

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, July 26th, 2020
Google Hangouts, 10:00 a.m. - 11:40 a.m.
Meeting #2 2020-2021 Publishing Year

The Online Editor's report for the month was received after the Board meeting so it doesn't appear in the minutes (the Online Editor was absent for this meeting so there was no presentation either), however it can be found in the appendices section for your reference.

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

Partially Present:

Absent (with reason): Leyla Abdoell

Absent (without reason): Raghad Sheikh-Khalil

1. Opening of Meeting

B. King opened the meeting at 10:01am.

2. Agenda

K. Murray motioned to add a five minute presentation and ratification of an online voting platform after this item to be presented by B. King. K. Nagaratnam seconded the motion. All voted in favour and the motion passed.

P. Mangan motioned to approve the agenda. K. Nagaratnam seconded the motion. All voted in favour and the motion passed.

3. Online Voting Platform

B. King introduced the Board to the online voting platform called Socrative, which he said he's used before in some of his classes. He gave a brief run-through of the platform and noted that it allows the option to set up motions ahead of time so all that would be required on the day of the meeting would be for directors to sign in to the Fulcrum's Socrative account and voting.

B. King motioned to approve the use of Socrative for virtual voting starting at the Board's August meeting. K. Nagaratnam seconded the motion. All voted in favour and the motion passed.

4. Approval of June's Meeting Minutes

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

5. Standing Actions List

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

6. General Manager

Financials

R. Abdulkader began her report by reviewing the Fulcrum's financials. She informed the Board that the Fulcrum's RBC investment account is doing well, and that we gained \$2233.79 this month. She continued, noting that the TD chequing account is down because of two payroll cycles and subscription fees.

R. Abdulkader mentioned that the Fulcrum's TD agent will be in contact with her this week to arrange a virtual meeting to sign the documents in order to officially have her and B. King as signing authorities. She explained that this process was delayed slightly because of a COVID scare at that branch location, and all employees present that day, including the Fulcrum's agent, were sent home for at least a week.

Ed Board

R. Abdulkader announced that the Fulcrum's Intellectual Property Agreement is now in place for volunteers and contributors to virtually sign. J. Turcotte wondered how they would fill it out. R. Abdulkader replied that it will be a pinned post on the contributors Facebook group and C. Dutil will also send it individually to volunteers.

Health & Safety Program

R. Abdulkader stated that the health and safety program is now done, she's just waiting on J. Turcotte to review the document.

J. Turcotte wondered if R. Abdulkader had any insight into either of the Fulcrum's student levies. R. Abdulkader mentioned that she's been emailing every week, and their office is closed. She continued, saying that Babacar used to be responsive, but isn't so much now, although when he does reply things move quickly it's just initially getting a hold of him.

7. Editor-in-Chief

C. Dutil updated the Board on the Fulcrum office, saying that he and R. Abdulkader will be painting it starting on Monday.

C. Dutil reported that he's finished editing the Editorial Constitution, and the next step is for it to be ratified by the staff.

C. Dutil asked the Board if Dasser could use the boardroom on the third floor of the office as his studio. J. Turcotte said that he thinks there are other places in the office where a studio could go. K. Nagaratnam suggested that he could use the room beside the boardroom. J. Turcotte mentioned the Board's redecoration plan for the boardroom, and said Dasser could use it in the present time, but once the Board is able to come back to the office, they'll want the space back.

C. Dutil briefly went over a few stories that he's been keeping tabs on and working on. He indicated that Amira, the incoming Features editor wrote a piece this month, which is something that the Fulcrum's former EIC, Matt Gergyek, recommended that C. Dutil does over the summer to assess the incoming editors writing skills and help develop their skills as this is some of the editors first journalism jobs. C. Dutil reported that he also launched the Live from the Archives project this past month with the publication of a 1996 story on the U of O accepting donations from big tobacco.

C. Dutil informed the Board that he's going to be working a lot on training for the Ed Board with the COVID regulations in mind.

8. President

COVID-19 Update

J. Turcotte began his report by saying that it's been a quieter month for the Board. He stated that at this time, all Fulcrum staff continue to be directed to work remotely, with visits to the office permitted based on requirements. J. Turcotte stressed that physical distancing remains a requirement for all people who are not from the same household or social circle.

