

Fulcrum Publishing Society  
Board of Directors  
MINUTES

Sunday, May 31<sup>st</sup>, 2020  
Google Hangouts, 10:00 a.m. - 12:31pm  
Meeting #1 2020-2021 Publishing Year

**Present:** Kate Murray, Justin Turcotte, Kalki Nagaratnam, David Champion-Smith, Benjamin King, Patrick Mangan, Charley Dutil (ex-officio), Leyla Abdoell (ex-officio), Rame Abdulkader (ex-officio)

**Partially Present:** Raghad Sheikh-Khalil

**Absent (with reason):**

**Absent (without reason):**

1. Opening of Meeting

B. King opened the meeting at 10:04am.

2. Agenda

K. Murray motioned to approve the agenda. J. Turcotte seconded the motion. All voted in favour and the motion passed.

3. Approval of April's Meeting Minutes

P. Mangan motioned to approve April's meeting minutes. D. Champion-Smith seconded the motion. All voted in favour and the motion passed.

4. Standing Actions List

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

5. General Manager

Financials

R. Abdulkader began her report by reviewing the Fulcrum's financials. She stated that this month has been kind of hard because she doesn't have access to the Fulcrum's bank accounts yet, so Dorian, the Fulcrum's previous General Manager, shared the numbers with her. R. Abdulkader reported that the Fulcrum's investment accounts have improved.

Winter Levy

R. Abdulkader mentioned that the Fulcrum will hopefully be getting the winter levy by next week and will be getting the summer levy too.

### Signing Authority

R. Abdulkader explained that she's in the process of figuring out the Fulcrum's signing authorities. She continued, saying that she and J. Turcotte have completed signing the forms, and that Fadi, the Fulcrum's representative, will send them an official form by next week. R. Abdulkader reported that the issue with the Fulcrum's TD accounts is a more complicated one as the Fulcrum needs government proof with a list of directors in order to add new signing authorities. She added that she has someone working directly with her from the CRA, and that the entire process will take up to 25 days because the CRA rejected the forms that the Fulcrum had sent in February.

### Human Resources

R. Abdulkader updated the Board that all editors have been hired, although one staff writer, Jelena, won't be coming back to Ottawa for the fall term. She noted that C. Dutil is confident that the Editorial Board can make it work though, and in fact added that they might have the same issue with the other editors as well.

R. Abdulkader indicated that health insurance for both her and C. Dutil is in the works. She mentioned that she contacted Flexbox, and they said that the process should be completed by July.

## 6. Editor-in-Chief

### 2020-21 Planning

C. Dutil informed the Board that he started rewriting the Editorial Constitution. He noted that there's a lot to update, and that he's looking at changing the section editors job descriptions and the EIC election requirements, among other things.

C. Dutil has started to put together articles from volumes 79-80 in a Google Doc that he said he'll export to the archives and send to his former coworkers.

C. Dutil informed the Board that he's started cleaning the Fulcrum's office and made a list of supplies needed for the renovations that he has planned, such as paint.

### Marketing/Community Engagement

C. Dutil stated that he's seen a quick increase in followers and likes across the Fulcrum's social media platforms, especially Instagram and Twitter.

### Staffing

C. Dutil mentioned that he and R. Abdulkader are working on a contingency plan for editors who can't make it to Ottawa in the fall. He said that as of now, there are two members of the Editorial Board who have informed them that they won't be able to be present in September.

### Content

C. Dutil remarked that it's been a very busy month content-wise on campus. He went on to outline some highlights, which included:

- News: Mason report, construction sites, tuition fees, virtual convocation, online courses, CESB, Frontline first
- Sports: Women's hockey coach announcement, Football coach announcement and special investigation (freedom of information)
- Arts & Culture: he has a freelancer working on a story right now on second city
- Features: he hasn't had time to dedicate to a feature yet

C. Dutil noted that the Fulcrum obtained a copy of the investigation report for the carding incident, for which he consulted the Fulcrum's media lawyer, Carlos. He also added that he's been working on his first editorial.

### NASH

C. Dutil informed the Board that he received a survey from the Varsity last week. He explained that they're considering having NASH online. C. Dutil indicated that he's against this as he thinks that although it'll be cheaper, there's a better way to spend the Fulcrum's money. R. Abdulkader said that she thinks an online NASH could be beneficial though. C. Dutil mentioned that he'd like to organize his own for the Fulcrum with past Fulcrum employees.

J. Turcotte reminded C. Dutil to ensure that the constitution amendments are approved by the Editorial Board and Board of Director.

## 7. President

### COVID-19 Pandemic

J. Turcotte stated that the COVID-19 pandemic continues to demand that the Fulcrum operate in a physically distant manner. He explained that although the province is loosening restrictions, the pandemic is still ongoing. J. Turcotte continued, saying that the provincial government is recommending that "media activities that can be completed while working remotely have been encouraged to continue during the Restart phase." He indicated that all this time, all Fulcrum staff continue to be directed to work remotely as much as possible, with limited presence in the office.

J. Turcotte remarked that with many universities announcing or signalling that classes will be offered mostly online in the fall, it is a good idea for the Board to evaluate the fate of the Fulcrum's postponed September AGM. He explained that with many students not on campus in the fall and the requirements of physical distancing, it may be difficult to hold an in-person AGM. For these reasons, J. Turcotte said that he'd like to move to the Board that we begin planning for a virtual AGM in the fall. He reminded the Board that the Ontario government has passed an emergency order approving non-profits to hold virtual meetings, virtual AGMS, and to postpone their AGMs. B. King stated that he'd be open to this, the Board would just have to ensure that we have a way to verify the credentials of students. J. Turcotte suggested that the Board could run it like a webinar format, and noted that 25 virtual attendees will be needed in order to make quorum.

