would recommend having contingency or budgeting plans in place to respond to a potential dip in tuition, but I don't see the average enrollment for domestic students differing by more than 10 per cent.

### EIC Board Report

#### Hiring/Staffing

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**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, April 26<sup>th</sup>, 2020

*Google Hangouts*  
Meeting #1 of 2019/20 Publishing Year



Justin Turcotte

## 1. COVID-19 Pandemic

The COVID-19 pandemic continues to demand that we operate in a physically distant manner.

The Fulcrum's pandemic rules are as follows:

- All interactions will be held remotely via video conference or conference call;
- Staff should not meet in-person with anyone;
- Everyone is encouraged to maintain a 2-metre separation with other people;
- All office hours are cancelled; and
- Dorian will not be expected to be in the office, as such, cheques will be delayed for the foreseeable future. Please continue to send reimbursement requests to Dorian, but there may be a significant delay.

A contingency plan is being prepared in the event that the postponed fall AGM cannot be held in-person. The Ontario government has passed an emergency order approving non-profits to hold virtual meetings, including a virtual AGM, and to extend their AGM.

## 2. Executive Committee

Justin had a phone call with the incoming President of the UOSU, Babacar, on March 22<sup>nd</sup>. The conversation focused on the relationship between The Fulcrum and the UOSU, the timeliness of The Fulcrum receiving our levy, the structure of The Fulcrum (President, EIC, GM), communication between the UOSU and The Fulcrum, reserving rooms for The Fulcrum, and potential future office spaces for The Fulcrum.

## 3. Legal Committee

Our draft intellectual property agreement for volunteers has been sent to our media lawyer for review. We expect to hear back from him this upcoming week. We hope to have this agreement in place for all new volunteers as of May 1st.

#### 4. Finance Committee

Dorian is trying to wrangle our winter levy cheque from UOSU. With physical distancing restrictions, it is not as straightforward as normal. The hope is to have it deposited before May 1st.

A visit to the bank will be necessary for myself, Dorian, and Rame in the near future to change signing authorities.

With the restrictions on international travel as a result of COVID-19, as well as the general uncertainty concerning the fall semester, it is likely that The Fulcrum will see a smaller levy than what was budgeted for, perhaps in the area of 10%. At this time, I am proposing that rather than creating a contingency budget, we absorb any revenue loss as a deficit.

A 10% reduction in our levy revenue would result in a deficit of approximately \$18,000. As a comparison, our surplus from this year is expected to be about \$55,265.39.

Approximately 20% of students at uOttawa are international students.

A 20% reduction would result in a deficit of approximately \$40,000.

#### 5. Human Resources Committee

April was a busy month of hiring!

##### General Manager

The HR Committee sent an offer of employment to the top-ranked GM candidate on April 3rd. The offer was accepted ... congratulations to Rame who will be the next GM of The Fulcrum! Rame's first day will be May 1st. Rame has been attending training this month with Dorian. We will ask the Board to ratify Rame today. Her resume and cover letter can be found in the April 2020 folder.

##### In-Camera Matters

We will move-in camera at the end of the meeting to discuss health care plan/benefit options for the full-time staff and April pay for the EIC-Elect.

##### Editorial Hiring

Matt, Charley, Dorian, and Rame have been busy hiring the next editorial team over the course of April. We will have an opportunity to ratify these new editorial staff today. Kate attended the interviews for the Online Editor positions, since it is overseen by both the Board and the EIC.

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

This committee did not meet this month. Kalki will provide some updates today. This committee will be taking over several health and safety files from the now “expired” Special Committee for Employment Compliance, such as supporting the development of the health and safety program by the GM over the summer.

#### 7. Policy Committee

This committee met on April 21st. The committee updated the Code of Conduct in the Policy Manual, including ensuring that the harassment sections comply with the provisions of the *Occupational Health and Safety Act*.

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

This committee met on April 23<sup>rd</sup> to plan contingency plans if 101 Week does not happen this September.

#### 9. Board Matters

There is currently one seat open on the Board:

- University Rep

#### 10. Other Items

We have implemented a forward agenda to track items to be worked on over the summer. Some items we wish to explore/develop so far:

- A levy referendum
- Digital journalism internship
- Risk registry
- Health and safety program

Kate will be presenting the forward agenda at our May Board meeting.