Executive Committee

J. Turcotte reported that the Executive committee met to plan for the virtual AGM in the fall. He noted that advertising will be especially important and the Board will need the Ed Board's support to reach the required quorum of 25 voting members.

Legal Committee

J. Turcotte informed the Board that the draft intellectual property agreement was reviewed by the Fulcrum's media lawyer, and it has since been put into the format of a Google form. He continued, saying that R. Abdulkader has been directed that all current and future Fulcrum volunteers must complete the form. J. Turcotte added that staff are not required to complete the form as their contract and the constitution cover the requirements regarding intellectual property.

Finance Committee

J. Turcotte stated that the CRA has completed processing the director forms, and that R. Abdulkader is in the process of working with TD to complete the transition of the signing authorities.

J. Turcotte said that K. Murray prepared a letter of direction to close the RBC chequing account that has \$0 in it.

Inter-board Health and Wellness Committee

J. Turcotte stated that the committee met to discuss ideas for some physically distant social events for the Fulcrum this upcoming year, reopening plans for the staff in light of COVID-19, and the results of the Board meeting survey, and to receive an update on the health and safety program from R. Abdulkader.

Policy Committee

J. Turcotte reported that this committee met to discuss a new format for the Policy Manual, the potential of a quick reference guide for the Policy Manual, and some minor policy amendments.

Marketing and Promotions/Readership Committee

J. Turcotte noted that this committee met to discuss promoting for the virtual AGM, an FnS Instagram contest, the potential of having a fall BBQ event on campus, and the location of the Fulcrum's various abandoned newsstands around campus.

Board Matters

J. Turcotte reminded the Board that there are currently three open seats available on the Board: university representative, student representative, and Fulcrum alumnus. He reiterated though that the Board will not be looking to on-board new Board members at this time during the summer months and paired with physical distancing, and instead hope to fill these seats at the upcoming AGM this fall.

Calendar Items

J. Turcotte announced that the next Board meeting will take place on Sunday, August 23rd at 10:00 am. He suggested that there's a potential to host the August Board meeting outdoors, and it might be nice to see everyone in person, especially those who might not be returning next year, however it's likely that we wouldn't be able to use (much) technology.

9. Marketing Committee

D. Champion-Smith indicated that the marketing committee is preparing for the marketing of the virtual AGM. One concern that he noted is that he's not sure how the Board is going to ensure that the people entering into the virtual AGM are UOttawa students. D. Champion-Smith said that once the Board has a plan for this, we'll need to let L. Abdolell know so that she can begin advertising for it. C. Dutil mentioned that he can push it through the volunteer list.

D. Champion-Smith stated that the Fulcrum ran its first social media contest on Instagram with two \$25 gift cards to FnS for prizes, and it seemed to go pretty well.

D. Champion-Smith explained that the committee had talked about having a socially distanced bbq on campus in the fall. He continued, saying that R. Abdulkader sent a list of concerns with Student Life about the proposed bbq, noting that the Fulcrum wouldn't be able to just give food to people walking by and that Student Life would need to have a list of names in case there's a COVID scare. C. Dutil said that the new plan is to have a softball game between the Fulcrum and

La Rotonde sometime in early October and then have a BBQ with everyone following the game. All agreed that the planning for this event can be transferred from the marketing committee to staff level.

D. Campion-Smith informed the Board that R. Abdulkader went on a bit of a stand hunt. He clarified that there's some interest in using them in the winter semester for a collaboration with the Arts Students Association if that's possible. D. Campio-Smith noted that for the meantime, the committee will be waiting until they have more information. R. Abdulkader said that she's been in contact with the university and they'll let her know when we're able to collect the stands.

10. Inter-Board Health and Wellness Committee

K. Nagaratnam reported that R. Abdulkader gave an update from the health and safety program that she's been working on over the summer, and briefly showed a bit of the pdf, which is pretty comprehensive. She indicated that R. Abdulkader will be focusing on creating a presentation of this program for the staff. K. Nagaratnam added that R. Abdulkader has also been working on the Fulcrum's COVID policy.

