

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, November 15th, 2020
Google Meet, 9:55 a.m. - 1:33 p.m.
Meeting #7 2020-2021 Publishing Year

Present: Justin Turcotte, Kalki Nagaratnam, Leyla Abdoell, Ryan Pepper, Julia D'Silva, Charley Dutil, Benjamin King

Partially Present: Kate Murray, David Campion-Smith

Absent (with reason):

Absent (without reason):

1. Opening of Meeting

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

2. Approval of Agenda

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

3. Kahoot Activity

C. Dutil led a mini quiz based on the articles this past month.

4. Approval of October and Special Meeting Minutes

The October and Special Meeting Minutes were voted on and approved unanimously.

5. Standing Actions List

J. Turcotte went through the Standing Actions list and made the necessary changes.

6. General Manager

J. Turcotte noted that on November 1, 2020, Rame completed her last day as General Manager of The Fulcrum. From November 2nd onwards, Justin Turcotte, Kalki Nagaratnam, and Kate Murray, the "GMship", have taken over the helm until a new General Manager is hired.

Financials

J. Turcotte began the report prepared by the GMship, by reviewing the Fulcrum's financials. He indicated that the Fulcrum's TD Chequing account dropped by about \$17,000, but most of that

is payroll and the Fulcrum's investments went up by about \$1000. J. Turcotte continued, explaining that the Chequing account line will always be red until the Fulcrum receives its Winter Levy. He reported that the expenses thus far under the GMship include:

- Corporate Insurance from HUB International: \$2,359.80 (not yet cashed)
- Fulcrum Credit Card: \$323.02 (not yet cashed)
- Lucas Ghosn, a former General Manager of The Fulcrum and CPA, reviewing The Fulcrum's bookkeeping: \$550 (not yet signed)

J. Turcotte stated that the revenue thus far under the GMship is \$480.25, which was a legal subsidy from CUP. He added that the new GM will have to update themselves as a signing authority.

Ed Board

J. Turcotte announced that Dasser, the Fulcrum's Visual Editor, will be organizing the hoodie/sweater order for Ed Board and Board members. He informed the Board that the orders will most likely be at no cost since it will be covered under the "Board Expenses" and "Employee Appreciation" budget lines. J. Turcotte noted that Dasser will get back to the Board with an exact quote.

Health and Safety

K. Nagaratnam advised that Rame contacted the uOttawa Health and Safety Representative to arrange a video call meeting with Ed Board to talk about asbestos, but because of COVID-19 they don't have any sessions planned at the moment.

K. Nagaratnam stated that Rame met with a volunteer from the Workplace Safety and Prevention Services and they:

- Reviewed COVID-19 Exposure Reporting Procedure Draft;
- Reviewed the Fulcrum's current health and safety policies and procedures;
- Learned how to do sourcing and providing resources on COVID-19 e.g. arranging meeting spaces, recommendations on common spaces; and
- Obtained guidance on Health and Safety Representative responsibilities and selection.

K. Nagaratnam indicated that the Fulcrum's Health and Safety Program is complete, and will be maintained by the incoming GM with the support of the Inter-Board Health and Wellness Committee.

FullView

K. Murray stated that C. Dutil brought forward several concerns to the GMship that he had about the Fulcrum's website, including:

- The default font size needs to be changed to 17;

- Widgets for Twitter, Instagram and Youtube are all broken (they do not update);
- Top 5 articles widget only works if Charley plays with it manually: it does not update automatically; and
- We need to add a widget for Issuu, as we have a new PDF edition.

K. Murray mentioned that Stephane at FullView has been contacted about these concerns, and his developer is working on addressing them.

Other

J. Turcotte concluded the GM report by noting that the GMship has received a number of advertising requests from:

- Canadian Psychological Association;
- Embassy of Japan (JET);
- Peer Help Centre; and
- NCC (missed the time frame).

J. Turcotte said that the incoming GM will have to work through these requests.

7. Editor-in-Chief

Renovations

C. Dutil mentioned that he has a trip to the Archives planned to get some names of past EICs, which he plans to write on the black wall in his office. He added that this is the last part of the office renovations that some of Ed Board have been working on over the past few months.

Contributors

C. Dutil announced that the Fulcrum now has six freelancers, and could be adding more in the coming weeks. He declared that Mason Maharaj won the contributor of the month award for October, and noted that Mason wrote the feature on international students who were stranded in Ottawa this spring/summer due to the COVID-19 pandemic.

C. Dutil stated that last week, Ed Bard started their latest effort to recruit new contributors for the Fulcrum. He explained that he, Leyla, and Emily have been giving class talks, which has been going well. C. Dutil noted that so far, these presentations have tended to pick up two or three contributors and four to five new followers on the Fulcrum's Instagram/Fulcrum. He added that he has also begun working on creating a volunteer email list, where he will send one general email every week with the pitches for every section.

