

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, February 21st, 2020
Google Meet, 9:55 a.m. - 12:38 p.m.
Meeting #9 2020-2021 Publishing Year

Present: Justin Turcotte, Kalki Nagaratnam, Ryan Pepper, Benjamin King, Kate Murray, Brendan Keane, Leyla Abdozell (ex-officio)

Partially Present: Julia D'Silva, Christina Le (Board Candidate), Charley Dutil (ex-officio), Dorian Ghosn (ex-officio)

Absent (with reason): David Champion-Smith

Absent (without reason): Danika McDonald

1. Opening of Meeting

B. King opened the meeting at 9:59am.

2. Approval of Agenda

J. Turcotte motioned to approve the agenda. K. Nagaratnam seconded the motion. The motion passed.

3. Kahoot Activity

No kahoot activity was held today because C. Dutil has been preparing the kahoot for Tuesday's trivia night.

4. Approval of January Meeting Minutes

K. Murray motioned to approve the January meeting minutes. K. Nagaratnam seconded the motion. The motion passed.

5. Standing Actions List

J. Turcotte went through and made the necessary changes.

6. General Manager

Financials

D. Ghosn informed the Board that the Fulcrum's financials are up quite significantly even though the Fulcrum hasn't received their full levy amounts. He explained that the Fulcrum did receive a CEBA loan from the government, and the Fulcrum did receive HST return as well. D. Ghosn noted that the Fulcrum's RBC investment account is at an all-time high.

Student Levy Update

D. Ghosn indicated that the Fulcrum hasn't received the full amount of the student levy. He continued, explaining that both he and J. Turcotte have reached out to GSAED and UOSU, which just received more funds so the Fulcrum should receive a cheque soon.

Payroll

D. Ghosn reported that the Fulcrum has officially moved to all electronic payroll. He stated that some new features include:

- The ability for employees to have access to future pay stubs and T4's;
- Access up to 18 months after they leave the Fulcrum; and
- Access via Android and iOS app or through the website.

Fulcrum Sweaters

D. Ghosn announced that the Fulcrum sweaters have been ordered and paid for. He noted that he'll arrange a time for staff and Board members to meet either him or C. Dutil individually to pick them up.

Signing Authorities/Credit Card

D. Ghosn mentioned that the credit card from the former General Manager is paid off and has been cancelled. He went on to say that although his new card is activated, he has not yet received it in the mail as of February 19th.

Ed Board

D. Ghosn informed the Board that the Fulcrum's Managing Editor brought to his attention that thumbnails appear in poor quality when posting to Twitter. He explained that he and C. Dutil had a discussion about it and tried to fix it, but thinks it's both a website issue and also partially Twitter. D. Ghosn suggested that it could be something for the future wordpress expert to perhaps look into.

D. Ghosn noted that the News and Associate News email accounts have been missing important emails from the Editor-in-Chief and potentially other accounts as well. He stated that he tried looking into it, and thinks the issue fixed itself now.

D. Ghosn said that the Zoom account for the Editor-in-Chief will be purchased once his new credit card arrives.

D. Ghosn raised a concern that an employee brought up - recently they had some issues with their laptop working. He wondered if the Board would consider purchasing a back-up laptop that employees can use in case.

J. Turcotte asked D. Ghosn if he has a stack of pay stubs at the Fulcrum's office. D. Ghosn answered that he has mainly sent them out. J. Turcotte wondered about the refreshing of the Fulcrum's social media accounts on the Fulcrum's website. D. Ghosn advised that the issue was fixed, but that it's acting up again. J. Turcotte asked whether Shafique could fix it, and added that the Fulcrum would pay him (~\$50). D. Ghosn said that he will reach out to him.

K. Nagaratnam wondered what the new payroll system is called. D.Ghosn replied that it's the Ceridian Self-Service.

7. Editor-in-Chief

Content

C. Dutil enthused that Paige and Bridget continue to develop as news editors, and have started a new project this month exploring the power gap at the University of Ottawa. He reported that there were a number of news pieces that did well on the website this month, including: U of O adjusting tuition fee exemption program for global Francophone students, U of O alum who co-founded BLSA civil law chapter creates scholarship for Black law students and Frémont lashes out at Globe and Mail article exposing power gap at U of O.

C. Dutil stated that Aly continues her solid for the arts section. He noted that most of her pieces include an element of creative writing, which makes them stand out, such as the Weezer edition of *This Week in Fulc Music*. C. Dutil added that along with features, the arts section continues to lead the way in terms of contributions from volunteers and freelancers.

C. Dutil mentioned that Amira established a schedule for features which ensures that the Fulcrum is publishing at least two or three long-form pieces a week.

C. Dutil indicated that at this point, Hannah has really flipped the science and technology section on its head, and has done a great job with it. He continued, saying that she's produced a lot of really informative features.

C. Dutil informed the Board that Trevor has been acting as the opinions editor for the last two weeks, while Jasmine and Emily have worked on bringing back the sports section. He mentioned that in his time as the opinions editor, Trevor has brought some interesting op-eds that challenge societal conventions. C. Dutil went on to say that he'll be giving Trevor the option to go to visuals this week or continue with opinions, and then he will take Trevor the following week.

C. Dutil proceeded to highlight some of the many editorials in which the Fulcrum took a stance on a number of U of O related topics and issues, including:

- U of O's administration for its delays in releasing final grades;
- U of O's administration for not posting the minutes of past Board of Governors meetings and live streams;
- Argued that students who wish to run for student political office should not be harassed; and
- Broke the silence on the 'N-word' controversy and explained that endless arguing and painting each other as radicals will amount to nothing.