K. Nagaratnam stated that regarding the return to work from COVID-19, now that the province is in stage 3, the Fulcrum can start having outdoor activities with everyone physically distanced, Board meetings will still happen virtually, and Ed Board could have meetings in the Fulcrum's office in small groups following the Fulcrum's COVID policy.

K. Nagaratnam announced that the committee has finalized most of the details for the first Inter-Board event. She continued, saying that their idea is to first go through some (funny) ice breaker questions and then play Cards Against Humanity online over either Google Hangouts or Zoom. K. Nagaratnam noted that the committee also talked about the first Board workshop, which will tentatively happen after the AGM at the October Board meeting. She said that in addition to some Board training, there'll be a workshop on goal setting.

K. Nagaratnam concluded her report by saying that the committee discussed some ways to improve Board meetings by making them more interactive and engaging. She mentioned that some of these ideas include: encouraging committee chairs/staff/officers to include their goals for the upcoming month at the end of their reports, (at a later date) doig Kahoot at the beginning of the meeting with ten or so questions from Fulcrum articles that month, discussing a topic or case study, and inviting guest presenters from other non-profits/newspapers to give a presentation or even attending one of their Board meetings to see what other people in the industry are doing.

11. Policy Committee

K. Murray showed the Board the newly formatted Policy Manual. In addition to reformatting the current Policy Manual, which was a bit of a mess, K. Murray noted that she also adopted the aesthetic details to the Policy Manual that R. Abdulkader used for her Health and Safety

program pdf. She added that she'll be reformatting the Bylaws as well as they are even more unorganized and messy than the original Policy Manual was.

K. Murray continued, explaining that while she was reformatting the manual, she came across some grammatical errors that must have been missed when the committee initially reviewed the Policy Manual. K. Murray motioned to approve the proposed policy amendments and the newly formatted Policy Manual. P. Mangan seconded the motion. All voted in favour and the motion passed.

12. Virtual AGM Update

K. Murray stated that the Executive committee met this past month to discuss some logistical details for the upcoming virtual AGM. She announced that it will be held on September 30, 2020 at 6:30pm via a webinar-style Zoom meeting. K. Murray continued, explaining that the committee discussed the possibility of having a back-up platform in place, but ultimately decided that if there were significant technical issues on the evening of the AGM, it would simply be rescheduled instead. She noted that there will be back-up presenters ready though to read the reports in case one of the scheduled presenters has some technical issues on their end.

K. Murray indicated that all roles have been set for the meeting, including the Chair, who will be R. Abdulkader, and that a draft agenda has been made. She informed the Board that in the interest of time there will be no committee-specific presentations and instead, the President will give a year-end report and include a couple of points on each committee to be submitted by committee chairs.

K. Murray reported that the Executive committee along with R. Abdulkader will be conducting some tech trial runs with the chosen platform in August to ensure that everything is running smoothly and to get a sense of the features ahead of time.

13. Revisit Standing Actions List

J. Turcotte revisited the standing actions list.

14. Other Business

J. Turcotte noted that since there are five Sundays in August, he suggests and motions to move the Board's August meeting to August 23rd at 9:55am. B. King will be sending out an email soon to gage the interest of having a socially-distant Board meeting outside in August at a park or someplace. K. Murray seconded the motion. All voted in favour and the motion passed.

J. Turcotte motioned to adjourn the meeting at 11:40am. All voted in favour and the motion passed.

Appendices

GM Report July 2020

1. Financials

	Previous Month	This Month	Difference
TOTAL	\$ 354,877.45	\$349,715.18	\$-5162.27
Chequing	\$265,348.76	\$257,952.70	\$-7396.06
RBC	\$89,528.69	\$91,762.48	\$2233.79

1. Finances:

- a. Our RBC investment account is doing well. Gaining \$2233.79 this month. We are negative in TD chequing accounts but it's not a problem, this amount is 2 payroll cycles plus office and subscription expenses.
- b. **TD Bank:** I have arranged with a TD agent(Gino Chen) to sign the last of some documents in order to officially have Ben and I as signing authorities. Unfortunately the billings bridge TD branch had a covid-19 scare on Tuesday 21st. This meant that all employees working shifts that day(including Gino) were sent home for at least a week. I was able to contact the branch again on Friday to arrange some sort of virtual meeting in order to have this finalized, they say we should expect an email from Gino this monday with all necessary documents in order to finalize this year's signing authorities.