J. Turcotte asked K. Murray for the Policy committee to research and discuss this, and then present their findings at the next Board meeting.

#### Executive Committee

J. Turcotte thanked those directors who completed the Board survey. He noted that the Executive committee has reviewed the results, and that B. King will be presenting them at the next Board meeting.

#### Legal Committee

J. Turcotte reported that the Fulcrum's draft intellectual agreement for volunteers was sent to the Fulcrum's media lawyer for review. He indicated that unfortunately, he's been unresponsive, and we have not heard back from him yet. J. Turcotte mentioned that the idea is to implement this agreement for all volunteers as soon as possible.

#### Finance Committee

J. Turcotte updated the Board that Dorian received and attempted to deposit the Fulcrum's winter levy cheque from the UOSU. He continued, saying that the cheque was denied by TD Bank because it listed only "The Fulcrum" rather than "The Fulcrum Publishing Society" and there was a sloppy correction on the cheque. J. Turcotte noted that R. Abdulkader contacted the President of the UOSU and a new cheque will be prepared shortly.

J. Turcotte stated that he, Dorian, R. Abdulkader, and B. King visited TD Bank on May 15th to update signing authorities. He thanked those who approved the email motion to confirm the changes. J. Turcotte continued, explaining that the TD bank where the Fulcrum's corporate account is is closed, and the other branch is requiring that that we send them director confirmation forms from the CRA in order to complete the changing of the signing authorities. He noted that this is a long process, and for the time being, Dorian remains a signing authority and the corporate credit card remains under his name.

J. Turcotte indicated that while they were at the bank, he and Dorian closed a TD investment account that had about \$128 in it (they transferred it to the Fulcrum's chequing account), and deleted some old credit cards that were left under previous GM names (none of which were active).

J. Turcotte reported that the representatives for the RBC investment account have been updated to him and R. Abdulkader.

J. Turcotte stated that the finance committee will meet in early June to discuss the potential financial ramifications of COVID-19 on the Fulcrum's student levies.

#### Human Resources Committee

J. Turcotte mentioned that R. Abdulkader, C. Dutil, and L. Abdolell all started on May 1st.

J. Turcotte informed the Board that he and R. Abdulkader have been meeting weekly as she transitions into her new role. He went on to say that Dorian provided additional paid support for the first few weeks of the month.

J. Turcotte indicated that R. Abdulkader and C. Dutil have been added to a health care plan provided by the Canada Life Assurance Company. He noted that the plan costs \$2,077.62 for ten months, and will start on July 1st. J. Turcotte remarked that this plan provides much more coverage than the \$1,000 health care spending account previously provided to full-time staff.

#### Inter-Board Health and Wellness Committee

J. Turcotte said that this committee met on May 13th, with its newly expanded mandate of responsibilities previously under the now “expired” Special Committee for Employee Compliance. He noted that the committee will work closely with R. Abdulkader on completing the Fulcrum’s mandated health and safety program this summer.

#### Policy Committee

J. Turcotte announced that the policy committee completed its review of the regular sections of the Fulcrum’s Policy Manual and will look at the appendices next month.

#### Marketing and Promotions/Readership Committee

J. Turcotte mentioned that this committee met this month to set the stage for moving forward with marketing initiatives this publishing year.

#### Board Matters

J. Turcotte updated the Board that there are currently three open seats on the Board:

- University Representative
- Student Representative
- Fulcrum Alumnus

He stated that unfortunately both Jia and Dayne resigned from the Board this past month. J. Turcotte said that he’d like to thank both of them for their work and contributions to the Board. He continued, saying that the Board will not be looking to on-board new Board members during the summer months with the physical distancing in place.

#### Calendar 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, which K. Murray will be presenting later on during today’s meeting.

#### Other Business

J. Turcotte directed attention to the beginning of his report, noting that this meeting is the start of a new publishing year! He remarked that even though it’s not what a typical first meeting looks like, it’s still an opportunity for the Board to reset and start looking ahead at what the Board hopes to accomplish this year as Canada’s best student publication.

J. Turcotte proceeded to give some highlights from the past year, including:

- Congratulating K. Nagaratnam, D. Champion-Smith, and B. King for almost one year of service on the Board; and
- Noting that as a Board, we overcame the SCI, a new student union, and a global pandemic (still ongoing), and through it all, the fate of the organization was never in any doubt thanks to the leadership of everyone present.

He concluded his report, reminding everyone that as the Board starts a new publishing year, everyone present has an important say and stake in the future of the Fulcrum. J. Turcotte encouraged everyone not to be afraid to speak up, ask for help, or take charge to see that the Fulcrum continues to be as amazing as it is.

## 8. Online Editor

### Facebook

L. Abdozell announced that most metrics have gone up this month except for post reach and video views. She suggested that the post reach metrics could be a result of it being the end of term and fewer stories have gone out, and noted that there's nothing to worry about the video metrics as the Fulcrum hasn't posted any videos recently.

L. Abdozell remarked that engagement rates have been ridiculously good, and reported that the LRT meme really blew the engagement rates out of the park with 3,800. She mentioned that she'd like to see the average at around 1,500. L. Abdozell indicated that the Fulcrum has a total of 3,021 likes, which is almost more than the Charlatan.

### Twitter

L. Abdozell stated that the Fulcrum's Twitter account didn't do that well this month, likely in part because we tweeted less. She reported that the follower count is the same, impressions were slightly higher than Facebook, and the engagement rate was up by over 100% compared to last month. L. Abdozell noted that she thinks that the Fulcrum needs to focus on the personality of its Twitter account in order to reach its full potential and to reach the people who use it more.