## Calendar Items

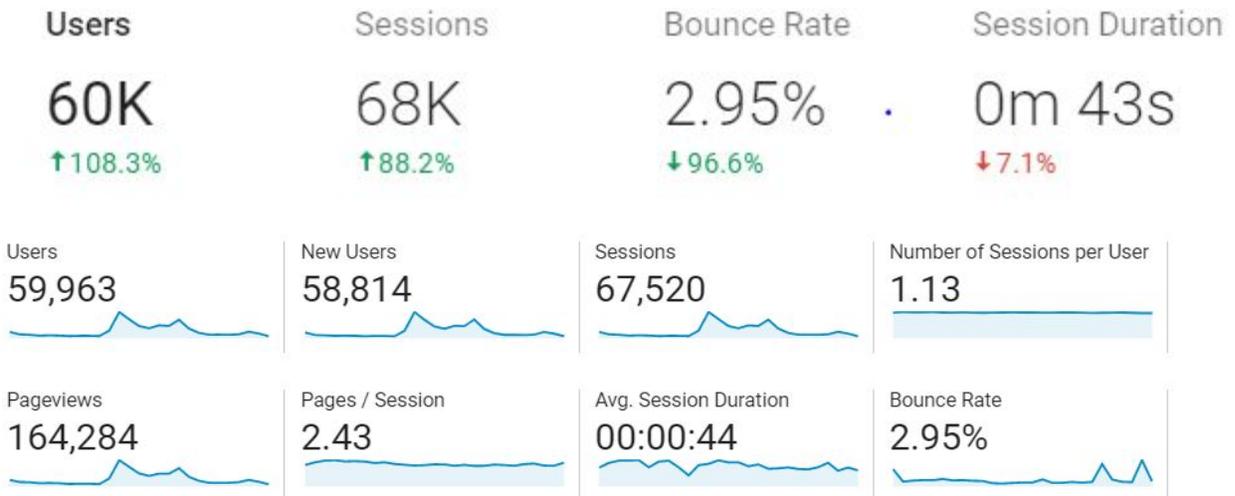
Our next Board meeting is scheduled for Sunday, May 25<sup>th</sup> at **10:00 am** via Google Hangouts. At this Board meeting, we will be scheduling all Board meetings for the 2020/2021 publishing year.

Typically, the May Board meeting is actually two meetings, the final meeting of the outgoing Board followed by the first meeting of the incoming Board. Because of the postponement of the AGM, we will just be having one meeting. Regardless, we will still use the May meeting as a bit of a reset as we head into the summer months.

## FULCRUM ANALYTICS REPORT: APRIL 2020

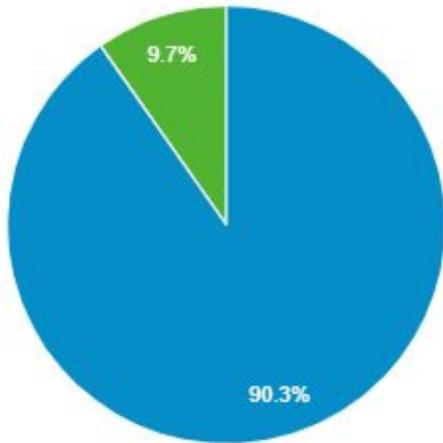
### Website Analytics

#### Overview



This month was the best performing month for our website since the beginning of the year despite it being a slower one. We received a total of 60,000 users with 58,814 of them being new users. We also received a total of 164,284 page views with each session being almost 45 seconds long. Our bounce rate went up by 2.95% which is positive considering more people are spending longer periods of time on the website.