2. Edboard:

- a. **Intellectual Property Agreement:** We are now having all volunteers/contributors virtually sign this intellectual property agreement via this link.
https://docs.google.com/forms/d/1Qql4AB_Xn4lStnnJo1kyTj6Dq3TebYfJhOVwCvIK-Rc/edit

3. **Health & Safety Program:** I completed the H&P and it'll be available on the drive and to edboard after one last review by Justin.

Editor-in-Chief's July 2020 Board Report

By Charley Dutil

2020-21 Edboard

- Amira (Features) wrote a piece this month, this was something Matt recommends I do over the summer to assess their writing skills and help them develop their skills as writers since this is their first journo jobs.
- I have finished updating the editorial constitution. It will be voted on in September.

Content

- **Respondus, Womxn piece, residence piece**
- Live from the archives was officially launched this month with the publication of a 1996 story on the U of O accepting donations from big tobacco.
- Published an editorial on Respondus

Other Projects

- Rame and I are repainting the office starting Monday
- I am slowly preparing the Volume.80 document for the archives with all of the articles.
- Nash Contingency Plan

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, July 26th, 2020

Google Hangouts
Meeting #3 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:

- Everyone should maintain a 2-metre separation with other people, other than those in their social circle;
- Workplace health and safety measures are in place within the workplace to protect against COVID-19, at the discretion of the General Manager;
- All office hours are cancelled; and
- If physical distancing is not possible, staff should wear non-medical cloth masks. To be clear, wearing a cloth mask does not replace physical distancing.

Although the province is loosening restrictions, the pandemic is by no means over. The province is currently in Stage 3 of a three-stage framework for reopening the province. Nearly all businesses and public spaces will be able to gradually reopen in Stage 3, with public health and workplace safety restrictions in place, while some high-risk venues and activities will remain closed until they can safely resume operations. Physical distancing remains a requirement for all people who are not from the same household or social circle.

At this time, all Fulcrum staff continue to be directed to work remotely, with visits to the office permitted based on requirements.

2. Executive Committee

The Executive Committee met on Monday, July 20th to plan for the Fulcrum's online fall AGM. The AGM will be held via a webinar-style Zoom meeting. On Wednesday, September 30th.

It will be very important that we promote the event so that we can reach the quorum of 25 students. The Board will be seeking EdBoard's support of the event through attendance.

3. Legal Committee

The draft intellectual property agreement was reviewed by our media lawyer. The document has been put into the format of a Google Form. The General manager has been directed that all current and future Fulcrum volunteers must complete the form. Staff are not required to complete the agreement since their contract and the constitution cover the requirements in regards to intellectual property.

4. Finance Committee

The CRA has complete processing the director forms. Rame is in the process of working with TD to complete the transition of the signing authorities.

Additionally, Kate prepared a letter of direction to close the RBC chequing account that has \$0 in it.

5. Human Resources Committee

No updates.

6. Inter-board Health and Wellness Committee

This committee met on July 21st. The committee discussed potentially physically distant social events for the organization this upcoming year, received an update on the health & safety program from Rame, discussed re-opening plans for staff in light of COVID-19, and discussed the results of the Board meeting survey.

7. Policy Committee

This committee met on July 22nd. The committee discussed a new format for the policy manual, the potential of a quick reference guide for the policy manual, and minor policy committee amendments.

8. Marketing and Promotions/Readership Committee

The marketing committee met on July 16th. The committee discussed promoting for the virtual AGM, an FnS Instagram contest, discussed the potential of a fall BBQ event on campus, and the location of our various abandoned newsstands on campus.

9. Board Matters

There are currently three seats open on the Board:

- University Rep
- Student Rep
- Fulcrum Alumnus

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.

Calendar Items

The next Board meeting will be on the third Sunday of August, August 23rd, at 10 am.