Content

C. Dutil reported that the reactions to the Fulcrum's 'N-word' story were a huge testament to the good work that has been done by the Fulcrum's News section this month. He added that the Fulcrum was also very involved with its coverage on the PSUO-SSUO strike - publishing an article explaining why the strike was taking place, which is something that many other media outlets failed to include. C. Dutil added that the Fulcrum also broke the news that a deal had been struck between the University and its support staff.

C. Dutil declared that the Arts section has been one of the sections that has benefited the most from the Fulcrum's efforts to recruit more contributors, as Aly has received several solid pieces by contributors. He recommended that the Board read the article about the local author who wrote a follow-up to *Beauty and the Beast* for Disney.

C. Dutil remarked that it's been relatively quiet for Sports, although the Fulcrum did report on the five Gee-Gee football players who tested positive for COVID-19.

C. Dutil mentioned that Opinions is going well, Jasmine continues to rant her grievances weekly, and the Fulcrum has published a number of op-eds from contributors. He noted that the majority of Jasmine's work this month has been editing and helping to publish Letters to the Editor (in a record breaking amount).

C. Dutil said that Features is also doing well, and Siena and Amira have written some solid pieces each. He added that Siena's piece on the psychology of grief surrounding celebrity deaths is a must-read.

C. Dutil reported that in the Science and Tech section, Ryan has been focusing heavily on the effects the pandemic has had on people's tech habits, and he visited the Advanced Research Complex on the University of Ottawa campus where he explored carbon dating.

Editorials

C. Dutil explained to the Board that because of Reading Week, the Fulcrum only had two editorials this month. He continued, saying that in the first editorial, the Fulcrum took a stance on how ridiculous it is that varsity athletes are being given a hall pass to practice during the pandemic. C. Dutil went on to say that in the second, the Fulcrum sided with the PSUO-SSUO plights in their negotiations with the University.

Internship

C. Dutil stated that he and Emily have developed a plan for the Fulcrum's first-ever internship in collaboration with the Digital Journalism program. He informed the Board that he has an applicant for the student internship program who they plan on interviewing sometime later this month. C. Dutil noted that the application period will end in early December.

J. Turcotte wondered how the presentations have been going in the virtual classes? C. Dutil said that people have been engaged, he's been getting a lot of questions, and professors have been telling their stories about the Fulcrum.

8. President

COVID-19 Pandemic

J. Turcotte went over the Fulcrum's COVID-19 pandemic rules, which has now been a standing item on the agenda. He noted that Ottawa is now in the new "orange/restrict zone", and we've been hearing of potential further restrictions as well. J. Turcotte added that at the time, all Fulcrum staff continues to be directed to work remotely, with visits to the office permitted based on essential reasons.

Executive Committee

J. Turcotte mentioned that the Executive Committee met on November 2nd to plan for the fall Strategic Planning Session, which will be discussed more in detail later on during today's meeting.

J. Turcotte announced that one application has been received for the position of Ombudsperson, from Harley Hubbard. He stated that the application period ended on Friday, October 30th.

Legal Committee

J. Turcotte reported that the legal subsidy from CUP was received and deposited.

Capital Assets Committee

J. Turcotte stated that this committee did not meet this month.

Finance Committee

J. Turcotte stated that pursuant to the motion passed at the October 26th Special Meeting of the Board, he has met with or spoken with four accountants over the last few weeks to discuss the Fulcrum's bookkeeping needs. He continued, explaining that the HR Committee has decided to slightly change the approach, which will be discussed in-camera later in today's meeting. That said, he mentioned that the Committee will be seeking approval to hire an accountant for a single time-limited project in order to clean-up the Fulcrum's books in advance of the next General Manager starting with the Fulcrum.

J. Turcotte advised that the budget planning will begin in February.

HR Committee

J. Turcotte informed the Board that the HR Committee met with Rame to give her performance review after the last Board meeting, and she handed in her notice of resignation that day (unrelated to the performance appraisal). He continued, saying that the HR Committee, with the Board's approval after the special meeting, modified the position into a part-time role. J. Turcotte indicated that the vacant position was posted on Indeed on November 1st, and the position was also shared on the Fulcrum's social media accounts and LinkedIn. He noted that 62

applicants were received, however, a majority were not fit for the position. J. Turcotte reported that a top candidate will be presented to the Board today for approval.

J. Turcotte stated that the committee met four times this past month. He mentioned that all further updates will be provided in-camera later on in the meeting as they mostly deal with the employment of specific individuals.

Committees

Marketing Committee

J. Turcotte said that this committee held a productive meeting on November 12th. He advised the Board to stay tuned for some exciting developments. J. Turcotte thanked Leyla and Charley for the Fulcrum's first live speaker series event during Reading Week. He declared that the Fulcrum will overcome the technical challenges for next time.