Events

C. Dutil announced that the Fulcrum will be hosting a virtual trivia night on February 23rd at 7pm. He noted that there will be a number of prizes for the winners and those who attend.

C. Dutil informed the Board that the Fulcrum will be hosting its Editor-in-Chief elections on March 2nd at 4pm. He explained that since he is running for a second term, Emily Wilson, the Fulcrum's Managing Editor, will be the chair of the election committee, and will be in charge of determining the voting system along with the other members of the committee.

C. Dutil raised concerns about the freelance budget and that he might go over it, and wondered what would happen if that were the case. D. Ghosn let him know where the line is and that there is still \$1000 in the budget line - which C. Dutil admitted is a lot more money than he thought.

J. Turcotte wondered when the last day is for people to express their candidacy for the Editor-in-Chief position. C. Dutil replied that the deadline is on Tuesday and that he's not aware of any other candidates.

J. Turcotte asked C. Dutil if he's aware of what he needs to provide Gabrielle at the end of Trevor's internship. C. Dutil answered that he thinks he'll have to submit a 1-2 page report, but that he'll get in touch with Gabriella to confirm.

D. Ghosn confirmed that C. Dutil was the only member of the Ed Board working this week.

Regarding the virtual NASH, C. Dutil reported that it is weird, but that he thinks it's going to be better as people are catching on. He said that he really enjoyed some of the conferences, and thinks that it's really helping the younger members of the staff and is beneficial for the section editors as well.

8. President

COVID-19 Pandemic

J. Turcotte began his report by saying that the pandemic is still here, and that Ottawa is now in the "orange-restrict" zone in the provincial COVID-19 response framework. He stated that at this time, all Fulcrum staff continue to be directed to work remotely, with visits to the office only permitted for essential reasons, at the discretion of the General Manager.

Executive Committee

J. Turcotte informed the Board that the Executive Committee has been working on developing the Fulcrum's Strategic Plan, based on the feedback provided at the Strategic Planning Session. He noted that K. Nagaratnam will be presenting the first draft later today. J. Turcotte said that the plan will then be reviewed at the upcoming winter Strategic Planning Session before its ultimately approved at the March Board meeting and the Annual General Meeting.

Finance Committee

J. Turcotte indicated that Lucas Ghosn was hired by the Fulcrum to apply for the Canada Emergency Business Account, in light of the shortfall of the Fulcrum's levy as a direct result of the pandemic. He reported that the Fulcrum has since received \$60,000 from the federal government, of which \$20,000 is not required to be paid back. J. Turcotte continued, explaining that the loan has no interest if the \$40,000 is paid back by December 31, 2022. He added that Lucas's services include the repayment of the \$40,000 amount, and that he was paid \$650 for his services.

J. Turcotte reported that the Fulcrum has only received a small amount of its levy for the year. He mentioned that he reached out to the UOSU President who informed him that the university is taking an exceptional approach to billing this year due to the pandemic. J. Turcotte advised that the Fulcrum has been assured that once the UOSU receives the funding from the administration, the Fulcrum's transfer will arrive shortly thereafter. As of February 19th, J. Turcotte announced that the UOSU has received the levy from the administration and the Fulcrum expects to receive additional funds shortly.

J. Turcotte stated that the budget process is underway, with budget requests having been received from committees. He noted that the finance committee will meet on Thursday to review the initial budget put together by himself and D. Ghosn. J. Turcotte explained that the budget will then go out for consultation before being reviewed at the Strategic Planning Session and conditionally approved at the March Board meeting.

Human Resources Committee

J. Turcotte said that K. Nagaratnam is now Chairing this committee and will provide an update later on in the meeting. He noted though that the Fulcrum has applied for funding from the Canada Summer Jobs program to partially subsidize editorial wages this summer and into the fall.

Board Matters

J. Turcotte indicated that there is one open seat on the Board for the student representative, and someone will be presenting themselves later today. He added that there will be an orientation session tomorrow for the new Board members.

Other Business

J. Turcotte reminded the Board to please complete the required training and send your certificate to K. Nagaratnam.

Facebook in Australia

J. Turcotte took some time to briefly discuss the Facebook situation in Australia. He explained that Facebook has blocked all news outlets in Australia as a result of a proposed Australian law that would require large internet organisations (Facebook, Google, etc) to pay news organisations commissions when linking to their content, and the ban also includes student media organisations. J. Turcotte continued, saying that Canada is planning to introduce similar legislation this year, potentially as early as this summer. He added that Canada will make Facebook pay for news content. Discussion amongst the Board ensued. J. Turcotte stated that it

might be work speaking with CUP, and maybe making a statement to put pressure on the government so that student papers aren't affected. C. Dutil said that he's trying to think of a possible contingency plan. J. Turcotte stressed that the Fulcrum will definitely not be going back to print. He also noted that the CUP Annual General Meeting is on February 28th.

Calendar Items

J. Turcotte reminded the Board that the next Board meeting is scheduled for Sunday, March 21st. He noted that at the time, the Board will be asked to approve the strategic plan and the budget for the Annual General Meeting.

J. Turcotte mentioned that the winter Strategic Planning Session is scheduled for Sunday, March 7th and the Annual General Meeting is scheduled for Thursday, April 8th.

