

Fulcrum Publishing Society  
Board of Directors  
MINUTES

Sunday, March 21<sup>st</sup>, 2021  
Google Meet, 9:55 a.m. - 1:17 p.m.  
Meeting #10 2020-2021 Publishing Year

**Present:** Kalki Nagaratnam, Benjamin King, Kate Murray, Brendan Keane, Leyla Abdoell (ex-officio), David Campion-Smith, Julia D’Silva, Charley Dutil (ex-officio), Dorian Ghosn (ex-officio)

**Partially Present:** Christina Le, Ryan Pepper

**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 move point 12 in the agenda and make it point 7 and move everything else down. D. Campion-Smith seconded the motion. The motion passed. K. Nagaratnam motioned to approve the agenda. K. Murray second the motion. The motion passed.

3. Kahoot Activity

C. Dutil led a short, but sweet Kahoot game based on recent Fulcrum articles.

4. Approval of February Meeting Minutes

K. Nagaratnam motioned to approve the February meeting minutes. D. Campion-Smith seconded the motion. The motion passed.

5. Standing Actions List

B. King went through the standing actions list and B. King and K. Murray made the necessary changes.

6. General Manager

Financials

D. Ghosn began his report by saying that there are a lot of numbers today. He explained that the first section in the financials table of his report is at an all-time high in the Fulcrum’s total RBC

and chequing accounts. D. Ghosn clarified that \$60,000 of this total comes from the CEBA loan, and therefore \$40,000 of that the Fulcrum will be returning, which he said is something to keep in mind. He added that the Fulcrum also just received a huge lump sum for the levy

### Student Levy

D. Ghosn informed the Board that the Fulcrum received most of its remaining student levy at the end of February. He proceeded to give the following breakdown of it:

- Fall balance paid: \$86,292.88
- Spring balance paid: \$2,819.91
- Winter payout: \$97,276.60
- Winter balance owed: \$11,316.57

D. Ghosn continued, saying that the Fulcrum is still owed just over \$11,000, but he isn't sure when we will receive it as the UOSU is still trying to get the rest from the students. He added that the Fulcrum also received the fall GSAED levy, which is not reflected in the chequing account number. D. Ghosn noted that the Fulcrum will also be receiving a winter levy from GSAED too.

### Website/Advertising

D. Ghosn indicated that he's been having trouble getting leaderboard ads on the Fulcrum's website. He stated that he tried different things, but he still hasn't been able to get them to work. D. Ghosn noted that the sidebar ads do work though. He advised that he's going to stop accepting requests for news ads until it can be fixed - perhaps when the Fulcrum hires a wordpress expert, because he can't give clients the proper service.

D. Ghosn said that he was able to add a new .GIF of the Fulcrum's Issuu page on the Fulcrum's website, right above the Fulcrum's Most Popular stories section. He added that he discussed it with C. Dutil and he was okay with how it looked and represented the monthly issue.

### Fulcrum Sweaters

D. Ghosn announced that the Fulcrum sweaters have arrived and they are of great quality. He said that C. Dutil will coordinate pickup with editors. D. Ghosn noted that for people on the Board, he'll be reaching out to us separately. He wondered which line he should use for the shipping of the sweaters, if needed. K. Nagaratnam suggested the Board expenses line.

### Fulcrum Mailbox

D. Ghosn mentioned that the Fulcrum sweaters were supposed to arrive a month ago, and the reason that they didn't is because uOttawa rejected the package. He continued, saying that this made him think about the possibility of the Fulcrum getting a mailbox at the Fulcrum's office. D. Ghosn added that he never knows which building out of the three current possibilities to go to to get the Fulcrum's mail currently, and that he's had an issue in the past with clients sending mail as well. All agreed to add this item on the standing actions list for the incoming Executive Director to look into.

### New Subscription Software

D. Ghosn informed the Board that he looked into the Otter software, and the pricing is \$30USD/month or \$20USD/month if the Fulcrum pays for an annual subscription.