■ New Visitor ■ Returning Visitor



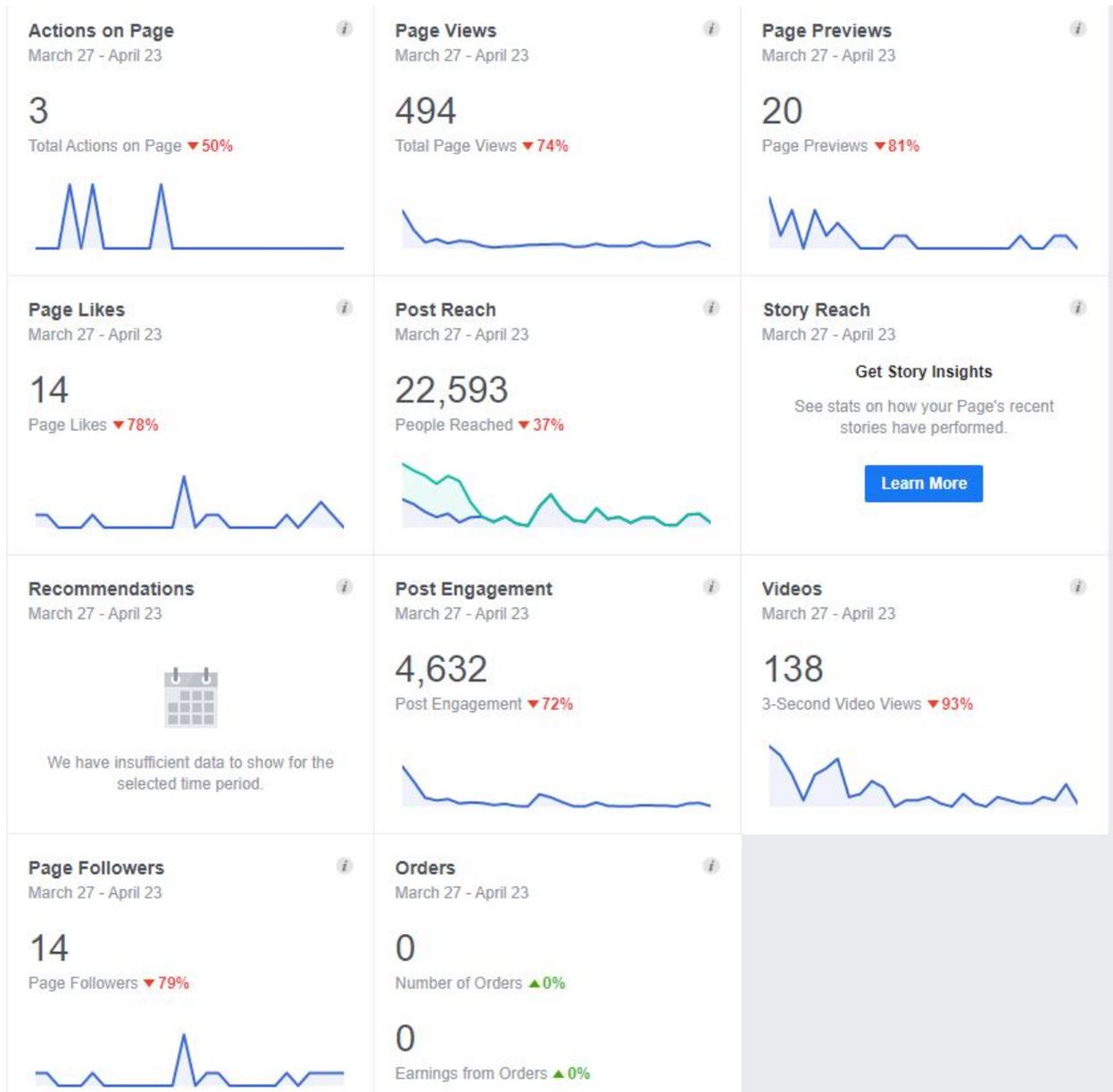
Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	59,969 % of Total: 100.00% (59,969)	58,848 % of Total: 100.04% (58,826)	67,535 % of Total: 100.00% (67,534)	2.95% Avg for View: 2.95% (0.05%)	2.43 Avg for View: 2.43 (0.00%)	00:00:44 Avg for View: 00:00:44 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Organic Search	51,405 (85.09%)	51,088 (86.81%)	57,080 (84.52%)	1.88%	2.41	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Direct	5,283 (8.75%)	5,090 (8.65%)	5,959 (8.82%)	12.89%	2.35	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Social	2,862 (4.74%)	1,969 (3.35%)	3,486 (5.16%)	2.61%	2.68	00:00:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Referral	815 (1.35%)	663 (1.13%)	958 (1.42%)	5.85%	3.19	00:00:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. (Other)	44 (0.07%)	38 (0.06%)	52 (0.08%)	3.85%	2.65	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)

51,405 or 85% of our users came from organic searches which directed users to the website. The other 15% were through direct and social referrals which consist of people typing the URL onto their search bars.