### Instagram

L. Abdozell announced that the Fulcrum's Instagram account performed ridiculously well this month, which is likely because the Fulcrum has been posting a lot more and it's paying off. She indicated that every metric has tripled or quadrupled, and that the Fulcrum's account has gained 20 new followers since she put together her report. L. Abdozell stated that the UOttawa Memes account shoutout helped as well, and asked everyone on Ed Board and the BoD to like, and retweet/repost the posts if they are able to as it would make a huge difference for traffic.

### Website

L. Abdozell informed the Board that the Fulcrum's website has been slow compared to last month, but it's nothing to be worried about. She stated that 73% of users were from organic searches, and that social referrals have increased by 10%. L. Abdozell went on to note that of the Fulcrum's social media channels, Facebook performed the best.

## Mailchimp

L. Abdoell explained that Mailchimp gives the Fulcrum decent traffic on the Fulcrum's website with 67 website views per campaign, 3.6 average pages viewed per visit, and 1:45 minutes average time spent on the website. She mentioned that it might be worth focusing on the newsletter and making it more visible and accessible. B. King wondered if it would be worthwhile boosting the newsletter on the Fulcrum's other social media channels. L. Abdoell replied that it would.

## 9. Marketing Committee

D. Campion-Smith informed the Board that 101 Week plans are still up for discussion, but admitted that it looks like there'll be an online 101 Week in the fall and an in-person one in the winter. He mentioned that if Student Life is giving out things to students, it might be good for the Fulcrum to get an one page descriptor or promotional material in there. D. Campion-Smith added that the team are looking at reformatting some of the Fulcrum's events to online, such as having the panelist event via Zoom instead.

D. Campion-Smith noted that L. Abdoell's going to be focusing on posting more lighter things over the summer and will be looking for ways to support local businesses, such as running a few contests over the summer and in the fall. He said that she has a lot of great ideas and he'll be meeting with her outside of the marketing committee meetings.

D. Campion-Smith gave an update on the Fulcrum's Spotify account, explaining that L. Abdoell has been asking Ed Board members and directors to send the podcasts that they listen to her so that she can create a playlist to share on Instagram. B. King stated that Ed Board playlists could be a good idea. L. Abdoell said that other playlists could include an EIC playlist, a podcast playlist, and a playlist of local artists.

## 10. Inter-Board Health and Wellness Committee

### Health and Wellness

K. Nagaratnam began her report by giving an update from the General Manger on the Health and Safety program. She mentioned that the steps for the program that are currently being looked into include:

- Establishing an infection prevention plan;
- Identifying the essential requirements for each job; and
- Allocating funds

K. Nagaratnam indicated that future and more ongoing steps for the program will be:

- Assessing working conditions, including periodic inspections;
- Assessing control hazards;
- Ensuring that the office has at least one employee on site at all times that has a valid first aid certification;

- Communicating the Fulcrum’s commitment, involvement, interest, and concern about health and safety during orientation.

K. Nagaratnam informed the Board that the committee also went through the Occupational Health and Safety checklist to see if there are any items that the Fulcrum already checked off this past year. She reported that we did check a few items, and the remaining items depend on the Fulcrum having a Health and Safety program.

K. Nagaratnam mentioned that the committee discussed the situation concerning the return to work from COVID, as J. Turcotte touched on earlier in the meeting, saying that the consensus is that the Fulcrum will continue to meet virtually and only enter the office if it is absolutely necessary.

#### Inter-Board

K. Nagaratnam remarked that the committee is planning for next year. She reviewed the results of the survey that she sent out and the potential calendar of events. K. Nagaratnam noted that most of these events are non-COVID friendly, so she advised that the committee think of some COVID-friendly events in case.

### 11. Policy Committee

#### Committee Involvement

K. Murray remarked that the BoD has done some great work over the past few years, and the team talked about ways to keep this momentum going into the future with later Boards. She explained that one suggestion was to write a policy requiring directors to attend at least one committee meeting per month, and like the attendance policy, they would be subject to grounds for removal from the committee if they failed to attend a meeting X number of months in a row. Discussion ensued on this point. Concerns were raised about directors’ conflicting schedules and the fact that most directors already will try and attend as many committee meetings as they can. All agreed not to move forward with this policy on committee involvement.

#### Policy Manual Review

K. Murray stated that the committee reviewed section 15 of the Policy Manual, which is the final section of the regular part, and they have the following amendments to propose to the Board for approval:

~~15.5.1.1 Types of Documents. All Corporation documents are divided into three categories, and each category is kept for a different period of time based on the records retention schedule. A non-exhaustive list may be found in Appendix A~~

- ~~a. Permanent files have long-term value and are kept forever.~~
- ~~b. Determinate files have limited long-term value, and are kept for five years.~~
- ~~e. Transitory files are kept for two years, and do not have long-term value.~~

~~15.5.1.2 Default Action. In cases where status is unclear, all documents should be retained by default.~~

~~15.5.4.2 Offsite. All files must be saved on a server off premises.~~

15.6 Evaluation. An information audit to evaluate and improve information management for the Corporation should be created and performed every summer term bi-yearly to ensure best practices are being followed.

K. Murray motioned to approve the amendments to section 15 proposed by the Policy committee. P. Mangan seconded the motion. All voted in favour and the motion passed.

## 12. Forward Agenda

K. Murray presented the forward agenda to the group, explaining that the forward agenda is an ongoing document of general and committee-specific discussion items that have been identified by the Board to be explored more in depth at a later date/Board meeting. She proceeded to go through the general discussion items and the committee-specific items, noting that some of them are outdated as not all of the committees on the list are represented and some no longer exist anymore.