Inter-Board Health & Wellness Committee

J. Turcotte mentioned that this committee met on November 5th. He noted that some key items were identified for the remainder of the year for the committee to focus on. J. Turcotte continued, saying that a successful Halloween movie event was held on October 30th via Teleparty. He advised the Board to keep an eye out for future virtual events and asked everyone to please join when possible.

Policy Committee

J. Turcotte informed the Board that due to scheduling, the Policy Committee will be meeting tomorrow.

Board Matters

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

- University Representative;
- Student Representative; and
- Staff Representative

J. Turcotte continued, saying that the vacant Student Representative position has been posted on the University of Ottawa's community engagement navigator.

J. Turcotte reported that the Board met for a special meeting on October 26th. He continued, saying that the Board unanimously passed a motion to acquire bookkeeping services, and dealt with an in-camera matter involving an employee. J. Turcotte clarified that this matter will be discussed further later on in today's agenda.

Other Business

Student Internship Program

J. Turcotte announced that Charley and Emily have submitted a plan for the Fulcrum's student internship program to the Coordinator of the University of Ottawa's Digital Journalism program. He excitedly added that one application has been received so far!

AODA Training

J. Turcotte reminded Board members to please complete the required training and send your certificate to Kalki if you haven't already done so. He went on to say that if you work for the University of Ottawa, you have completed this training, and can pass on your accessibility certificates to Kalki.

Calendar Items

J. Turcotte stated that the next Board meeting is scheduled for Sunday, January 17th. He noted that there is no Board meeting in December, although committee meetings are recommended in December, keeping in mind that EdBoard staff will be off as of December 6th.

J. Turcotte also reminded everyone that the Strategic Planning Session is scheduled for Sunday, November 29th from 10am to 1pm.

L. Abdolell said that she can make a post for the open Board seats if that would be useful. J. Turcotte replied that that'd be great.

9. Online Editor

L. Abdolell informed the Board that overall, all of the platforms and the website have done really well, especially considering the two off-weeks before and after Reading Week.

Facebook

L. Abdolell advised that the 3% decrease in post engagements is marginal, and not a cause for concern. She explained that if anything, it's actually a good sign as the Fulcrum had two weeks this month with very little content, and yet the post engagement remained the same. L. Abdolell continued, saying that the 50% decrease in page likes looks far worse than it actually is, as last month was an abnormality in the quantity of page likes. She emphasized that in perspective, the 50 likes this month is normal and actually a very solid amount.

L. Abdolell noted that she added a video metric this month because the Fulcrum started doing videos (the live-streaming event) and they've been going really well. She said that while not a lot of people watched it live, the video received hundreds of views the same day that it aired.

L. Abdolell proceeded to review the table with the Fulcrum statistics compared to other national student publications. She mentioned that the table is only representative of this past week, but from her observations, the data has been quite similar each week for the past month or so. L. Abdolell continued, saying that it illustrates that the Fulcrum is gaining likes at more than double the rate of the other student papers, despite posting the same amount as them.

She added that the table also shows the Fulcrum an exponential amount of engagement as well.

Next, L. Adolell moved on to going over the top posts of the month by reach.

Twitter

L. Abdoell said that everything looks good on the Fulcrum's Twitter page. She reported that even though the Fulcrum posted less, everything has done better, in fact, the Fulcrum doubled in many of the specific Twitter analytics since last month. L. Abdoell indicated that all of the top tweets this month did better than the top tweet from last month by miles.

Instagram

L. Abdoell stated that reach on Instagram has decreased slightly, but she reassured that this is not concerning at all considering the performance of the other metrics and the decrease in posts this month. She reported that the polls on Instagram stories have been doing really well and many people have been interacting with that, and the Dear Di takeover was really popular as well.

Website

L. Abdoell enthused that everything is looking great on the Fulcrum's website. She indicated that pageviews have basically doubled since last month. L. Adolell noted that she left out the acquisition statistics (essentially, what social networks etc people come to the website from) this month because they are the same that they always are, but said that she will include them again if there is a drastic change. She went on to say that all the data has exponentially increased since previous years as well, so she'll only include that if there's a change.

J. Turcotte wondered if anyone knows if any of the Fulcrum's articles have been mentioned in any mainstream media. C. Dutil answered that he and Paige have been doing a lot of interviews about this. He noted that the Quebec media have credited them, but not the English media. C. Dutil stated that Fremont released his statement at 4am, C. Dutil had a Fulcrum story out by 7am, and the Fulcrum were the only ones that had a story for around 6 hours.

K. Nagaratnam wondered if the table covers student papers all across Canada. L. Abdoell replied that it's not an exhaustive list, but it is national.