Landing Page	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	64,170 % of Total: 100.00% (64,170)	87.47% Avg for View: 87.43% (0.04%)	56,127 % of Total: 100.04% (56,106)	2.70% Avg for View: 2.70% (0.00%)	2.43 Avg for View: 2.43 (0.00%)	00:00:44 Avg for View: 00:00:44 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. /news/students-push-for-inclusion-in-canadas-covid-19-emergency-benefit/	36,821 (57.38%)	90.50%	33,323 (59.37%)	1.65%	2.29	00:00:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. /news/covid-19-pm-expands-canada-summer-jobs-program-to-employ-more-students/	10,385 (16.18%)	86.79%	9,013 (16.06%)	1.51%	2.37	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. /	816 (1.27%)	53.06%	433 (0.77%)	4.53%	6.31	00:02:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. /news/u-of-o-unions-petition-for-free-spring-summer-tuition-due-to-covid-19/	663 (1.03%)	65.16%	432 (0.77%)	2.11%	2.42	00:00:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. /features/a-brief-history-of-pornography-until-1910/	624 (0.97%)	94.07%	587 (1.05%)	5.45%	2.29	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. /news/covid-19-u-of-o-offering-online-summer-courses-emergency-fund-for-students/	542 (0.84%)	84.13%	456 (0.81%)	1.85%	2.74	00:01:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. /news/students-push-for-optional-pass-fall-courses-after-semester-goes-online-due-to-covid-19/	542 (0.84%)	91.33%	495 (0.88%)	2.21%	2.25	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. /features/orgy-etiquette/	483 (0.75%)	96.69%	467 (0.83%)	3.31%	2.22	00:00:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. /news/ottawa-tenants-organizing-rent-strike-amid-covid-19-lay-offs/	453 (0.71%)	88.08%	399 (0.71%)	2.43%	2.27	00:00:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. /news/u-of-o-confirms-student-death-3/	385 (0.60%)	90.91%	350 (0.62%)	1.04%	2.15	00:00:21	0.00%	0 (0.00%)	\$0.00 (0.00%)

These were our top 10 stories of the month.

## **Facebook Analytics**



Facebook was considerably slower this month. We received an average of 494 page views and our posts reached 22,593 people. We received 14 likes and 14 new page followers. As for engagements, we received 4,632 new engagements.

[Add Pages](#) Reactions, Comments & Shares ⓘ

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Ottawa Citizen	158.8K 	▲0.1%	250+	892.6K 
2  Ottawa Sun	44K 	▲0.1%	250+	166.6K 
3  The Charlatan	3.1K 	0%	2	23 
YOU 4  The Fulcrum	3K 	▲0.1%	5	350 
Keep up with the Pages you watch. <a href="#">Get More Likes</a>				
5  La Rotonde	2.8K 	▲0.1%	1	74 
6  Syndicat étudiant de l'U...	1.5K 	▲0.1%	5	249 
<a href="#">See More Pages</a>				

We are still behind the Charlatan. We are at 3,013 likes whereas they are at 3,054. There is a difference of 41 likes.

## Twitter Analytics

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

Tweets

26 ↓ 84.5%



Tweet impressions

137K ↓ 46.7%



Profile visits

634 ↓ 73.9%



Mentions

27 ↓ 71.0%



Followers

4,578 ↑ 11



Twitter was considerably slower this month as well. We put out 26 tweets and they had a total of 137,000 impressions. We received 634 profile visits, 27 mentions, and 11 new followers. Our total followers are now at 4,578.

---

Engagement rate

1.3%

Apr 24  
0.0% engagement rate

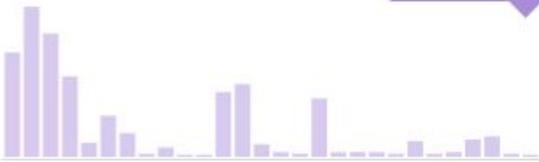


---

Link clicks

537

Apr 24  
0 link clicks



On average, you earned **19 link clicks** per day

---

Retweets

41

Apr 24  
0 Retweets



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

---

Likes

145

Apr 24  
0 likes

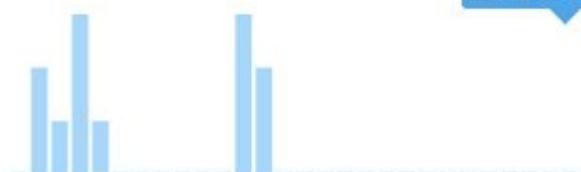


On average, you earned **5 likes** per day

Replies

12

Apr 24  
0 replies



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

We received a total of 537 link clicks, 41 retweets, and 145 likes.