President Role Announcement

J. Turcotte announced that he will be stepping down from the President's role two weeks from now, and that K. Nagaratnam will be taking over. He explained that his personal situation is changing - he'll be going back to school and he's planning on applying to be the Fulcrum's next General Manager so he wants to avoid any potential conflict of interest.

B. King wondered if the Facebook situation should be discussed at the Strategic Planning Session. J. Turcotte thinks maybe at the fall 2021 session instead of the upcoming winter one to give more time to canvas other CUP papers. All agreed that the Executive Committee should set a date for a dress rehearsal for the Annual General Meeting.

9. Online Editor

Overview

L. Abdolell began by indicating that she did a bit of reformatting for her report, and she said that she hopes it will make it easier for the next person in this position to stay consistent. She informed the Board that she expects everything to be improved over the previous period now that the semester is fully going. L. Abdolell commented that overall the trend has been similar to October, and Instagram continues to be the best performing platform. She added that it's worth looking into contingency plans if Facebook is no longer possible given the Australian situation, and mentioned that she's had some conversations with D. Campion-Smith about this.

L. Abdolell reported that she didn't receive many submissions for the Zoom background contest, and believes that it was likely too much work for people to submit.

L. Abdolell stated that she sent out the Fulcrum's newsletter to promote the pdf, which did well, and she plans on doing it again. She continued, saying that she's thinking of more incentives for people to sign up/engage with the newsletter.

Twitter

L. Abdolell reported a significant improvement over the last report and similar to October numbers, although a decrease from November. She noted that of the top ten posts this month,

sports and news have been the best performing sections on average. J. Turcotte wondered if there was one article in particular that blew up the sports section. L. Abdoell answered that there wasn't one in particular.

Facebook

L. Abdoell stated that again, the Fulcrum's Facebook has notably improved over the previous period, but the numbers were not as high as pre-Christmas. She added that Facebook has the biggest reach for the Fulcrum for sure.

Instagram

L. Abdoell informed the Board that there is no data for December/January due to tech issues, but the Fulcrum's numbers are slightly lower than November and similar to October. She said that the polls are still doing well, and thinks that it would be good to create a more robust system for it and maybe incorporate a contest. L. Abdoell noted that C. Dutil did a Dear Di takeover. She went on to say that sports did the best overall on Instagram with a significant lead over all other sections, which were relatively equal.

Website

L. Abdoell stated that there is a significant improvement over the previous period, but the Fulcrum still needs to get back up to pre-Christmas numbers. She proceeded to briefly review the top stories.

J. Turcotte wondered what other social media accounts the Fulcrum has that aren't included in the report. L. Abdoell replied that the Fulcrum also has TikTok, MailChimp (although she tries to include this), and Youtube, where she said she uploads all of the Fulcrum's videos directly to there. L. Abdoell said that she thinks focusing on YouTube later could be a good idea as well as LinkedIn.

10. Marketing Committee

J. Turcotte read aloud the Marketing Committee report as D. Campion-Smith was unable to attend the Board meeting.

J. Turcotte reported that there is no update yet from Algonquin or Carleton regarding the event, so the Fulcrum will be moving forward with the event on our own. He continued, saying the L. Abdoell and D. Campion-Smith have talked and it seems that some next steps will happen next week.

J. Turcotte informed the Board that the Fulcrum didn't receive many submissions for the Zoom background contest. Instead, he mentioned that the Fulcrum will be hosting a Zoom quiz, similar to what the Fulcrum did in years past with FnS. J. Turcotte continued, saying that the quiz will be hosted by C. Dutil, played with Kahoot, and is based on 2000s childhood. He added that the prizes are going to be a mix of local gift cards to Happy Goat and Barely Bruised Books for 2nd, 3rd, 4th, and a \$75 Chapters gift card for 1st place.

J. Turcotte informed the Board that C. Dutil has been approached about the Fulcrum hosting NASH next year. He said that the Fulcrum isn't opposed to the idea, but it depends on a lot of other things. J. Turcotte advised that the Committee is reaching out to other people to get their insight on their experiences and how they planned since the Fulcrum hosted the event in 2015. He noted that there is a meeting on Monday, February 22nd to discuss this further.

J. Turcotte mentioned that the budget for advertising and promotions was reduced down to around \$1000. He explained that the Fulcrum has previously budgeted up to \$3000, but never got close to spending it. J. Turcotte continued saying that for this reason and the fact that the Committee can get the money if they really need it for an event served as justification for lowering the budget. He added that the Committee also discussed using the rest of this year's budget to push a lot of promotion to the events that are still coming up this year as well as the hiring process.

J. Turcotte concluded the report by noting that the Committee also discussed the report template that L. Abdolell has produced, and confirmed a final year-end report to be a very basic measuring of the statistics from September to now. He explained that the goal is for this report to be an easy hand off document with tangible lessons learned and state of affairs. J. Turcotte requested that L. Abdolell includes the goals to where the Fulcrum wants to grow to and by what time as well as comparing the Fulcrum to other student news publications in this year-end report.

11. Inter-Board Health and Wellness Committee

Health and Wellness

R. Pepper stated that the Committee reviewed the COVID-19 plan, which was made in January. He advised that the Committee decided the plan was going well. R. Pepper added that there are no new updates from the Ontario government, and any new updates will not affect the Fulcrum's plan.