J. Turcotte asked if the Fulcrum still has any social media accounts that the Fulcrum doesn't use (le Sports Fulcrum and 1 in 5). L. Abdoell said that she's not sure about 1 in 5 because she doesn't have access to it, but that Jasmine has been using the Instagram sports account to track athletes, but not the Fulcrum sports twitter account. She added that she noticed that the Fulcrum has a very old Tomato account, but that hasn't been used in ages. J. Turcotte remarked that he is in favour of having everything within one account.

10. Marketing Committee

D. Campion-Smith mentioned that the committee had a really productive meeting.

Sweaters

D. Campion-Smith stated that the committee discussed doing a sweater giveaway as a prize. He noted that this will be discussed more in detail before the Fulcrum puts the sweater order in.

Future Events

D. Campion-Smith indicated that the committee talked about creating a year-in-review post of some sort focusing on the positives of this past year. He explained that some of the questions that were suggested include:

- What was your happiest moment?;
- What was your most impactful Fulcrum article from the last year?;
- What did you accomplish this year?;
- What did quarantine teach you?; and
- This year was on hold, but what did you do?

D. Campion-Smith added that the committee is planning on organizing another livestream event in the new year once everyone's back.

Future Initiatives

D. Campion-Smith mentioned that the committee proposed having a social media contest where entrants would tag the Fulcrum in their favourite study spot wherever they are, and the prize could be gift cards to BIPOC owned businesses.

J. Turcotte wondered if there's a timeline on when we're going to start the videos? D. Campion-Smith replied that he's not sure yet, but he'll be reaching out to Leyla after this meeting. L. Abdollel stated that the Fulcrum will have to use Zoom for the next event, which she foresees will fix the audio issues. J. Turcotte pointed out that at this point, it makes sense for the Fulcrum to invest in a premium Zoom account.

11. Inter-Board Health and Wellness Committee

R. Pepper explained that the point of the first committee meeting was to get a bearing on what items to start with. He noted that the committee now has a shortlist of things to work on and discuss for the upcoming year.

R. Pepper mentioned that the Fulcrum's safety program was developed a year ago, so the committee wants to review that, in addition to getting the Stress survey out by the end of the month. He stated that another item on the committee's list is making sure the Fulcrum is compliant with the health and safety act that Kalki shared. R. Pepper added that the committee is hoping to organize a seasonal party for the end of the year.

R. Pepper wondered if the Fulcrum has any obligations ensuring that our employees have everything they need for their home set-up?

R. Pepper notified the Board that the next committee meeting is scheduled for December 3rd.

R. Pepper advised that he can hand in a more formal monthly committee report to Kate soon.

12. SPS Finalizing Details

J. Turcotte informed the Board that the Executive Committee met with C. Dutil to discuss the upcoming Strategic Planning Session. He stated that in the past, the SPS have been an all-day event, but the Committee has shortened this semester's event for Zoom though. J. Turcotte reviewed the draft agenda, noting that the first session will be presented by himself, and will be on identifying risks and working towards an action plan towards those. He added that the group are going to make use of breakout rooms, etc. J. Turcotte continued, saying that the next session, presented by K. Nagaratnam, will be identifying objectives for a three-five year Strategic Plan for the Fulcrum, and answering the question, what are the Fulcrum's next steps?

13. Ombudsperson Candidate

J. Turcotte informed the Board that they received one application over the month period for the Ombudsperson position, Harley Hubbard. He mentioned that he has worked with Harley in the past, and mentioned that Harley had actually applied to be on the Board, but realized it would be too much of a time commitment. J. Turcotte continued, stating that the Hiring Committee reached out to Harley about this position, which he was interested in. He then proceeded to read Harley's statement of interest and reviewed his resume.

C. Dutil wondered if Harley has had any experience in media or journalism. J. Turcotte answered, no, not that he's aware of. He clarified that the Ombudsperson isn't responsible for investigating complaints, they are a neutral arbiter. J. Turcotte added that the Board is looking more for analytical skills.

J. Turcotte motioned to appoint Harley Hubbard as the Ombudsperson for the 2020-21 publishing year. K. Nagaratnam seconded the motion. The motion passed.

14. In Camera

J. Turcotte motioned to go in-camera with C. Dutil. K. Murray seconded the motion. The motion passed.

Matter Involving An Employee

A matter was discussed involving an employee. The motions relating to the matter were voted on and approved.

GM Discussion

C. Dutil left the in-camera discussion.

J. Turcotte motioned to approve the motion presented by the HR Committee. K. Murray seconded the motion. The motion passed.

Insurance

A matter was discussed relating to the Fulcrum's health care plan. The motions relating to the matter were voted on and approved.

J. Turcotte motioned to remain in-camera. No one seconded the motion and the motion was defeated. The meeting went out of camera.