## Instagram Analytics

### Profile Summary

856

TOTAL POSTS

1,137

FOLLOWERS

281

FOLLOWING

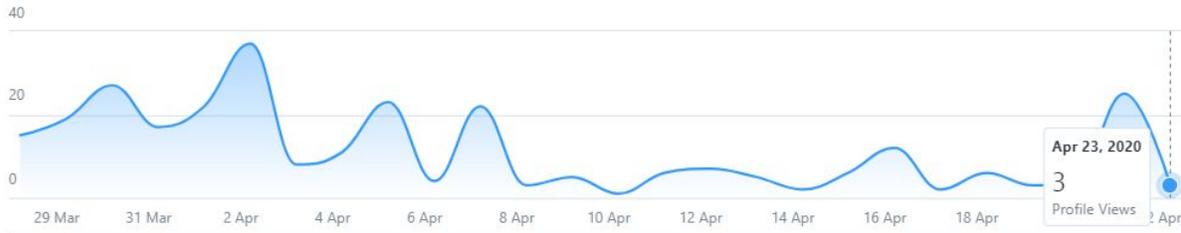


We gained 13 new followers this month and our average reach was 165 accounts per day.

PROFILE VIEWS

296

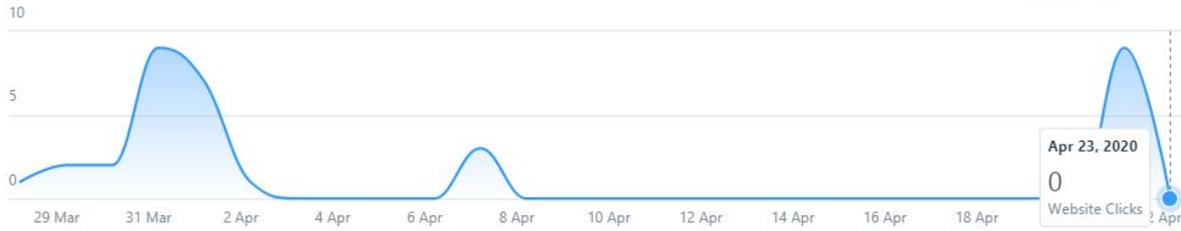
PROFILE VIEWS



WEBSITE CLICKS

34

WEBSITE CLICKS



LINKIN.BIO CLICKS

22

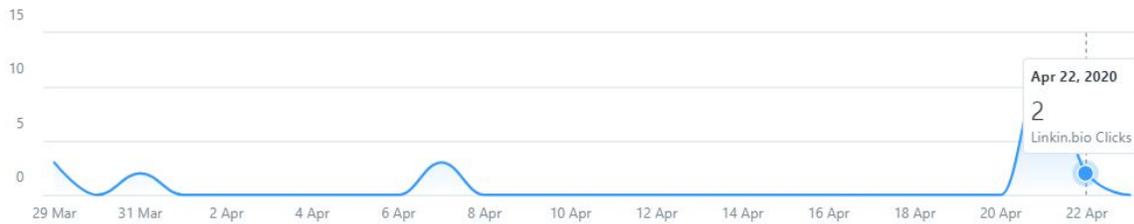
LINKIN.BIO CLICKS

23

PAGEVIEWS

96.0%

CLICK-THROUGH %



We received an average of 296 profile views, 34 website clicks and 22 linkinbio clicks.

In attendance: Safa Saud, Kalki Nagaratnam, Kate Murray, David Campion-Smith

This meeting was to discuss options for marketing and promotion in September in the event of a digital, or socially distanced 101 week.

Large social media push for end of August and September. Confer with the incoming social media manager to let them know that we expect a sizeable portion of their budget to be spent in this period. Also working with ed board to have them share and invite people, posting our page in incoming student groups. Might be a good summer project for the online editor to do a social media plan for the start of the year.

Potentially 101 week kits. One pager card and a pen. UOSU 101 week Student Life Commissioner responsible for 101 week kits. Reach out to this Commissioner so we can stay informed with decisions about 101 week events.

Continue to reach out to the Arts student association, let them know that we're there with an idea if they need to fill an activity for 101 week.

We will be discussing ideas for posts and a plan with the new online editor, and ensuring that they know they can spend a decent amount on promotion in that period. Brainstorm concept ideas for posts, different ways to promote.