R. Pepper indicated that the Committee reviewed the answers from the stress questionnaire, and overall, the results look positive. He said that few major issues were flagged, and it doesn't appear that the Fulcrum is causing undue stress or hardship on employees - outside the normal demands of a journalism job combined with school. R. Pepper continued, saying that the Committee decided some actions should be taken to provide better job shadowing, training, and information sessions. He said the Committee agreed that it's impossible to make all of the stress go away, but they want to create a culture where school comes first, which might go a long way in reducing stress. R. Pepper noted that the survey should be available to view in the Google Drive.

R. Pepper outlined some further actions from this meeting, including:

- A report comparing this year's stress questionnaire with year's past, which will be prepared by the Chair; and
- The Committee will continue to monitor the COVID-19 situation and act accordingly.

12. HR Committee

General Manager Discussion

K. Nagaratnam declared that the HR Committee is up for a busy time over the next few months. She began her report by informing the Board that the Committee started discussing how they would like to modify the General Manager position for May (pay, responsibilities, etc). During this process, K. Nagaratnam noted that the Committee met with D. Ghosn and J. Turcotte to get their insights. She gave the following summary of changes to the position:

- Renamed to Executive Director (ED);
- Transferred certain marketing responsibilities from the Online Editor; and
- Pay raise.

K. Nagaratnam said that the Committee is aiming to advertise the posting on Monday, March 8th.

Proposed Salaries

K. Nagaratnam mentioned that the Committee met with C. Dutil, D. Ghosn, and J. Turcotte to discuss the structure of the Editorial team next year. She said that they decided on the number of editorial positions, their pay, and the number of hours. K. Nagaratnam added that the Committee will revisit the salaries total with the new Editor-in-Chief and see if any changes need to be made.

Upcoming Tasks

K. Nagaratnam stated that in March, the HR Committee will be conducting the 2nd round of performance appraisals, exit interviews, and ED hiring.

13. Policy Committee

Proposed Bylaw Amendment

J. D'Silva began her report by reviewing a proposed bylaw amendment to Section 5.01, which if approved at the Annual General Meeting, would include the ability for meetings to be able to take place virtually.

Policy Manual Amendment

J. D'Silva explained that the Committee went over the Policy Manual, and worked on adding a section on accessibility in accordance with the AODA policy recommendations. She proceeded to review the proposed Section 17: Accessibility that the Committee drafted in its entirety. J. D'Silva noted that the next steps will be to strengthen and further the Fulcrum's commitment to accessibility.

J. Turcotte motioned to omnibus approve the proposed amendments to the Bylaws (approval provisional until the Annual General Meeting) and the Policy Manual. R. Pepper seconded the motion. The motion passed. J. D'Silva advised that she will send the amendments to D. Ghosn to update the Policy Manual on the Fulcrum's website.

14. AGM

J. Turcotte stated that the Fulcrum will be changing to the meeting format of Zoom for the Fulcrum's AGM so that we can allow the video enabling option for the audience. He added that the Executive Committee will be looking into getting a more robust voting system.

15. Winter Strategic Planning Session

J. Turcotte mentioned that the Fulcrum's Winter Strategic Planning Session is going to be much shorter because of it being held virtually. He noted that the team will be reviewing both the strategic plan and the budget, and then having some sort of social/game.

16. Strategic Plan

K. Nagaratnam briefly presented the updated strategic plan to the Board, explaining that it's a continuation of what the Executive Committee was working on from last month. She stated that the Committee finished adding the timelines, deadlines, and strategies to each of the sections. K. Nagaratnam added that the Committee also created an internal document. She mentioned that the Committee is looking to have the strategic plan designed to make it professional-looking.

17. Board Candidate

J. Turcotte explained the process to C. Le. He said that she'll have an opportunity to introduce herself and explain why she's interested in joining the Fulcrum's Board of Directors, and the Board will ask her a standard set of questions.

C. Le introduced herself, saying that she is a second year student in Telfer, and not an executive member of UOSU or GSAED. She said that she's willing to help other people to complete their tasks and duties, and tries her best to improve in different areas. C. Le asserted that as a community member, she tries to contribute to it. She mentioned that she'd like to bring diversity to the Fulcrum because she's an international student. C. Le added that she learned both French and English by herself.

J. Turcotte asked C. Le what got her interested in the Fulcrum. C. Le replied that she followed the Fulcrum for one year on Instagram and Facebook, and was impressed by the news that it brings.

K. Murray motioned to elect Christina Le as a student representative on the Fulcrum's Board of Directors for the remainder of the 2020-21 term. K. Nagaratnam seconded the motion. The motion passed.

18. Revisit Standing Actions List

B. King reviewed the standing actions list again and J. Turcotte made the additional changes.

K. Murray reminded the Board that at the upcoming Annual General Meeting, one of the items on the agenda will be the election of the 2021-2022 Board of Directors. She asked that anyone who is interested in returning to please email her a short note of interest sometime before the AGM on April 8th. K. Murray clarified that this could simply be a short sentence stating your interest in returning, as it's just to get an idea of who would like to come back.

19. Other Business

J. Turcotte reminded the new directors that the mini orientation and training session is tomorrow evening.

K. Nagaratnam wondered if there is going to be a Board meeting in April since the AGM is that month as well. J. Turcotte and K. Murray both explained that yes, there will be a Board meeting in April as it is separate from the AGM and covers different updates. K. Murray added that the final meeting of the current Board will be the May Board meeting, which will be directly followed by the first meeting of the incoming Board.