Fulcrum Publishing Society – Board of Directors

Marketing Committee Report (July 16, 2020)

Attendance: Rame Abdulkader, Kalki Nagaratnam, Leyla Adbolell, Charley Dutil, Kate Murray, David Champion-Smith

Virtual AGM quorum is 25 people, a date should be finalized next week. Have to be uOttawa students, ed board or board to be able to vote. Push it through the volunteer list (Charley). We've got 90 days from the end of the emergency order, so we probably have tons of time, at least the end of October. A date has since been set for the virtual AGM.

Contest/giveaway went up on Monday. 2 \$25 gift cards from FnS, running it only on Instagram due to contest rules on Twitter and Facebook. Entries until Sunday, get the board to promote it. This contest has since concluded, seems like all went well.

Barbecue in September. Price for a burger is a follow on Instagram and Twitter. Mix of regular and veggie burgers. Still be socially distant, quick pass by. University might have barbecues, emailing student life, UOSU. September 8th is targeted date. After email from Leyla with information from student life and conversations with the Inter-Board committee this will need to be discussed.

Rame went on a stand hunt - most of them are hard to find inside buildings. We need to find those stands once buildings open up, maybe we can do something with them in the winter.

Inter-Board Health and Wellness Committee — July 2020

July 21, 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
 - [H&S Program.pdf](#)
 - All signs have been put up in the buildings, this includes social distancing signs, first aide, no smoking.
 - Returning to work on Campus:
In accordance to the University of Ottawa, I propose that during my orientation email with all other documents, we ask all our returning employees to reference this link.
<https://web47.uottawa.ca/en/lrs/node/36073>.
2. Return to Work from COVID-19
 - Now that we are in Stage 3, we could start having outdoor activities with everyone physically distanced, board meetings will still be done virtually, edboard could have meetings in the office in small groups following our COVID policy

Inter-Board

3. Inter-Board Events
 - [Inter-Board Committee Events](#)
 - Week of Sep 13th Introductions and [Cards against Humanity](#)
 - Google Meet
 - Questions: Name, Position at the Fulcrum, [Icebreaker](#), Something you learned about yourself/did during COVID
4. Board Workshops
 - 1st Workshop Board Orientation and Goal Setting Workshop (Oct)
 - General orientation + the art of goal setting for the Fulcrum and its committees
 - Informative part: PowerPoint and video
 - Activity: TBD
 - How can we track our progress? Halfway through the year: revisit goals at committee meetings and report progress made so far at the board meeting; End of the year: board level evaluation of the goals
 - *Revisit forward agenda and review/re-evaluate some of the goals*
5. How can we improve our board meetings?
 - Follow up on the results of the board survey

- What we need: “More interactive elements to the meetings, encouraging more idea sharing and feedback during meetings, encouraging director participation, finding ways to make the meetings more engaging”
 - Take time to introduce the agenda at the beginning of the meeting (especially special items)
 - Encourage staff members/officers/chairs to include their main goal(s) for the next month as a section in their reports
 - Kahoot at the beginning of the meeting: 10 questions from articles by the Fulcrum from that month
 - At a later date*
 - Go out for breakfast after the meeting/potluck breakfast
 - Have Fulcrum Alumni from the BoD give guest presentations
 - Discuss a topic or case study; have an interactive activity (similar to Strategic Planning Session)
 - Invite guest presenters from other non-profits or newspapers to see what other people in the industry are doing
 - Attend another non-profit organization’s or newspaper’s board meeting to learn about how they are running their board

Shelved Items:

1. Tidy/Reorganize BoD 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
3. Ontario Occupational Health and Safety Checklist
 - [Ontario Central Forms Repository - Form Identification](#)



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

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Policy Committee Report (Sunday, July 26, 2020)



July Policy Committee Meeting: Wednesday, July 22, 2020

Present: Kate Murray, Justin Turcotte, Rame Abdulkader, Kalki Nagaratnam, Charley Dutil, Patrick Mangan

Approval of New Policy Manual Layout

The committee reviewed the [newly formatted Policy Manual](#) that K. Murray put together. Now there is no more wonky spacing and indentations, and the length of the document has been reduced from its original 70-something pages to 38 pages! This document also features the same aesthetic touches as the newly-created Health and Safety program.