15. Expense Approval

J. Turcotte explained that the Fulcrum will not be hiring any bookkeepers on a full-time basis, but would like to clean-up the Fulcrum's books. He mentioned that he received a quote from Lucas Ghosn, D. Ghosn's brother for \$550. J. Turcotte noted that he's a former General Manager for the Fulcrum, and thus, is familiar with the Fulcrum's books, and now works at Deloitte. He noted that the cheque will be signed by B. King and J. Turcotte, and will go under the accounting and legal budget line, which the Fulcrum has already surpassed. J. Turcotte stated that budgetary concerns-wise, the Fulcrum is going to be saving a lot of money. B. King stated that the Fulcrum should have an updated budget document.

J. Turcotte motioned to approve Lucas Ghosn to get the Fulcrum's books up to date. K. Nagaratnam seconded the motion. All voted in favour and the motion passed.

16. Revisit Standing Actions List

B. King revisited the Standing Actions List and J. Turcotte and K. Murray made some additions.

17. Other Business

J. Turcotte announced that the HR Committee will be processing payroll with Rame after this Board meeting.

J. Turcotte motioned to adjourn the meeting. The motion passed.

Appendices

631 King Edward Avenue
Ottawa, ON
K1N 6N5

Fulcrum Publishing Society – Board of Directors

General Manager's Report

Sunday, November 15th, 2020

Google Meet

Meeting #7 of 2020/21 Publishing Year



GMship: Kate Murray, Justin Turcotte, and Kalki Nagaratnam

Programming note: On November 1, 2020, Rame completed her last day as General Manager of The Fulcrum. From November 2nd onwards, Justin Turcotte, Kalki Nagaratnam, and Kate Murray, the “GMship”, have taken over the helm until a new General Manager is hired.

1. Financials

Account	Last Month	This Month	Difference
Chequing (TD)	\$233,250.88	\$215,411.15	-\$17,839.73
Investments (RBC)	\$93,915.84	\$94,925.45	+\$1,009.61
TOTAL	\$327,166.72	\$310,336.60	-\$16,830.12

Expenses thus far under the GMship:

- Corporate Insurance from HUB International: \$2,359.80 (not yet cashed)
- Fulcrum Credit Card: \$323.02 (not yet cashed)
- Lucas Ghosn, a former General Manager of The Fulcrum and CPA, reviewing The Fulcrum's bookkeeping: \$550 (not yet signed)

Revenue thus far under the GMship: \$480.25 (legal subsidy from CUP)

The new GM will be required to update themselves as a signing authority under both accounts, remove Rame as a signing authority, and take out a new credit card under their name. Rame is still a signing authority, but we require double signing authority and she no longer has her credit card.

2. EdBoard

Dasser, our Visual Director, is organizing the hoodie/sweater order for EdBoard and Board members. It will most likely be at no cost since it will be covered under the “Board Expenses” and “Employee Appreciation” budget lines. Dasser will get back to the Board with the exact quote.

3. Health and Safety

Rame contacted the uOttawa Health and Safety Representative to arrange a video call meeting on asbestos with EdBoard. However, they don't have any live sessions planned at the moment.

Rame met with a volunteer from the Workplace Safety & Prevention Services and:

- Reviewed COVID-19 Exposure Reporting Procedure Draft
- Reviewed our current health and safety policies and procedures
- Understood how to do sourcing and providing resources on COVID-19 e.g. arranging meeting spaces, recommendations on common spaces.
- Obtained guidance on Health and Safety Representative responsibilities and selection

Our Health and Safety Program is complete and will be maintained by the incoming GM with the support of the Inter-Board Health and Wellness Committee.

4. FullView

Charley brought forward several concerns to the GMship that he had about The Fulcrum's website:

- The default font size needs to be changed to 17;
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5. Other

We have received a number of advertising requests from:

- Canadian Psychological Association
- Embassy of Japan (JET)
- Peer Help Centre
- NCC (*missed time frame*)

The incoming GM will have to work through these requests.

EIC report for the November 2020 Fulcrum's Board of Directors meeting

Renovations

- I have a trip planned to the archives on Thursday, there I will note down the names of historical EIC's I am missing for the wall in the EIC office. This is the last part of the little office renovations we have been doing over the last few months.

Contributors

-We now have six freelancers. We could be adding a few more in the next few weeks!

-Mayson Maharaj won the contributor of the month award for October. Mayson wrote the feature on [international students who were stranded in Ottawa this spring/summer due to the COVID-19 pandemic](#)

- Last week we started our latest effort to recruit new contributors for the Fulcrum. Leyla, Emily and I have been doing short presentations in hopes of introducing new students to the Fulcrum and recruiting contributors. Up to now, these have been a mixed success, we tend to pick up two or three contributors after each presentation as well as about 4-5 new followers on our Instagram/Facebook.

- I have also begun working on creating a volunteer email list with which I will send one general email every week with the pitches for every section.