J. Turcotte motioned to adjourn the meeting at 12:38pm. The motion passed.

Online Votes

On March 9th, K. Murray put forward the following motion, which was seconded by D. Campion-Smith. The motion passed.

631 King Edward Avenue
Ottawa, ON
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Fulcrum Publishing Society – Board of Directors
ELECTING A NEW PRESIDENT FOR THE BOARD OF DIRECTORS
March 9, 2021



WHEREAS Justin Turcotte stepped down from his role as the President of the Fulcrum's Board of Directors and resigned from his seat as the Community Representative on the Board, and there is now a vacancy in the role of President.

WHEREAS Section 8.01 of the Fulcrum's Bylaw 1 states that "The Board shall annually or more

often as may be required, elect a President, a Vice President, a Chief of Staff, and a Chair from its numbers [...]”.

WHEREAS Section 8.03 of the Fulcrum’s Bylaw 1 states that “The President shall be the chief executive officer of the Corporation and shall have the general powers and duties of supervision and management of the affairs and operations of the Corporation as are incidental to their office”.

WHEREAS Section 8.05 of the Fulcrum’s Bylaw 1 states that “The Vice President shall be vested with all the powers and shall perform all the duties of the President in the absence or inability or refusal to act of the President”.

WHEREAS Kalki Nagaratnam has expressed interest in taking on the role as the President of the Fulcrum’s Board of Directors.

WHEREAS Kalki Nagaratnam has served as the Vice President of the Board of Directors for the past almost two years, and has experience working closely alongside the President on many occasions.

WHEREAS Kalki Nagaratnam has resigned as the Vice President of the Board of Directors, and is thus able to be elected as the President of the Board.

BE IT RESOLVED THAT The Board elects Kalki Nagaratnam to serve as the President of the Fulcrum’s Board of Directors until the officer elections of the 2021-2022 Board of Directors.

Appendices

GM Report February 2021

1. Financials

	Previous Month	This Month	Difference
TOTAL	\$307,222.53	\$346,577.71	\$39,355.18
Chequing	\$209,049.53	\$247,045.82	\$37,996.27
RBC	\$98,173.00	\$99,531.91	\$1,358.99

2. **Student Levy Update**

I reached out to UOSU and GSAED to if there are any more updates regarding the fall and winter levies.

3. **Payroll**

- Employees now have access to future pays tabs and T4's
- Access up to 18 months after they leave the Fulcrum
- Access via Android & iOS app or through the website

4. **Fulcrum Sweaters**

Sweaters have been ordered and paid for! I will update everyone on when we can expect to receive them. Due to covid, I will plan a time slot for staff and board members to meet me or Charley individually.

5. **Signing Authorities/Credit Card**

The credit card from the former GM is paid off and closed off. However, although my new card is activated, I have yet to receive it in the mail as of February 19.

6. **Edboard**

- The Managing Editor brought to my attention that thumbnails appear in poor quality when posting to Twitter. Appears to be a smushing issue which I tried to remove but apparently it did not fix the problem. Something for the future wordpress expert perhaps to look into?

- The news and associate news email accounts have been missing important emails from EIC and potentially other accounts. I tried looking into this but it seems to have fixed itself based off one employee's feedback
- Zoom account for EIC will be purchased once my new credit card comes in
- Would the board consider purchasing a laptop that can be used as a back-up for employees in emergency situations?

Board of Directors February 2020 meeting EIC report

Content

News

- Paige and Bridget continue to develop as news editors and inspired by Robyn Doolittle and Chen Wang have taken a new endeavor to explore and investigate the power gap at the University of Ottawa.
- We had a number of news pieces that brought a large number of eyeballs to the website this month, those include: U of O adjusting tuition fee exemption program for global Francophone students, U of O alum who co-founded BLSA civil law chapter creates scholarship for Black law students and Frémont lashes out at Globe and Mail article exposing power gap at U of O

Arts

- Aly continues her solid work grinding out five to six pieces a week which is very impressive. Most of her pieces include an element of creative writing which puts them apart from the rest. This has made it easy to create some fun pieces such as our special Weezer edition of *This Week in Fulc Music*.
- Along with features Arts continues to lead the way in terms of contributions from volunteers and freelancers.

Features

- Amira has established a schedule for features which ensures us that we are putting out at least two or three long-form pieces a week.
- Her work with contributors has also been highlighted in interviews I've had with freelancers which is really good to hear!
- A must-read this month from the features section is Siena's piece on cannabis consumption during the pandemic.

Science and Tech

- At this point Hannah has totally flipped the section on its head — and I love the direction she has taken with the section. She is producing really informative science features which are very well written and are out of the box. Thinking of the zoo animals affected by the [financial struggles of zoos](#) really pulled my heartstrings and I recommend everyone reads it **Sports**
- With Trevor taking over the opinion section, Jasmine and Emily have worked on bringing back our sports section from the dead.
- Jasmine highlighted a very cool social media promotion put on by the [football team](#) and Emily wrote an amazing feature on [men's rugby coach Stephanie Crawley](#).

Opinions and internship

- Trevor has been acting as the opinions editor for the last two weeks, he has brought some very interesting op-ed ideas that challenge societal conventions. I was very impressed by his op-eds on [marriage](#) and the [recall act](#).
- I will be giving Trevor the option to either continue as opinions editor for this week or to go work with Dasser and the visual team.