The committee agreed to adopt the same formatting and aesthetic changes to the Fulcrum's Bylaws to ensure consistency amongst the documents and also because the formatting of the Bylaws is in an even worse state than the Policy Manual was originally. K. Murray will be working on updating this document, and will hopefully have it finished by the end of the summer.

Proposed Policy Manual Amendments

Following the reformatting of the Policy Manual, the committee proposes these policy amendments to the Board for approval:

Section 1

(h) "Recorded Address" means, in the case of a member, ~~her~~ **their** address as recorded in the register of members, and in the case of a director, officer or auditor of the Corporation, or any other person, ~~her~~ **their** address as recorded in the records of the Corporation (and where no address is so recorded, then the last address of such director, officer or auditor known to the Chief of Staff of the Corporation).

Section 4

4.3 Requirements. Two (2) signing authorities are required to sign any cheques or negotiable instruments signed on behalf of the Corporation.

4.18 Staff Contingency Fund. The budget passed by the Board shall include a line designated as "Staff Contingency Fund" and which:

- a. Shall be no less than **two (2) per cent 2%** of the total salaries line. These funds will be drawn from a special account reserved expressly for this purpose, which will be replenished each year as necessary;

Section 5

5.2.12 **Advertising Plan**. At the earliest reasonable opportunity following the hiring of a General Manager, they must develop a thorough and comprehensive plan for obtaining advertising sales. The plan must be reviewed for comprehensiveness, thoroughness, and feasibility by the President of the Society in a meeting with the General Manager called for that purpose. Should the advertising plan meeting between the General Manager and President not occur within **thirty (30)** days of employment, an emergency meeting of the Board must be called to consider the advertising plan and the reasons for which it was not drafted by the deadline.

5.411 **Editorial Salaries**.

Section 6

6.6 **Notification**. Following the selection of candidates to interview, the chair of the committee shall contact each candidate and set up an interview time. A candidate may be disqualified if they fail to respond to requests for an interview within **seventy-two (72)** hours of first contact. Unsuccessful applicants must also be notified via email that their application was rejected.

6.7 **Attendance**. The chair of the Hiring Committee shall attempt to arrange a time for interviews that accommodates all committee members. In the event that a member is unable to attend the meeting, **they** may be excused by submitting a letter to the committee chair. Candidate interviews may not occur with **fewer** than fifty (50) percent of mandated committee members. The Hiring Committee may consider members or candidates in attendance via electronic means at its own discretion.

Section 8

8.1 **Transition Reports**. All Editorial Board members must submit a transition report to the General Manager by April 30. Executives of the Board **and committee chairs** must submit a transition report to the President by May 31.

Section 9

9.4 **Excessively Delayed Payments**. If after **two (2)** months from the date of the last expected payment, no payment has been received for that time period and no payment plan has been agreed upon, no further advertising contracts may be signed and no advertisements required by any standing contracts may be published.

Section 12

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

Section 13

13.5 **Vote Deadline**. The Chair of the Board shall, when forwarding the motion to the Board members, specify a deadline for Board members to vote on the motion. The deadline for voting

shall be no sooner than **forty-eight (48)** hours after the motion is forwarded to the other Board members and no later than **ninety-six (96)** hours after the motion is forwarded.

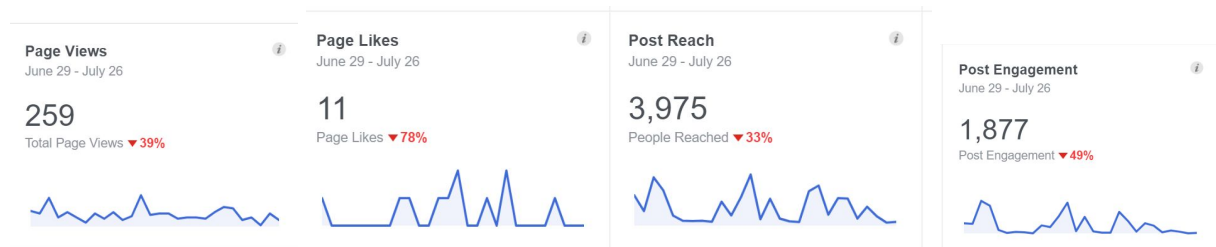
Section 15

15.4.8 **Restrictions**. Complaints may not be brought on behalf of another party.