Content

- The reactions to our 'N-word' story were a huge testament to the good work that has been accomplished by our news section this month. We were also very involved with our coverage of the PSUO-SSUO strike publishing an article explaining why the strike was actually taking place something most other media outlets seem to fail to explain. We also broke the news that a deal had been struck between the University and its support staff.

- Art has been one of the sections that has benefited the most from our efforts to recruit contributors. Aly received a number of very solid contributor pieces. If you have the time, I definitely recommend reading the story about the local author who wrote a follow-up to [Beauty and the Beast for Disney](#).

-It has been relatively quiet for sports we did report on five Gee-Gee football players who tested positive for COVID-19 but that was about it.

-Opinions is tracking along, Jasmine continues to rent her grievances every week and we have published a number of op-eds from contributors. However, most of Jasmine's work this month has been editing and helping publish a record number of Letters to the Editor.

-Features is also rolling along, Siena and Amira have written a couple of very solid pieces each. Siena's piece on the [psychology of grief surrounding celebrity deaths](#) is a must-read.

- Finally, in Science and Tech, Ryan has been focusing heavily on the effects the pandemic has had on our tech habits and also visited the Advanced Research Complex on campus where he explored carbon dating.

Editorials

- Due to reading week we only had two editorials this month.
- In the first one we took a stance on how it's ridiculous that varsity athletes are being given a hall pass to practice during the pandemic.
- In the second we sided with the PSUO-SSUO plights in their negotiations with the University.

Internship

- Emily and I have developed a plan for the Fulcrum's first-ever internship in collaboration with the Digital Journalism program.
- We have one candidate which we plan on interviewing in the next few weeks.
- The application period will end in early December.

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President's Report

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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;
- The office is only to be used for essential reasons;
- The completion of a screening questionnaire is required before entering the office;
- The wearing of a mask is required in the office;
- All office hours are cancelled; and
- If physical distancing elsewhere is not possible, staff should wear non-medical cloth masks. To be clear, wearing a cloth mask does not replace physical distancing.

Ottawa is now in the new “orange/restrict zone”. We are hearing rumblings of further restrictions.

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

2. Executive Committee

The Executive Committee met on November 2nd to plan for the fall Strategic Planning Session. A date was set and sessions decided upon. Zoom will be used for the meeting.

One application was received for the position of Ombudsperson, from Harley Hubbard. The application period ended on Friday, October 30th.

3. Legal Committee

The legal subsidy from CUP was received and deposited.

4. Capital Assets Committee

This committee did not meet this month.

5. Finance Committee

Pursuant to the motion passed at the October 26th Special Meeting of the Board, I have met with or spoken with four accountants over the past few weeks to discuss the Fulcrum’s bookkeeping needs. The HR Committee has decided to slightly change the approach, which

will be discussed in-camera later today. That said, we will be seeking approval to hire an accountant for a single time-limited project in order to clean-up the Fulcrum's books in advance of the next General Manager.

Budget planning will begin in February.

6. Human Resources Committee

The HR Committee completed the General Manager's performance review on October 18th. Rame resigned as General Manager of the Fulcrum the same day (unrelated to the performance appraisal). The HR Committee, with the Board's approval after the special meeting, modified the position into a part-time role. The vacant position was posted on Indeed on November 1st. The position was also shared on the Fulcrum's social media accounts and posted on LinkedIn. 62 applications were received, although a majority were not a fit for the position. A top candidate will be presented to the Board today for approval.

The committee has met four times this past month. All further updates will be provided in-camera as they deal primarily with the employment of specific individuals.

7. Committees

Marketing Committee

Held a very productive meeting on November 12th. Stay tuned for some exciting developments! Thank you to Leyla and Charley for the Fulcrum's first live speaker series event during reading week. We will overcome the technical challenges for next time!

Inter-board Health & Wellness Committee

This committee met on November 5th. Some key items were identified for the remainder of the year for the committee's focus.

As well, a successful Halloween movie event was held on October 30th via Teleparty! Keep an eye out for future virtual events and please do join when you can.

Policy Committee

Due to scheduling, will be meeting tomorrow.

8. Board Matters

There are currently three seats open on the Board:

- University Rep

- Student Rep
- Staff Rep

The vacant Student Rep position has been posted on the University of Ottawa's community engagement navigator.

The Board met for a special meeting on October 26th. The Board unanimously passed a motion to acquire bookkeeping services and dealt with an in-camera matter involving an employee. This matter will be discussed further later on in today's agenda.

9. Other Business

Student Internship Program

Charley and Emily have submitted a plan for the Fulcrum's student internship program to the Coordinator of the University of Ottawa's digital journalism program. We have received at least one application so far!

AODA Training

A reminder to please complete the required training and send your certificate to Kalki. We know who you are! If you have any questions, please reach out to Kalki.

Hint: if you work for the University of Ottawa you have completed this training, pass along your accessibility certificates to Kalki.