The Executive Committee agreed to meet soon in order to prioritize and create timelines for the forward agenda items. Both D. Campion-Smith and K. Nagaratnam agreed to create committee-specific lists for their respective committees.

## 13. Board Meeting Scheduling

Discussion proceeded on the Board meeting schedule for the upcoming production year. All agreed that the third Sunday of every month at 10am would work best for everyone moving forward, starting at the August meeting - the next two months will be the last Sunday of the month at 10am. J. Turcotte motioned to approve the Board meeting schedule for the 2020-21 production year. K. Nagaratnam seconded the motion. All voted in favour and the motion passed.

K. Murray stated that she'll create a calendar for the meeting dates and send it to everyone.

## 14. Ratification of Treasurer

J. Turcotte briefly explained the role of the treasurer, noting that the role is especially important for the Fulcrum Publishing Society that our finances are impeccable given that we're a student publication. J. Turcotte motioned to elect P. Mangan as the Fulcrum's treasurer. K. Nagaratnam seconded the motion. All voted in favour and the motion passed.

P. Mangan stated that he'll ensure that the Fulcrum is documenting everything that needs to be and will facilitate the financial recording of everything that goes on at the organization.

## 15. Revisit Standing Actions List

J. Turcotte revisited the standing actions list and B. King and K. Murray made the necessary changes.

## 16. Other Business

K. Nagaratname wondered if the Fulcrum will be taking a stance on the events from the United States like the Board did at the beginning of the COVID-19 pandemic. C. Dutil said that that'd be an Ed Board decision and not a BoD one, but mentioned that he's working on something for it now. J. Turcotte thanked K. Nagaratnam for her question.

J. Turcotte motioned to adjourn the meeting at 12:31pm. All voted in favour and the motion passed.

## Appendices

### **GM Report May 2020**

#### 1. Financials

	<b>Previous Month</b>	<b>This Month</b>	<b>Difference</b>
<b>TOTAL</b>	<b>\$267,606.73</b>	<b>258,971.41</b>	<b>-8,635.32</b>
Chequing	\$182,566.02	\$170,799.64	-\$11,766.38
RBC	\$85,040.71	\$88,171.77	\$3,131.06

#### 2. Student Winter Levy

USUO got back to me this week and will prepare a valid cheque for the winter levy by the first week of June. We will also enquire about the summer levy.

#### 3. Signing Authorities

- RBC: Justin and I had just completed signing the forms, Fadi the RBC Representative will send us an official form by next week.
- TD: The issue is a more complicated one, as we need government proof with a list of directors in order to add new signing authorities. This is being done through CRA, the

process is a long one and will take up to 25 days as they rejected our directors registration forms from February. I have sent all required forms and have a direct number to an Ontario Services representative who is working on this case.

#### 4. **Human Resources**

- a) All editors have been hired, however we have one Staff Writer, Jelena, who has confirmed that they will not be coming back to Ottawa for the fall term.
- b) Health Insurance is in the works, I have contacted Flexbox who are setting up Charley and my insurance, they say the process will be completed by July.

### **EIC Board Report (May. 31)**

#### **2020-21 Planning**

- Editorial constitution
  - I started rewriting the Editorial constitution but I am far from done, I am looking at changing the section editors job description among a number of other things
- Archives PDF
  - I have started to put articles from volumes 79 and 80 in a google doc that I will export to the archives and send to every one of my former coworkers
- Fulcrum Style guide update
- Office Renos
  - I have started to look into what we will be painting and the material needed
  - I started cleaning up my office

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

- Seeing a quick increase of followers/likes across all social media platforms, especially Instagram and Twitter which is good considering we're in the summer months

#### **Staffing**

- Rame and I are working on a contingency plan for Edboard members who won't be able to make it to Ottawa in September.
- Up to now only two members of Edboard have told us they won't be able to be present in September (Ryan and Jelena)

#### **Content**

- It's been a very busy past month on campus...
  - News: Mason report, Construction sites, tuition fees, virtual convocation, online courses, CESB, Frontline first

- Sports: Women's hockey coach announcement, Football coach announcement and special investigation (freedom of information)
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- Features: I haven't really had time to dive into a feature

# FULCRUM

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

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Ottawa, ON  
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## Fulcrum Publishing Society – Board of Directors

### President's Report

Sunday, May 31<sup>st</sup>, 2020

*Google Hangouts*

Meeting #1 of 2020/21 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
- Rame 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 Rame, but there may be a significant delay.

Although the province is loosening restrictions, the pandemic is by no means over. The province is currently in Stage 1 of a three-stage framework for reopening the province. Stage 1 focuses “on workplaces that are well-positioned to follow public health advice to maintain physical distancing, implement workplace safety guidance and limit gatherings”. This does not include media organizations at this time. The provincial government is recommending that “Media activities that can be completed while working remotely have been encouraged to continue during the Restart phase”.

**At this time, all Fulcrum staff continue to be directed to work remotely as much as possible, with limited presence in the office.**

With many universities announcing or signalling that classes will be offered primarily online in the fall, it is a good time for us to evaluate the fate of our postponed September AGM. With many students not on campus in the fall and the requirements of physical distancing, it may be challenging to hold an in-person AGM. I would like to move to the board that we begin planning and preparations for a virtual AGM this September.

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

Thank you to all of the directors who completed the board feedback survey. The Executive Committee has reviewed the results and hopes to make some modifications to how board meetings run based on the results. Ben will present the full results of the survey at the June board meeting.