Quick Reference Policy Guide

This has been a discussion item/action that's been on the forward agenda for the Policy committee for quite a long time - well before I became the chair of the committee. I'm guessing that the original intention behind it was to have a document that can be referred to quickly rather than having to go through the entire Policy Manual. The committee discussed whether a document like this would be beneficial to have. Ultimately we decided that because the Policy Manual is much more manageable in size now, this quick reference guide wouldn't be necessary.

Facebook



3,054 total likes as of today. Still above the Charlatan.

Metrics have dropped across the board this month, this is a consequence of fewer posts going out, as well as less of an outreach push compared to last month where I had invited over 100 people to like the page. August should see a significant increase as we gear up for the start of the year.

Top post was the Respondus editorial. The bulk of our engagement (likes, comments, link clicks) comes from shares - which is why covid impact related articles like this one consistently do well.

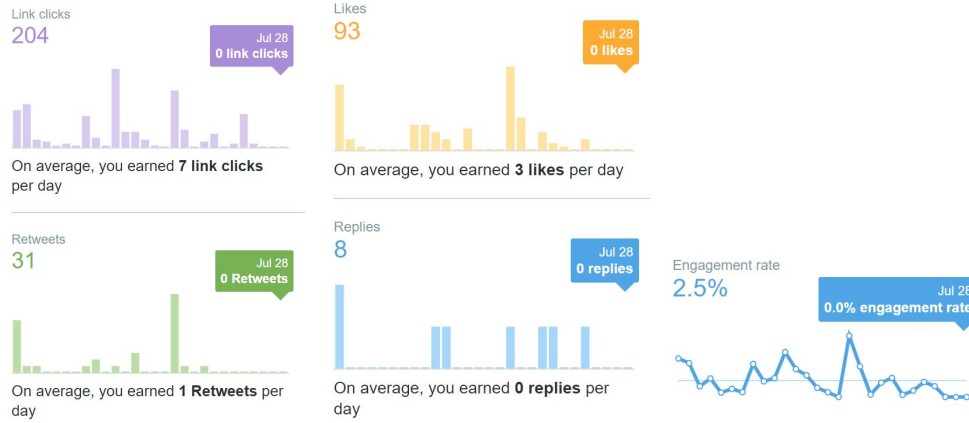
Twitter

28 day summary with change over previous period



We posted fewer Tweets this month, which is represented by the fewer impressions as well. The "Mongo's Brave Buddies" post saw the most impressions. However, we've seen a significant increase in mentions - mainly from the Respondus editorial post.

This month, I've tried posting with threads more frequently rather than condensing content into a single tweet. The trend seems to be that we get more impressions on days where I post threads vs days I post single tweets - so I'll continue with this format and see what else can be done. The below metrics have stayed consistent.







Instagram

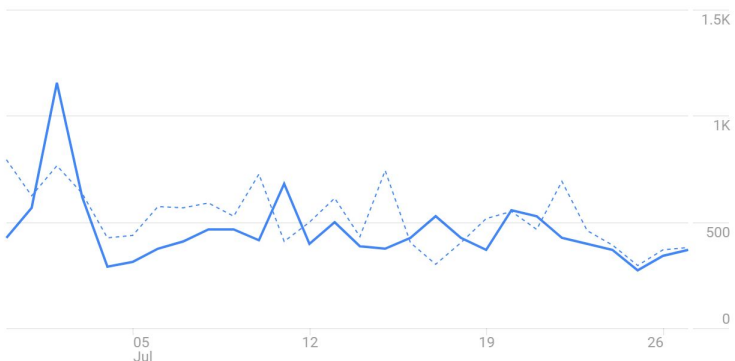
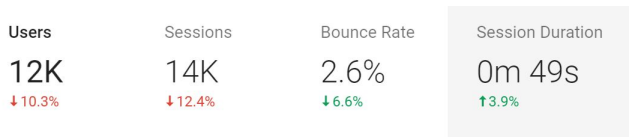
Followers	Growth	Growth Rate	Impressions	Avg. Reach	Profile Views	Website Clicks
1,342	85	6.76%	10,591	228	883	211

The contest this month contributed well to our follower growth, though it didn't translate well to impressions and engagement - of course contests aren't a substitute for content. Hopefully next month the new followers will contribute to more reach and engagement as we put out more content.