Calendar Items

The next meeting is scheduled for Sunday, January 17th. There is no Board meeting in December. Committee meetings are recommended in December, although please note that EdBoard staff will be off as of December 6th.

The Strategic Planning Session is scheduled in two weeks, on Sunday, November 29th from 10 am to 1 pm.

Overall

Facebook

People Reached13,744▲36%

Post Engagements5,646▼3%

Page Likes49▼53%

Page ViewsOctober 17 - November 13

1,002Total Page Views▲18%

VideosOctober 17 - November 13

4373-Second Video Views▲71%

The Fulcrum currently has 3,191 total likes.

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1 The Ubsysey	14K	0%	18	4.5K
2 The Varsity	9.1K	0%	15	1.9K
3 The Eyeopener	3.9K	▲0.1%	19	1.3K
YOU 4 The Fulcrum	3.2K	▲0.3%	19	1.5K
Keep up with the Pages you watch. Get More Likes				
5 The Charlatan	3K	▼0.1%	19	252
6 La Rotonde	2.8K	▲0.1%	14	402

Top posts by reach:



Long time 'Jeopardy' host and U of O alum Alex Trebek has died from pancreatic cancer...

8 November 2020

Reach	Reactions	Comments	Shares
2,521	83	5	11



The University of Ottawa's president Jacques Frémont responded early this morning to the...

19 October 2020

Reach	Reactions	Comments	Shares
1,925	24	22	7



BREAKING: The University of Ottawa and the union representing its support staff (PSU...

29 October 2020

Reach	Reactions	Comments	Shares
1,398	87	7	6



After his parents lost their jobs, international student Ashwath Param was left on his own ...

20 October 2020

Reach	Reactions	Comments	Shares
1,388	102	10	19



"To the young people who have found such glee in attacking their professors; your ...

25 October 2020

Reach	Reactions	Comments	Shares
1,275	15	7	0



UPDATE: This article has been updated to include a new statement from the University ...

19 October 2020

Reach	Reactions	Comments	Shares
1,267	7	0	2



"As student representatives to the Board of Governors of the University of Ottawa, we ...

24 October 2020

Reach	Reactions	Comments	Shares
1,171	128	1	6

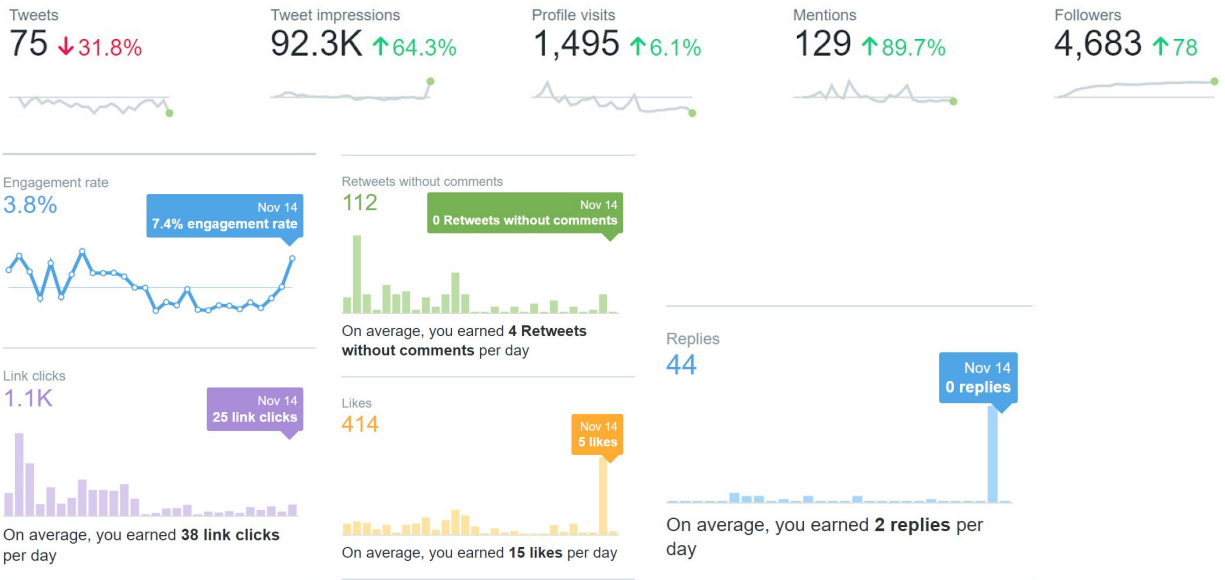


"Many critics of such a replacement argue that heritage has a part to play in the flag's si...