## 3. Legal Committee

Our draft intellectual property agreement for volunteers was sent to our media lawyer for review. He has been unresponsive and we have not yet heard back from him. The idea is to implement this new agreement for all volunteers as soon as possible.

## 4. Finance Committee

Dorian received and attempted to deposit our winter levy cheque from the UOSU. However, the cheque was denied by TD Bank because it listed only “The Fulcrum” rather than “The Fulcrum Publishing Society” and there was a sloppy correction on the cheque. Rame contacted the President of the UOSU and a new cheque will be prepared for us shortly.

Myself, Dorian, Rame, and Ben visited TD Bank on May 15th to update signing authorities. Thank you to all who approved the email motion to confirm the changes. Unfortunately, there will be a significant delay in updating the signing authorities. The TD Bank branch at which our corporate account is authorized is closed. Therefore, the other branch requires us to send them director confirmation forms from the CRA in order to complete the changing of the signing authorities. This is a lengthy process since it deals with a federal department. Until then, Dorian remains a signing authority and the corporate credit card remains under his name.

While we were at the bank, Dorian and I closed a TD investment account that had about \$128 in it (transferred to our chequing account) and deleted some old credit cards remaining under previous GM names (there were not active).

The representatives for the RBC Investment account have been updated to Rame and me.

The finance committee will meet in early June to discuss the potential financial ramifications of COVID-19 on our student levies.

#### 5. Human Resources Committee

Rame, Charley, and Leyla all started May 1st.

Rame and I have been meeting on a weekly basis as she transitions into her new role. Dorian provided additional paid support for the first few weeks of the month.

Rame and Charley have been added to a health care plan provided by the Canada Life Assurance Company. The plan costs \$2,077.62 for 10 months and will start on July 1st after a standard waiting period for new staff. This plan provides significantly more coverage than the \$1,000 health care spending account previously provided to full-time staff.

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

This committee met on May 13th, with its expanded mandate of responsibilities previously under the now “expired” Special Committee for Employment Compliance. The committee will work closely with Rame on seeing the completion of the Fulcrum’s mandated health and safety program this summer.

#### 7. Policy Committee

This committee met on May 25th. The committee completed its review of the regular sections of the Policy Manual! Now onto the appendices.

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

This committee met on May 14th and set the stage for moving forward with marketing initiatives this publishing year.

#### 9. Board Matters

There are currently three seats open on the Board:

- University Rep
- Student Rep
- Fulcrum Alumnus

Unfortunately, Jia and Dayne resigned from the Board this past month. I would like to thank both of them for their work and contributions to the Board.

At this time, during the summer months paired with physical distancing, we will not be looking to on-board new Board members. We hope to fill all 10 Board seats at the September AGM.

#### 10. Other Items

We have implemented a forward agenda to track items to be worked on over the summer. The summer is an excellent opportunity to work on projects which get shelved during the busy publishing year, but can often fly past. Kate will be presenting the forward agenda today.

#### Calendar Items

We will be scheduling the Board meetings for the 2020/2021 publishing year today.

#### Other Business

If you noticed at the start of my report, this is our first meeting of a new publishing year! However, this is far from what a first meeting usually looks like. Sadly, it lacks the fresh new faces of brand new board meetings or the inter-meeting pizza of two back-to-back marathon Board meetings. However, that doesn't mean it isn't an opportunity for us to reset and start looking ahead at what we hope to accomplish this year for Canada's best student

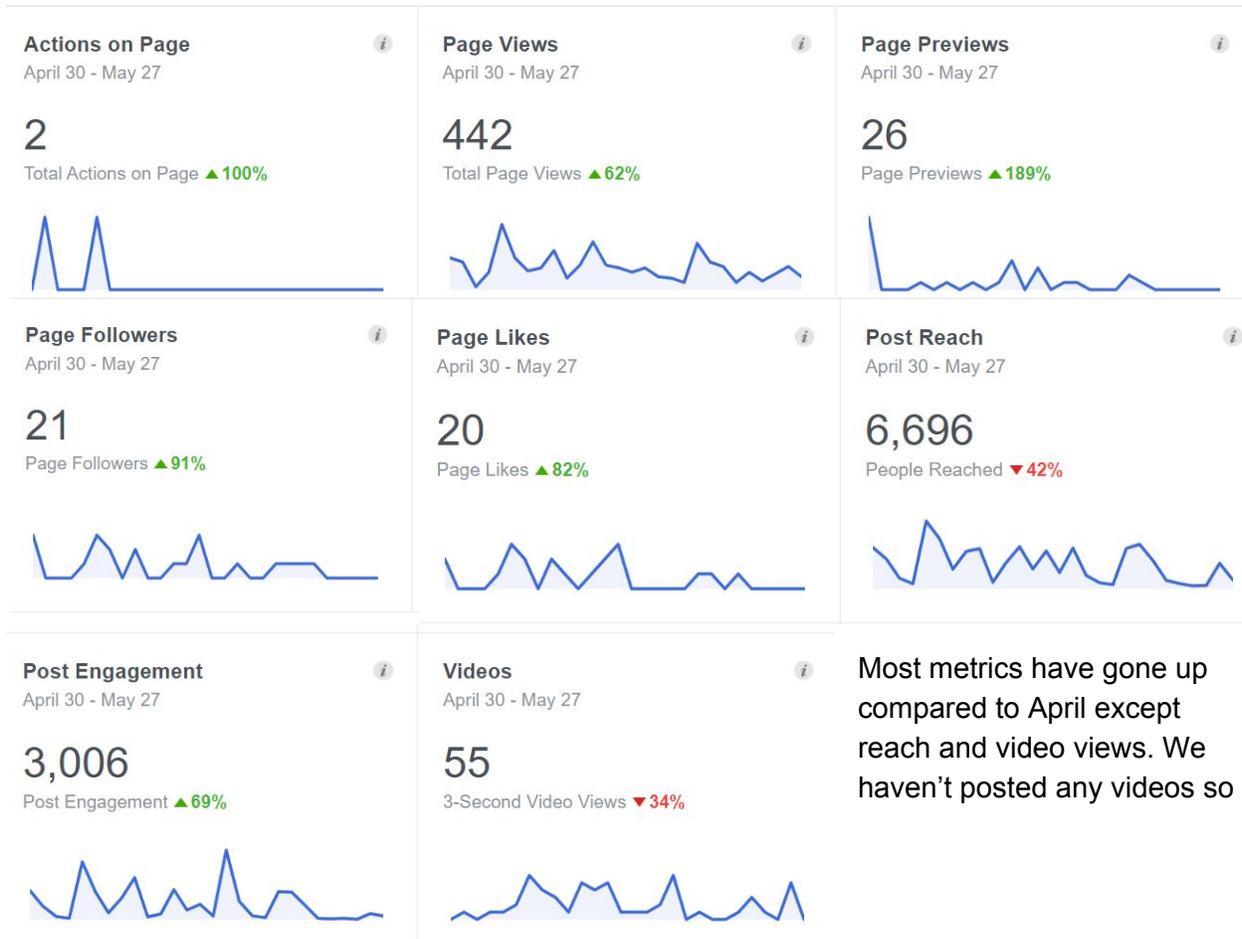
publication. As well, it also offers an opportunity to take a breath and look at the year behind us.