Editorials

- In the last month, the Fulcrum took a stance on a number of U of O related topics and issues.
- We called out the U of O administration for its delays in [releasing final grades](#) which are affecting merit scholarships and in turn students' finances.
- We also called them out for not [posting the minutes of past Board of Governors minutes and live streams](#) — a blatant lack of transparency in Edboards opinion.
- We also argued that students who wish to run for student political office [should not be harassed](#) as was the case with CUSA
- Finally, after months of purposely not writing about it we broke our silence on the 'N-word' controversy and explained that endless arguing and painting each other as radicals will amount to nothing.

Events

Virtual Trivia Night

- As some may know the Fulcrum will be hosting a virtual trivia night on Feb. 23 at 7 p.m.
- There will be a number of prizes for the winners and those present!
- Go check out the [Facebook event page](#) for more information.

EIC election

- The Fulcrum will be hosting its EIC elections on Tuesday, March 2nd at 4 p.m.
- Since I am running for a second term, Emily Wilson the Fulcrum's Managing Editor is the head of the election committee. Edboard is set to vote on her picks for the committee (2 edboard employees and 2 freelancers) on Monday.
- They are in charge of determining the voting system.

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Fulcrum Publishing Society – Board of Directors

President's Report

Sunday, February 21st, 2021

Zoom

Meeting #9 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.

Ottawa is now in the “orange - restrict” zone in the provincial COVID-19 response framework.

At this time, all Fulcrum staff continue to be directed to work remotely, with visits to the office only permitted for essential reasons, at the discretion of the General Manager.

The Fulcrum's [COVID-19 safety plan can be viewed here](#).

2. Executive Committee

The Executive Committee has been meeting to develop the Fulcrum's Strategic Plan, based on the feedback provided at the Strategic Planning Session. Kalki will be able to present the first draft of the proposed plan today. The plan will then be reviewed at the upcoming Strategic Planning Session before ultimately being approved at the March Board meeting and the AGM.

3. Legal Committee

No updates to provide.

4. Capital Assets Committee

This committee did not meet this month.

5. Finance Committee

Lucas Ghosn was hired by the Fulcrum to apply for the Canada Emergency Business Account, in light of the shortfall of our levy as a direct result of the pandemic. The Fulcrum has since received \$60,000 from the federal government, of which \$20,000 is not required to be paid back. The loan has no interest if the \$40,000 is paid back by December 31, 2022. Lucas's services include the repayment of the \$40,000 amount. Lucas was paid \$650 for his services.

The Fulcrum has only received a small amount of our levy for this year. I reached out to the UOSU President who informed us that the university is taking an exceptional approach to billing this year as a result of the pandemic. We have been assured that once UOSU receives the funding from the administration, our transfer will arrive shortly thereafter. I will be connecting with the President again to further encourage a quick transfer of our funds.

**Update (Feb 19): the UOSU has received the levy from the administration and we expect to receive additional funds shortly.*

The budget process is underway, with budget requests having been received from committees. The finance committee will meet on Thursday to review the initial budget put together by myself and Dorian. The budget will then go out for consultation before being reviewed once again at the SPS and conditionally approved at the March board meeting.

6. Human Resources Committee

Kalki is now Chairing this committee and will provide updates later in the meeting. One update I am able to provide is that the Fulcrum has applied for funding from the Canada Summer Jobs program to partially subsidize editorial wages this summer and into the fall.

7. Board Matters

There is currently one open seat on the Board:

- Student Rep

Thank you to those who presented themselves today.

There will be an orientation session tomorrow for the new Board members.

8. Other Business

AODA Training

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

Facebook in Australia

As you may have heard, Facebook has blocked all news outlets in Australia as a result of a proposed Australian law that would require large internet organizations (Facebook, Google, etc.) to pay news organizations commissions when linking to their content. The ban also includes student media organizations.

Canada is planning to introduce similar legislation this year, potentially as early as this summer. Canada will make Facebook pay for news content.

Calendar Items

The next meeting is scheduled for Sunday, March 21st. We will be asking the Board to approve the strategic plan and the budget for the AGM.

The winter Strategic Planning Session is scheduled for Sunday, March 7th.

The AGM is scheduled for Thursday, April 8th at 6:30 pm.

Announcement on the President Role

631 King Edward Avenue
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Fulcrum Publishing Society – Board of Directors

Analytics Report

Feb. 19, 2021

Leyla Abdoell

Overview

1. Comments
 - a. Fancy new format! Hopefully will make it easier for the next person in this position to stay consistent.
 - b. I expect everything to be improved over the previous period now that the semester is fully going. Overall better than Dec/Jan, worse than Nov, similar to Oct. Takes some time for things to get fully back up after a big break.
 - c. Instagram continues to be the best performing platform overall.
2. Sponsored posts - n/a
3. Contests
 - a. Zoom backgrounds: did not get many submissions (essentially none). Likely just too much work for people to submit.
4. PDF & Newsletter
 - a. Sent out newsletter to promote pdf, which did well. Will do it again. Thinking of more incentives for people to sign up/engage with newsletter. Maybe creative writing column in the newsletter.

Twitter (via Twitter Analytics)

28 day summary with change over previous periodTweets
90 ↑328.6%Tweet impressions
53.8K ↑217.3%Profile visits
2,009 ↑89.9%Mentions
29 ↑190.0%Followers
4,706 ↑6

Engagement Rate	2.4%
Link Clicks	371 (13/day avg)
Retweets w/o Comments	56 (2/day avg)
Likes	224 (8/day avg)
Replies	10 (0/day avg)

Overview: Significant improvement over last report (approx. 100% increase across the board), though decrease from November, overall similar to October numbers. Of the top 10 posts this month, sports and news have been the best performing sections on average.