Some ideas; Partner with the art director, do more social media, some visual social posts. Filming on campus if things get lifted. Stock photos of buildings on campus. Videos of staff, the empty campus. Pairing with art director, when do contracts start? Does the online editor feel comfortable editing videos?

TikTok challenges, funny videos did really well, Pair with CHUO and La Rotonde, Social media contest with FnS.

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

### **Goals for April/May and Beyond:**

1. Health and Safety Program
  - Support the GM
2. Ontario Occupational Health and Safety Checklist
  - “to assist workplace parties in understanding their obligations under the Occupation Health and Safety Act (OHSA)”
  - [Ontario Central Forms Repository - Form Identification](#)
  - GOAL: check all the boxes by the end of the year
3. Miscellaneous Tasks
  - First Aid Requirements, No Smoking/Vaping Requirements, Training Plan for Incoming Staff
4. Planning for Next Year
  - Preplanned calendar of events:  
[Inter-Board Committee Events](#)

Email Survey for Directors and Staff:

1. Would you be interested in attending Inter-Board events to get to know your fellow directors and staff members at the Fulcrum? These team bonding or

events will be held throughout the academic year and the dates will be based on everyone's availability. (yes, no)

2. How often will you be willing to attend an Inter-Board event? (weekly, biweekly, monthly, bimonthly, once a semester)
3. The Inter-Board committee has identified a few different event clusters: (1) brunch/dinners, (2) team bonding activity ex. escape room/laser tag, (3) healthy team bonding activities ex. playing basketball (4) watching events ex. sports games/Oscars. Could you rank these clusters from most interested to least interested? (ex. 3, 2, 4, 1)
4. Best day/time to hold the events? (weekday, weeknight, weekends)
5. Do you have any Inter-Board event suggestions?
6. Would you be interested in attending BoD exclusive workshops? These workshops will be on topics that interest the board and will be held during the board meeting. This might mean that the board meeting that month will be longer than usual.
7. How often will you be willing to attend a BoD workshop? (monthly, bimonthly, once a semester, once a year)
8. Do you have any workshop topic suggestions?

**Shelved Items:**

1. Tidy Office Space
2. Revisit Health and Safety Stress Questionnaire

# FULCRUM

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

631 King Edward Avenue  
Ottawa, ON  
K1N 6N5

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Fulcrum Publishing Society – Board of Directors

Policy Committee Report (Sunday, April 26, 2020)



April Policy Meeting: Tuesday, April 21, 2020

Present: Kate Murray, Justin Turcotte, Jia Kim, and Kalki Nagaratnam

## **April Meeting**

The meeting this month was intended to focus on:

1. Reviewing section 7 of the Policy Manual with the intention of emphasizing the General Manager's role in HR matters;
2. Finishing the review of section 14 of the Policy Manual;
3. Discussing the committee's plans for the rest of the summer.

### **Emphasizing the General Manager's Role (section 7 of the Policy Manual)**

K. Murray explained that when putting together the General Manager's contract, the HR committee noted that the GM's responsibilities relating to HR were quite vague. The committee discussed whether reviewing section 7 would be beneficial, and ultimately decided that it would make more sense to outline these responsibilities to the GM during training rather than making any changes to the Policy Manual.

With that said, the committee does have one amendment from section 7 to propose to the Board:

- 7.4 Reports. The chair of the Human Resources Committee or the ~~Editor-in-Chief~~ **General Manager** must provide to the Board a report describing any offences and proposed disciplinary measures at any time within two (2) weeks' occurrence of the incident. The Editor-in-Chief must be informed of the proposed disciplinary measures.

### **Policy Manual Review (Remainder of section 14)**

The committee reviewed the remainder of section 14 of the Policy Manual and propose the following amendments:

- 14.3.1 Unacceptable Behaviour. All those affiliated with the Corporation may reasonably expect to pursue their work in a safe and civil environment. The Corporation therefore condemns any violence or offences against property; moreover, the Corporation ~~denounces~~ **does not tolerate** any harassment or discrimination on the basis (individually or in any combination) of race, **ancestry, creed, ethnic origin, gender identity/expression, sex**, colour, sexual orientation, disability, age, marital status, political or religious affiliation, place of origin, socio-economic class, gender or as a result of any conditions or requirements that do not accord with the principles of fairness. **These areas will be referred to as "protected grounds" from here on in.**