First of all, I would like to congratulate Kalki, David, and Ben for almost a year of service on the Board (plus or minus a few months)! Each one of you has contributed so much to this organization, volunteering your time to improve such an important institution on this campus. Thank you!

This past year has been one for the books in my opinion. As a Board, we overcame the SCI, a brand new student union, and a global pandemic (still working on that last one). At every turn, the fate of the organization has never been in doubt thanks to the leadership of everyone here.

And that is where I will end this little story, with leadership. As we start a new publishing year remember that as a director, each one of you has an important say and stake in the future of this organization. Never be afraid to speak up, ask for help, or take charge to see that the Fulcrum continues to be as amazing as it is.

## Facebook



nothing to worry about there, but re: reach, this is likely a combined result of end of term and fewer new stories going out.

Overall, Facebook performance was good.

Page	Total Page Likes
1  Ottawa Citizen	161K
2  Ottawa Sun	44.2K
3  Le Droit	29.4K
4  The Charlatan	3.1K
YOU 5  The Fulcrum	3K
6  La Rotonde	2.8K

Engagement rate ranges from 2% - 25% which is very strong.

Average reach per post is around 1.1k, but the LRT meme blew it out of the park with 3.8k. I'd like to see the average at around 1.5k as a baseline.

Fulcrum has a total of 3,021 likes, Charlatan has 3,053 (32 likes difference).

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



**Twitter**

Twitter hasn't done very well this month, in large part due to fewer tweets (it says we posted more, but we actually posted half as many as April). No change in total follower count. Fewer mentions due to last month there was both the collab. with the Varsity and outgoing editors posting goodbyes. This would also have an impact on the other metrics.



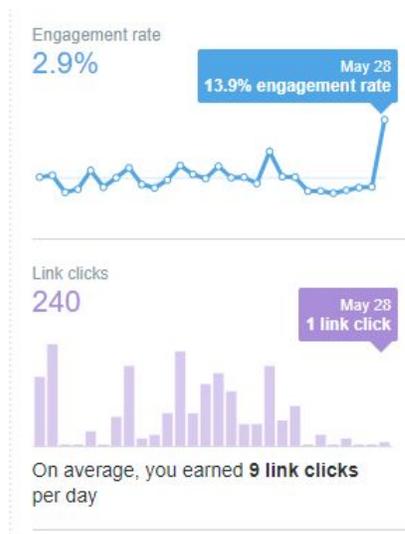
Impressions approx. 1.5k/tweet, with LRT outlier at 4.4k.

Engagement rate is up by over 100% compared to last month.

Link clicks are down by over 100% from last month.

I think overall our Twitter needs its own personality compared to the other platforms in order to really fulfill its potential.

## Instagram



1,165  
FOLLOWERS

24  
GROWTH

2.10%  
GROWTH RATE

11,574  
IMPRESSIONS

208  
AVG. REACH

637  
PROFILE VIEWS

164  
WEBSITE CLICKS

198  
LINKIN.BIO CLICKS

100%

100%

65%

100%

100%

300%

400%

Instagram did great this month! Nearly every metric has doubled (or more). We've been posting more and it seems to be paying off. We've gained over 20 new followers since I took this screenshot as well (thanks to uottawa memes account tagging us in their story).