Top posts by reach:

POST	FOLLOWERS	ENGAGEMENT	LIKES	COMMENTS	IMPRESSIONS	REACH	VIDEO VIEWS	SAVES	LINKIN.BIO
 JUL 1, 2020 The University of Ottawa will allow	1,261	5%	57	0	1.2K	992	N/A	9	128
 JUL 11, 2020 The University of Ottawa has	1,282	5%	59	0	843	707	N/A	0	50
 JUL 13, 2020 To say thank you to our amazing	1,297	24%	73	234	891	695	N/A	0	N/A
 JUL 20, 2020 The Black Lives Matter protests	1,347	5%	61	0	761	662	N/A	4	31
 JUL 17, 2020 Editorial: Professors and faculties	1,310	5%	69	0	717	609	N/A	1	14

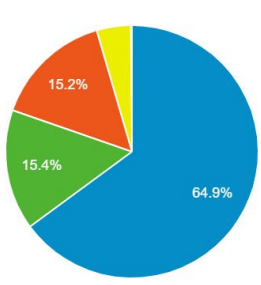
Website



Users and sessions have gone down by around 10% since last month, but I wouldn't say it is cause for concern as it is the middle of the summer and this is normal (no data for last year July, but for 2018 there were 1.3k users and 1.4k sessions for the month).

Bounce rate and session duration are still doing well, fluctuation is normal and it's within a good range.

Top Channels



- Organic Search
- Direct
- Social
- Referral
- (Other)
- Email

Social Network	Sessions	% Sessions
1. Facebook	1,628	74.54%
2. Instagram	237	10.85%
3. Twitter	173	7.92%
4. reddit	98	4.49%
5. LinkedIn	47	2.15%

Traffic from direct and social channels are about equal (15% each of total traffic) which is a good place to be. Organic traffic continues to stay in its usual range as does referrals.

Within the social channels, sessions have gone a bit more back to 'normal' compared to last month when we saw a big boost in Instagram and Twitter traffic. The drop is consistent with the overall reduction in traffic across platforms. Again, this is within reason due to the summer months.

	Page Title	Pageviews	% Pageviews
1.	U of O will allow faculties to use controversial Respondus Lockdown software to curb academic fraud - The Fulcrum	4,411	12.33%
2.	The Fulcrum	2,316	6.47%
3.	A brief history of pornography until 1910 - The Fulcrum	2,055	5.74%
4.	Students confused and concerned with new U of O guidelines for life in residence - The Fulcrum	1,435	4.01%
5.	Orgy etiquette - The Fulcrum	1,178	3.29%
6.	Editorial: Implementing Respondus is a flawed and lethargic solution to curbing academic fraud - The Fulcrum	902	2.52%
7.	Local restaurant owners adapting to Ontario's slow reopening plan, envious of Quebec's reopening plan - The Fulcrum	634	1.77%
8.	Five foods to avoid during exams - The Fulcrum	539	1.51%
9.	When talking about Black lives, don't forget Black womxn's lives - The Fulcrum	463	1.29%
10.	Criminal records for plagiarism might be a good thing - The Fulcrum	440	1.23%

Total pageviews 35,772.

The Respondus article did fantastic this month. Understandably, news articles on covid's effects on the upcoming school year consistently do very well.

Overall

The Respondus news story as well as the editorial performed consistently well across all platforms this month.

The targeted Instagram contest did very well as well as our mention in uottawa future's story. We can target a different platform with our next contest.

This month has seen overall less activity, due to less new content going out (summer). August should see an upward trend overall.