12 November 2020

Reach	Reactions	Comments	Shares
1,164	16	8	1

Twitter



Top tweets:

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	The Fulcrum @The_Fulcrum · Oct 28 I do not blame [the support staff] for any of this," says Jillian Prins, a third-year U of O chemical engineering and biochemistry student. #ottnews #SSUO #strike #uOttawa #ottcity thefulcrum.ca/news/psuo-ssuo... View Tweet activity	4,658	272	5.8%	Promote	
	The Fulcrum @The_Fulcrum · Oct 19 #News : @uOttawa's president and vice-chancellor Jacques Frémont responded early this morning to the recent incident of a faculty of art professor uttering the 'N-word' in an online lecture. thefulcrum.ca/news/u-of-o-pr... View Tweet activity	4,398	643	14.6%	Promote	
	The Fulcrum @The_Fulcrum · Nov 12 📢 At 7:00pm, @seuo_uosu will be holding its Annual General Assembly. The Fulcrum will be live-tweeting the event. Turn on post notifications to follow along 🔔 Take a look at tonight's agenda: pic.twitter.com/JlHzwGa59n View Tweet activity	2,964	227	7.7%	Promote	
	The Fulcrum @The_Fulcrum · Oct 22 #News : @uOttawa president Jacques Frémont has released a second statement to the U of O community asking for "calm and reflection" around the recent controversy surrounding a professor's use of the 'N-word.' thefulcrum.ca/news/president... View Tweet activity	2,775	315	11.4%	Promote	

Instagram






Instagram Reach ⓘ

3,304 ↓ 9.6%

	Followers	Growth	Growth Rate	Impressions	Avg. Reach/day	Profile Views	linkin.bio Clicks
Last month	1,509	64	4.43%	68,268	670	2,531	728 (website clicks)
This month	1,598	90	5.97%	77,373	651	2,259	981 (website clicks)

The polls on the stories have been doing really well. The Dear Di takeover was also really popular.

Top posts:

POST	FOLLOWERS	ENGAGEMENT	LIKES	COMMENTS	IMPRESSIONS	REACH	VIDEO VIEWS	SAVES	LINK
◇	◇	◇	◇	◇	◇	↓	◇	◇	◇
 OCT 20, 2020 After his parents lost their jobs,	1,523	10% <div></div>	148	5	1.3K	1.1K	N/A	3	65
 OCT 19, 2020 The University of Ottawa's president	1,508	5% <div></div>	79	2	1.3K	1K	N/A	1	74
 OCT 30, 2020 The University of Ottawa and the	1,565	4% <div></div>	64	0	948	820	N/A	3	1
 NOV 8, 2020 Long time 'Jeopardy' host and	1,580	9% <div></div>	142	0	943	817	N/A	2	N/A
 NOV 12, 2020 Opinion: Mississippi is	1,590	3% <div></div>	45	0	900	804	N/A	3	49

Website



Pageviews this month (311,321) vs last month (161,362) have around doubled.

I left out the acquisition stats (what social networks, etc. people come to the website from) this month because they are the same as they always are. I'll include them again if there's a drastic change.

All the data has exponentially increased since previous years as well, so I'll only include that if there's a change.

Top pages:

	Page Title	Pageviews	% Pageviews
1.	Professor's use of racial slur sparks outrage on social media, faculty looking into the matter - The Fulcrum	47,966	15.41%
2.	Rising debt, no food, and midnight classes: Reality for international students during COVID-19 - The Fulcrum	21,946	7.05%
3.	Updated: U of O president breaks silence on 'N-word' incident involving faculty of arts professor - The Fulcrum	17,818	5.72%
4.	The Fulcrum	15,862	5.10%
5.	The PSUO-SSUO strike mandate explained - The Fulcrum	13,464	4.32%
6.	Group of professors pen letter to U of O administration denouncing treatment of professor Lieutenant-Duval - The Fulcrum	11,657	3.74%
7.	U of O president breaks silence on 'N-word' incident involving faculty of arts professor - The Fulcrum	10,790	3.47%
8.	A brief history of pornography until 1910 - The Fulcrum	10,392	3.34%
9.	Review: my brother jordan - The Fulcrum	9,218	2.96%
10.	Editorial: Let's make a deal - The Fulcrum	5,504	1.77%

Date: November 12, 2020

Attendants; Justin Turcotte, Kalki Nagarathnam, Leyla Abdoell, Kate Murray, Ryan Pepper, Julia DaSilva, Charley Dutil

Sweaters

Doing a sweater giveaway as a prize. This will be further discussed as before we put the order in.

Future Events

Year in review type of posts for another context. Thinking about; what was your happiest moment? What was your most impactful Fulcrum article from the last year?

Other possible ideas include; what did you accomplish this year? What did quarantine teach you? This year was on hold but what did you do?

We are also planning on doing another live stream event in the new year once everyone's back.

Future Initiatives

Gift cards to BIPOC owned businesses. Tag us in your study spot wherever you are. They can send it to us.