LOW PERFORMANCE HIGH

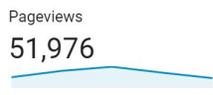
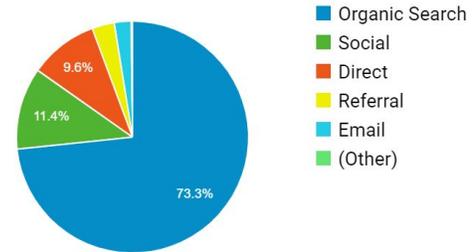
POST	FOLLOWERS	ENGAGEMENT	LIKES	COMMENTS	IMPRESSIONS	REACH	VIDEO VIEWS	SAVES	LINKIN/BIO
 MAY 4, 2020 Feeling the Monday night quarantine	1,140	8%	90	1	862	707	N/A	16	0
 APR 30, 2020 CW: Suicide . We worked with	1,142	6%	73	1	732	617	N/A	4	N/A
 MAY 10, 2020 A group of Ontario university students	1,148	6%	64	0	669	563	N/A	5	27
 MAY 19, 2020 An independent report commissioned	1,166	5%	62	0	722	624	N/A	0	28
 MAY 7, 2020 The University of Ottawa has decided	1,146	4%	48	0	636	492	N/A	1	18
 MAY 20, 2020 The University of Ottawa announced it	1,168	4%	45	3	590	506	N/A	0	6

A simple shoutout did a massive amount for us so if everyone on edboard and bod can just like the posts & retweet/post even just once a week or every two weeks it would make a major difference to traffic.

**Website**



Top Channels



Website has been pretty slow compared to last month, mostly due to last month's spike in the middle, otherwise they've been similar, so it's nothing to worry about and likely resolved with more new stories going out.

73% of users were from organic search which is down by 15% compared to last month (88%). This is due to a nearly 10% increase in social referrals, majority from Instagram.

Social Network	Sessions	Percentage
1. Facebook	1,762	78.38%
2. Twitter	286	12.72%
3. Instagram	172	7.65%
4. reddit	17	0.76%
5. LinkedIn	9	0.40%
6. Pinterest	2	0.09%

Out of the social channels, Facebook still did the best, but went down by about 5% while twitter went up by 4% and Instagram up by 250%.

Page Title	Pageviews	% Pageviews
1. COVID-19: PM expands Canada Summer Jobs Program to employ more students - The Fulcrum	3,465	7.04%
2. U of O bans all university-related travel for the rest of 2020, cancels all exchanges for fall term - The Fulcrum	2,959	6.01%
3. The Fulcrum	2,673	5.43%
4. A brief history of pornography until 1910 - The Fulcrum	1,848	3.75%
5. PM unveils \$9B in aid for students, recent grads struggling due to COVID-19 - The Fulcrum	1,557	3.16%
6. The University will not be lowering or waiving tuition fees for the spring/summer 2020 semester, writes U of O president to recognized student governments - The Fulcrum	1,472	2.99%
7. Students push for inclusion in Canada's COVID-19 emergency benefit - The Fulcrum	1,376	2.80%
8. U of O Human Rights Office report alleges that Black student faced racial discrimination in carding incident - The Fulcrum	1,042	2.12%
9. Orgy etiquette - The Fulcrum	970	1.97%
10. Gatineau police end field search for missing U of O student, investigation still active - The Fulcrum	889	1.81%

## Mailchimp

19  
New Subscribers

9  
Unsubscribes

67 website visits per campaign  
3.6 average pages viewed per visit  
1:45min average time spent on website

52.8%  
Avg. Open Rate

11.6%  
Avg. Click Rate

I think it might be worth putting some more emphasis on the newsletter as the avg. time spent on the website from mailchimp is much higher than users from other sources.



# FULCRUM

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

Fulcrum Publishing Society – Board of Directors

Marketing Committee Report (May 14, 2020)

Prepared by: David Campion-Smith

Attendance: David Campion-Smith, Kalki Nagaratnam, Kate Murray, Leyla Abdozell, Rame Abdulkader, Justin Turcotte

101 week is still up for discussion. It seems like it'll be an online 101 week in the fall and in person in the winter. We're going to reach out to the Student Life person to see what they're planning. We may be able to continue with our idea to do the one page descriptors or some other promotional material like it.

I sent the April committee notes to Leyla. We're going to look for ways to do our scheduled events and panel discussions over Zoom, as many other events also move online.

Leyla is going to focus on posting things that are a bit lighter. We're going to look for ways to support local business, such as running a few contests over the summer and then some in the fall. We're going to start off with a gift card giveaway with FnS, they've been being more active with their social media lately.

I think we have the beginnings of a good plan in place for the summer and 101 week. At this stage I think we'll be focussing a few contests, and a strong social media presence, hopefully with some new ideas.

Leyla and I had a meeting earlier this week to discuss things and I'm sure we'll have more throughout the summer.

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

**May. 13, 2020, 6 p.m.**

Attended by: Charley, David, Justin, Kate, Rame and Kalki

### **Health and Wellness**

#### 1. Health and Safety Program

- Update from the GM
  - **Infection Prevention Plan:** Establish an effective Occupational Health and Safety and Infection Prevention Plan in reference to the [Health and Safety Guidance During COVID-19 For Employers of Office Settings](#), this is especially important as we approach Phase 1 in Ontario and advance into Phase 2 &3. This will include office setting guidance and field guidance for employees.
    - Example: the amount of people allowed in the office at the same time & how to go about covering events and interviews etc.
  - **Identifying the essential requirements for each job:** by assessing the risks and physical demands of all positions.
    - Example: some editors will be put in positions that are higher risk than others ( [Car Chase on Campus](#)), they will need to know how to safely cover these events and their rights as journalists.
  - **Allocate funds:** this is to implement the overall health and safety aspects in office, this will include maintaining first-aid kit, cleaning products and putting up signs.
  - Assess working conditions, including periodic inspections.
  - Assess and control hazards: example of hazards is that many editors work alone, either in the office or on the field.
  - Workplaces must have at least one employee on site at all times that has a valid first aid certificate from a [WSIB-approved training organization](#).

- Communicate our commitment, involvement, interest and concern about health and safety, during orientation.