Facebook (via Facebook Insights)

Facebook Page Reach ⓘ

6,965 ↑43%



Page Likes	20	82%
Total Likes	3203	0.1%
Post Engagement	3761	183%
Page Views	407	72%
Videos	116	38%

Overview: Again notably improved over previous period, but not as high as pre-Christmas.

Instagram (via Later.com)

Instagram Reach ⓘ

1,988 ↑ 37.1%

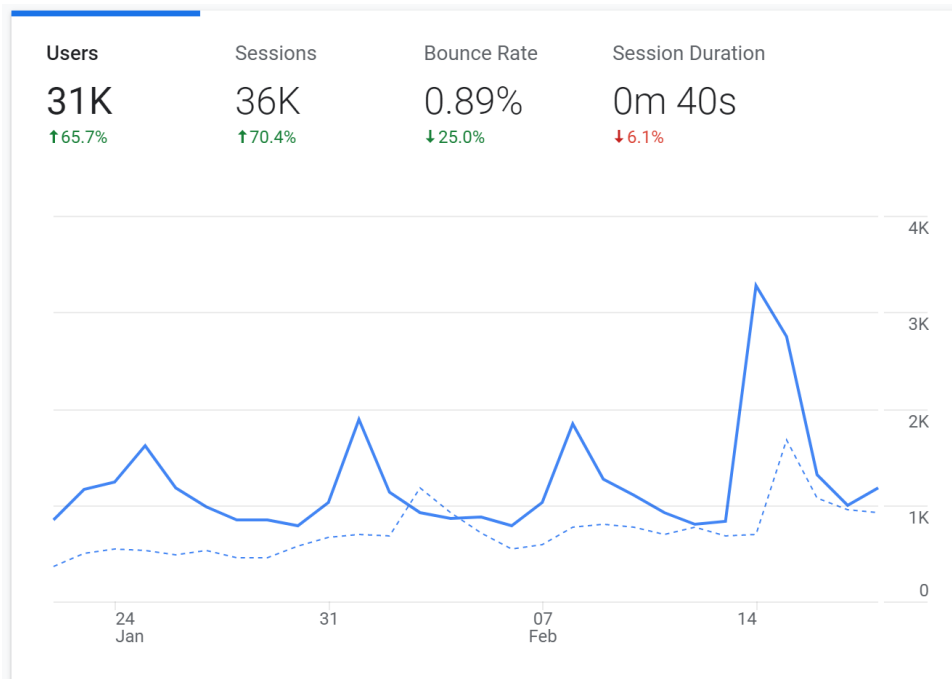


Followers	1640
Growth	17
Growth Rate	1.05%
Impressions	59767
Avg. Reach/Day	586
Profile Views	1421
Linkin.bio Clicks	617

Overview:

- No data for Dec/Jan due to tech issues, but numbers slightly lower than Nov and similar to Oct
- Polls still doing well! Would be good to create more robust system for it, maybe incorporate contest
- Charley did a Dear Di takeover
- Sports did best overall on Instagram, with a significant lead over all other sections which were relatively equal.

Website (via Google Analytics)



Pageviews	185254	79.04%
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Overview: Significant improvement over previous period, but still need to get back up to pre-Christmas numbers.

Top Pages by pageviews:

1.	City of Ottawa launches project to combat period poverty - The Fulcrum	14,453	7.80%
2.	The Fulcrum	10,004	5.40%
3.	A brief history of pornography until 1910 - The Fulcrum	9,608	5.19%
4.	‘This is where I’m needed’: Crawley at the helm of reinvented Gee-Gees men’s rugby program - The Fulcrum	4,101	2.21%
5.	Five foods to avoid during exams - The Fulcrum	3,477	1.88%
6.	Frémont lashes out at Globe and Mail article exposing power gap at U of O - The Fulcrum	3,185	1.72%
7.	Ontario gyms seek collaboration with government to stay open throughout COVID-19 pandemic - The Fulcrum	3,042	1.64%
8.	Orgy etiquette - The Fulcrum	2,333	1.26%
9.	Review: my brother Jordan - The Fulcrum	2,275	1.23%
10.	Tomato: Yeti fined in Gatineau after curfew - The Fulcrum	1,937	1.05%

February 11

Attendants: Justin Turcotte, Charley Dutil, Kate Murray, Kalki Nagarathnam, Dorian Ghosn, David Campion-Smith, Julia D’Silva

No update yet from Algonquin or Carleton regarding the event. We're going to move ahead with the event on our own. Leyla and I have talked and it seems like some next steps will happen next week.

We didn't get a ton of submissions for the Zoom background contest. However we're doing a Zoom quiz, similar to what we did in years past with FnS. The quiz is next week on kind of the 2000s childhood and aesthetics if you will. Seems like it'll be played with Kahoot with some registration through Facebook and Charley is going to host. The prizes are going to be a mix of local gift cards to Happy Goat and Barely Bruised Books for 2nd, 3rd, 4th, and a \$75 Chapters gift card for 1st place.

Charley has been approached about us hosting NASH next year. We're not opposed to it, but it depends on a lot of other things. We're reaching out to other people to get their experiences and how they planned. This includes some Fulcrum alumni since we hosted the event in 2015. The GM and the board took a lot of the lead for running and planning NASH the last time we did it and we want to better understand that. There is a meeting on Monday February 22 to discuss this further.