14.3.2 Harassment. Harassment ~~may be verbal or physical, and consists~~ is defined as engaging in a course of vexatious and/or unsolicited comment or conduct that is known, or ~~should~~ **ought** reasonably **to** be known, to be unwelcome. **This policy applies to all Fulcrum members and it addresses harassment from all sources such as volunteers, clients, employers, supervisors, workers and members of the public.** This definition applies to both single and ongoing incidents. Harassment may include, but is not limited to:

- a. unwelcome remarks, jokes, innuendoes or taunts about a person's body, clothing, or any other protected ground; ~~gender or sexual orientation, sexuality, racial background, disability, age;~~
- b. insulting gestures and jokes: for example, of a sexist, racist or homophobic nature;
- c. the display of pornographic and/or racist material outside of the context of legitimate research;
- d. refusing to talk to, or work cooperatively with, a person **based on any protected ground;** ~~sex, race, colour, sexuality, or age;~~
- e. unwelcome physical contact, such as patting, touching, or pinching;
- f. unwelcome sexual overtures;
- ~~g. sexual assault;~~
- ~~h. physical assault; and,~~
  - g. creating, or threatening to create, a condition that unnecessarily endangers or threatens the health, safety, or well-being of another volunteer, employee or director; **and**
  - h. making a sexual solicitation or advance where the person making the solicitation or advance is in a position to confer, grant or deny a benefit or advancement to the worker and the person knows or ought reasonably to know that the solicitation or advance is unwelcome.**

14.3.3 Human Rights Legal Support Centre. If a worker needs further assistance, they may contact the health and safety representative or the Human Rights Legal Support Centre at 1-866-625-5179.

14.3.4 Workplace Violence. The workplace violence policy and program should be consulted whenever there are concerns about violence in the workplace.

14.3.5 Offences Against Property. Offences against property are defined as wilfully or recklessly taking, having unauthorized possession of, and/or damaging or destroying any property belonging to:

14.5.1 Grievance Committee. The overseer of a complaint shall act as **the** Chair of the Grievance Committee.

14.5.2 Delays. The overseer of a complaint shall inform the complainant(s) of any delays regarding the complaint procedure, should they occur.

14.5.3 Human Resources Committee. In the event that the alleged offence is of a sufficiently serious nature as to suggest an ongoing danger to volunteers, employees, and directors or the Corporation's interests, the overseer of a complaint shall consult the Human Resources Committee.

14.5.4 Composition. The Grievance Committee shall be composed as follows:

a. The overseer of the complaint shall be the Chair of the committee. She They shall immediately fill the two other positions, avoiding any persons known to be substantially in conflict with either the complainant(s) or defendant(s).

b. The second member of the committee shall be a voting member of the Board appointed by the President.

c. The third member of the committee shall be the General Manager a member of the Editorial Board.

d. The overseer of the complaint should also recognize the need to represent a diversity of backgrounds and opinions on the committee.

14.5.5 Confirmation of Membership. Having preliminarily established an absence of malice or conflict on the part of a prospective member of the committee, the overseer of the complaint shall disclose the written complaint to the prospective committee member in strict, stated confidence. The overseer of the complaint shall then ask the prospective committee member to declare if they feel able to deal fairly with the complaint involving the named parties. If they cannot do so without reservation then they shall be replaced by another suitable member.

14.5.6 Selection Deadlines. The overseer of the complaint shall make every reasonable effort to complete the initial selection of the Grievance Committee within forty-eight (48) hours of receiving the complaint.

14.5.7 Notification of Complainant. The overseer of the complaint will notify the complainant(s) of the composition of the Grievance Committee to ensure that there are

no substantial conflicts from the perspective of the complainant(s). It shall fall to the judgment of the committee as a whole to weigh any objections.

14.5.8 Notification of Defendant. The overseer of the complaint shall make every reasonable effort to notify the defendant(s) in writing that a complaint has been filed within twenty-four (24) hours of the approval of the committee by the complainant(s). The composition of the committee shall be disclosed at this

time. The defendant(s) shall receive a copy of the formal complaint, **with information that may overtly identify the complainant(s) having been redacted.**

14.5.9 Right of Reply. The defendant(s) shall be encouraged to submit a written statement in response to the complaint. The defendant(s) shall also be expressly informed of their opportunity to state, in writing, any objections to the composition of the committee. The defendant(s) shall normally have forty-eight (48) hours to compose these responses, though this may be extended at the discretion of the committee.