#### References:

- [Small Business Workplace Safety](#)
- [Basics in OC&H Program](#)
- [Health and Safety Guidance During COVID-19 For Employers of Office Settings](#)
- [Starting Your Health and Safety Program](#)
- [First Aid Program for Businesses](#)

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](#)
  - Identified what items were already done and what still needs to be done. Several are dependent on the development of our H&S program.
3. Return to Work from COVID
  - consensus: we will continue to meet virtually, only enter office if it is absolutely necessary

#### Inter-Board

4. Planning for Next Year Survey Results
  - Email Survey for Directors and Staff (*sent to directors Apr 28th, sent to GM/EIC/OE May 5th*):
    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 selected 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-building activity ex. escape room/laser tag, (3) healthy team-building activities ex. 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. What would be the best day/time to hold the events based on your availability? (weekday, weeknight, weekends)
    5. Do you have any Inter-Board event suggestions?
    6. Would you be interested in attending board meeting attendees’ exclusive workshops? These workshops will be on topics that interest the board

meeting attendees and will be held during the board meeting. This might mean that the board meeting that month will be longer than usual. (yes, no)

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?

- Survey Results: 9 responses

1. Yes

2. Monthly (5), Bimonthly (3), Once a semester, Biweekly

3. 2,4,1,3

4. Weeknights, Weekends

5. BoD cleaning office, BoD brings donuts/snacks for EdBoard, board game tournament, Capital Hoops, Panda Game, Sens Game, Saunders Farm, rock climbing, trampoline park, nature nocturne, Potluck, Superbowl night, Hike/picnic at Gatineau park, create annual traditions, comedy night, poetry slam, slowpitch game, bowling, ultimate frisbee, soccer against la Rotonde; COVID friendly: Netflix party, online game on Houseparty, Jackbox

6. Yes

7. Bimonthly (5), Once a semester (3), Monthly (3)

8. Marketing, Board member in similar position discusses their operations, reviewing strategic plan, identifying needs of Fulcrum/board members, diversity and inclusion, mental health and safety

5. Update Calendar of Events

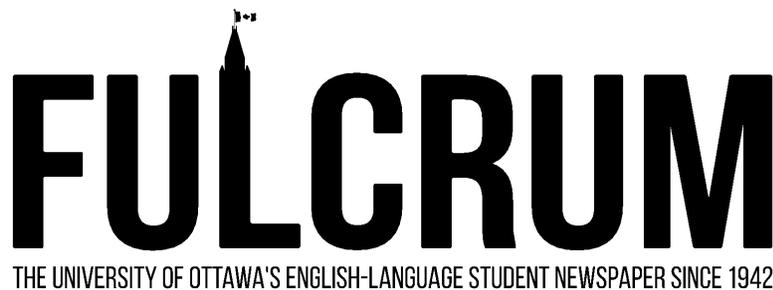
- Came up with list of (non-COVID friendly) events for the year
- [Inter-Board Committee Events](#)

6. Next Meeting

- create a to do list for the Occupational Health and Safety checklist, COVID friendly events (if need be), board workshop events

### Shelved Items:

1. Tidy/Reorganize Office Space
2. Revisit Health and Safety Stress Questionnaire
  - Suggested changes: two part (November and March), edit/remove/add questions
  - Current survey: [Health and Safety Stress Questionnaire](#)
  - Some questions to possibly add:  
[https://www.iwh.on.ca/sites/iwh/files/iwh/tools/ohs\\_vulnerability\\_measure\\_questionnaire\\_2016.pdf](https://www.iwh.on.ca/sites/iwh/files/iwh/tools/ohs_vulnerability_measure_questionnaire_2016.pdf)



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Fulcrum Publishing Society – Board of Directors

Policy Committee Report (Sunday, May 31, 2020)



May Policy Meeting: Monday, May 25, 2020

Present: Kate Murray, Justin Turcotte, Kalki Nagaratnam, David Campion-Smith, Patrick Mangan, Charley Dutil, Rame Abdulkader

### **Committee Involvement**

The BoD has done some great work over the past few years, and the team talked about ways to keep this momentum rolling into the future with later Boards and to preserve these ideas in a form of institutional knowledge. One suggestion was to write a policy requiring directors to attend at least one committee meeting per month, and like the attendance policy,

they would be subject to grounds for removal if they failed to attend a meeting X of months in a row.

There isn't anything in the Policy Manual that highlights this, however, in the Bylaws, there is an extensive section on committees and the requirements that directors have, and even states that "the Board may remove committee members as it sees fit" (Bylaw no1, Section 5.03). There isn't anything that's mentioned about committee attendance. If the Board wishes to pursue this, I propose that a change be made to the Bylaws instead at the next Policy Committee meeting as this is where the majority of the regulations on committees and attendance regarding Board meetings is (in the Policy Manual, it only lists the committees, who makes up them, and briefly what they are responsible for).

### **Policy Manual Review**

The team reviewed section 15 (information management) of the Policy Manual, and propose the following amendments to the Board for approval:

~~15.5.1.1 Types of Documents. All Corporation documents are divided into three categories, and each category is kept for a different period of time based on the records retention schedule. A non-exhaustive list may be found in Appendix A~~

- ~~a. Permanent files have long-term value and are kept forever.~~
- ~~b. Determinate files have limited long-term value, and are kept for five years.~~
- ~~e. Transitory files are kept for two years, and do not have long-term value.~~

~~15.5.1.2 Default Action. In cases where status is unclear, all documents should be retained by default.~~

~~15.5.4.2 Offsite. All files must be saved on a server off premises.~~

15.6 Evaluation. An information audit to evaluate and improve information management for the Corporation should be created and performed every summer term bi-yearly to ensure best practices are being followed.