The budget for advertising and promotions was reduced down to around \$1000. We have previously been budgeted up to 3000 but never got close to spending it. That, plus the idea that we can get the money if we really need it for an event served as justification. We also discussed using the rest of this year's budget to push a lot of promotion to the events that are still coming up this year and the hiring process.

We also discussed the report template Leyla had produced. Also confirmed a final year end report to be very basic measuring of the statistics from September to now. The goal is for this to be a very easy hand off document with tangible lessons learned and state of affairs.

Inter-board Health and Wellness Committee - February 2021

Present: Kalki, David, Justin, Charley, Dorian, Ryan

Health and Wellness

1. Review of COVID-19 plan
 - a. Nobody is in the office, so the plan is working
 - b. No new updates from the Ontario government; any new updates will not affect the Fulcrum's plan
2. Review of Stress Questionnaire
 - a. Overall, the results from the stress questionnaire look positive—few major issues were flagged, and it does not appear that the Fulcrum is causing undue stress or hardship on employees (outside the normal demands of a journalism job combined with school)

- b. However, actions should be taken to provide better training and better shadowing and information sessions. Additionally, some pressure to complete work was flagged, along with three responses of inadequate pay
 - c. In all, the board (with the agreement of the Editor-in-Chief) concluded that it is impossible to make all the stress go away, but that a culture that ensures that employees know school comes first, and that provides some better training and information, might go a long way in reducing some stress.
 - d. The complete responses can be viewed on the stress survey in the board's Google Drive
3. Further actions from this meeting
- a. A report comparing this year's stress questionnaire with year's past will be prepared by the Chair
 - b. The committee will continue to monitor the COVID-19 situation and act accordingly

A quick summary of previous committee meetings

November

1. This was the first meeting of the new board, and was largely a meeting to summarize the work we had done the previous year and plan a schedule for the following meetings. Most major actions were deferred to the December meeting.

December

1. The December meeting reviewed the Fulcrum's health and safety compliance policy, including Appendix G, Appendix F, and Section 15, along with our OHSA compliance.
2. No issues were identified and no changes were made.
3. One question that remains unresolved is the Board's responsibility under OHSA to protect our employees at home, ie. ensure the safety of their home work environment.

January

1. In our January meeting, we developed our COVID-19 safety plan, modelled after the Government of Ontario's template.
2. Two standing items are: to review Ministry of Health guidance; and make sure that our safety plan is working

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Fulcrum Publishing Society – Board of Directors
HR Committee Report - February 2021



Kate Murray, David Campion-Smith and Kalki Nagaratnam

The HR Committee is up for a busy few months!

1. GM Discussion

We started discussing how we would like to modify the GM position for May (pay, responsibilities, etc.). In the process, we met with Dorian and Justin to get their insights and now we now have a clear idea on how we would like to proceed.

Summary of changes:

- Renamed to Executive Director (ED)
- Transferred certain marketing responsibilities from the Online Editor
- Pay raise

By next week, we will have the contract and job posting documents ready.

We are aiming to advertise the posting on Monday, March 8th.

2. Proposed Salaries

We met with Charley, Dorian and Justin to discuss the structure of the Editorial Team next year. We decided on the number of editorial positions, their pay, and number of hours. Our proposed 2021-2022 salaries total is \$190,282.56. We will revisit this total with the new EIC and see if changes need to be made.

3. Upcoming Tasks

In March, the HR Committee will be conducting the 2nd round of performance appraisals (week of March 1/March 8), exit interviews (week of March 21) and ED hiring.

Policy Committee Report – January 2021

Proposed Bylaw Amendment

Section 5.01 Place and Time of Meetings:

Currently: The Annual Meeting of members must occur during the winter term of the University of Ottawa and must be held at such a time and at such a place that is directly on central University of Ottawa campus. The place and time of the meeting of members is to be determined by the Board or the President.

Change to: The Annual Meeting of members must occur during the winter term of the University of Ottawa and must be held at such a time and at such a place that is directly on the central University of Ottawa campus and/or accessible virtually. The place and time of the meeting of members is to be determined by the Board or the President.

Policy Manual Amendment

Section 17: Accessibility (p.28)

- Written in accordance with the AODA policy recommendations outlined [here](#).
 - 17.1 Statement of Commitment. The Fulcrum Publishing Society is committed to improving accessibility. We will put the following policies into practice as outlined by the *Accessibility for Ontarians with Disabilities Act*. We are committed to improving accessibility for our employees, volunteers, and contributors. We are equally committed to improving the accessibility of our content for all of our readers.
 - 17.2 Training. The Fulcrum Publishing Society is committed to training staff and directors on Ontario's accessibility laws and on accessibility aspects of the Human Rights Code that apply to persons with disabilities. Training will be provided in a way that best suits the duties of staff and directors.
 - 17.3 Employment. The Fulcrum Publishing Society will notify the public and staff that, when requested, we will accommodate disabilities during recruitment and assessment processes and when people are hired. If needed, we will provide customized workplace emergency information to employees who have a disability. Our performance management process will take into account the accessibility needs of all employees. We will notify staff that supports are available for those with disabilities. We will put in place a process to develop individual accommodation plans for employees.
 - 17.4 Existing Policies. Any of our policies that do not respect and promote the dignity and independence of people with disabilities will be modified.
- Next steps will be to strengthen and further our commitment to accessibility.