14.5.10 Disclosure of Reply. The Grievance Committee members shall receive one (1) copy each of the defendant(s)' reply to allegations made against them.

14.5.11 Defendant Objection to Committee Membership. The overseer of **the** complaint shall review any objection on the part of the defendant(s) to the composition of the Committee. **It shall fall to the judgment of the committee as a whole to weigh any objections.**

14.5.12 Committee Membership Changes. In the event that the composition of the Grievance Committee changes by resignation or removal, both the complainant(s) and **the** defendant(s) shall have a right of reply to the appointment of any new member of the committee.

14.6.2 Interviews. Any interviews conducted shall be recorded and transcribed for the investigation file. Interviews shall be conducted only in the presence of all members of the committee. Both the complainant(s) and **the** defendant(s) shall have the opportunity to suggest witnesses for **the** interview.

14.6.3 Hearsay. Hearsay shall not be admissible. Hearsay may be understood as second-hand evidence in which the witness is not testifying about what **they** know personally, but about what others allegedly told the witness they saw.

14.6.5 Transcripts. Witnesses shall be entitled to request a copy of the transcript of their own interview no less than forty-eight (48) hours from giving it, and may ask for it from the investigation file at any time until the records are destroyed in accordance with provisions found below in Section 14.7.11.

14.7.1 b. issue a formal confidential notice of reprimand of the defendant to the attention of ~~her~~ **their** appropriate supervisors, editors, etc;

In respect to a defendant who is a director~~s~~ or employee of the Corporation, the committee may resolve any of the following individually or in combination:

14.7.2 Dissenting Opinion. A committee member disagreeing with the grounds and/or scope of the decision shall detail ~~her~~ **their** reasoning in a dissenting opinion as part of the written decision.

14.7.3 Referrals for Ratification of Certain Decisions. The Board shall act as the body of appeal for all matters arising from this Code of Conduct grievance process. Aspects of the complaints and the identity of those involved shall be kept in the strictest confidence and that ~~all~~ discussions shall be held in **camera**.

14.7.4 Appeal by Complainant. The complainant(s) may appeal **the** dismissal of the complaint to the Board in writing within thirty (30) days of the decision by the Grievance Committee.

14.7.8 Appeal by Defendant(s). The defendant(s) may appeal any **ratified** decision of the Board in writing **to the Board**. The defendant(s) is/are entitled to a hearing before the Board in respect of any ratification or appeal.

14.7.13 a. In the event of any reprimand being issued to a director, the Board shall be notified in **camera** of the details of the decision by the overseer of **the** complaint.

b. In the event of a reprimand of a volunteer or employee who is not a director, the Editorial Board and Board shall be notified in camera by the overseer of **the** complaint.

d. **In regards to an on-going investigation into workplace harassment, a complainant who has allegedly experienced harassment, the alleged harasser(s), and any witnesses will be instructed not to discuss the complaint, incident or the investigation with other staff or witnesses unless necessary to obtain advice about their rights.**

## **Part 8: Duty to Consult**

14.8.1 Any amendment to the Code of Conduct must be made in consultation with the health and safety representative. The consultation must provide an opportunity for the health and safety representative to provide feedback, whether orally or in writing, on the changes and the feedback must be considered by the policy committee.

### **Plan for the rest of the summer**

The committee outlined a plan for the rest of the summer, which looks like this:

**May:** review section 15 of the Policy Manual; discuss adding involvement of committees as a requirement for directors → minimum one committee/month and if not there are grounds for removal (how it is with attendance). The reasoning behind this is that we want to cultivate and encourage an active Board

**June:** review the appendices section of the Policy Manual; discuss adding our mission and vision statements to the Policy Manual and maybe the Bylaws; discuss adding the anti-oppression document as an appendix of the Policy Manual

**July:** approve new formatting changes to the Policy Manual; develop a policy guide (spark notes style) to help with the accessibility of the contents of the rather lengthy Policy Manual for employees and directors

**August:** review of the past year; plan for next year; making Policy documents into an accessible format → research companies?

### **Mission Statement**

By holding those in positions of power accountable, the Fulcrum promotes the wellbeing of the University of Ottawa community through accessible and independent information from on and off-campus.

### **Vision Statement**

A University of Ottawa where every community member has the Fulcrum in the palm of their hand.