D. Ghosn said that he added a second Zoom license (for \$171.51 or \$200 prorated for the year). He advised that he's still troubleshooting this though as he's unable to add a second user (C. Dutil) under one account management, and the people at Zoom weren't very helpful. D. Ghosn said that he and K. Nagaratnam can talk about it after the meeting today.

K. Nagaratnam asked C. Dutil if he thinks Otter would be useful for the Ed Board in the future. C. Dutil replied that it would be as they use it all the time, especially now that things are online. D. Ghosn said that he'll add it to the budget for next year.

## 7. Editor-in-Chief

### Content

#### **News**

C. Dutil reported that the Fulcrum is currently in the UOSU election grind and will be publishing a number of pieces today and in the upcoming days about it. He continued, saying that the Fulcrum will be hosting some interviews and debates between the candidates and the Board of Governors candidates as well. C. Dutil added that Leyla is taking care of the live-streaming and Sam will be creating content for Instagram and TikTok.

C. Dutil indicated that the Fulcrum broke a story on the UOSU taking over four months to remunerate artists who participated in their July 2020 Black Expression event. He also noted that Jelena wrote a piece on a Polish professor who's facing trial in Poland for Holocaust-related defamation, and she provided students with updates regarding the re-opening of campus.

#### **Arts**

C. Dutil mentioned that Aly has taken a more experimental approach this month with her pieces such as her letter to herself from last year.

#### **Features**

C. Dutil stated that Amira and Siena continue to put out weekly pieces on a number of societal issues. He suggested that the Board check out the feature on U of O's women engineers written by Amira, Hannah, and the news team.

#### **Science and Tech**

C. Dutil said that Hannah is a rock. He elaborated, saying that she has continued her solid work with pieces such as the one on U of O and Bruyere researchers launching a COVID-19 immunity study.

## **Sports**

C. Dutil explained that Jasmine is focusing a lot more on sports lately because he's opened the Opinions section up to more of the Ed Board.

## Events

### **Virtual Trivia Night**

C. Dutil enthused that the virtual trivia night was a lot of fun and that about 25-30 people attended.

## Staffing

### **EIC Election**

C. Dutil announced that he was re-elected. He thanked Emily for all of the great work that she did with the election committee.

### **Hiring**

C. Dutil reported that he will open up hiring on April 19th so that the Executive Director can have a say on what's going on and so that he can relax a bit too. He explained that he's going to be hiring in phases, with the first window including the Managing Editor, Multimedia Director, and Social Media Manager. C. Dutil said that since the Managing Editor will be helping him for the remainder of the hiring process, he asked for the Board's permission to allow Emily to help him in his search for a new Managing Editor. He added that he wants to get creative with promoting the hiring process, maybe even starting a TikTok series where former colleagues can share their experiences, since the Fulcrum's TikToks have been doing really well.

K. Nagaratnam wondered if the Fulcrum would have Emily beyond her contract a bit. C. Dutil replied that he thinks the Fulcrum could pay her a freelance fee of \$120. He said that he'll talk about it and the Board can vote on it at the next monthly Board meeting. C. Dutil suggested that the Fulcrum could use the money left over from the freelance fund perhaps.

## 8. Ed Board Motions

B. King began by explaining and reading the two motions brought forward by C. Dutil and Ed Board, as seen below:

**Motion 1:** The Fulcrum's Editor-in-Chief has the right to translate an article to French if they deem that the information has an impact on the university's francophone population. In the article, the English part must come before the french part.

**Explanation:** The vote by the Board of Directors to outlaw the publication of material in French by the editorial board constitutes illegal board interference as this is an editorial decision. It also does not allow us to best represent the interests of all University of Ottawa students as outlined in the preamble of the editorial constitution

**Motion 2:** The Fulcrum should provide appropriate funding to cover the costs for at least eight (8) members of its editorial board to attend CUP's annual NASH conference.

**Explanation:** Only sending four (4) to five (5) members of the editorial board promotes favoritism and will create chaos among the editorial board. Sending eight members will let all senior members of the editorial board attend NASH.

He then passed it over to C. Dutil.

### Motion 1

C. Dutil stated that translating articles in French is not something that's new to the Fulcrum. He said that he thinks if the right story comes around there should be that option, and that it is an editorial decision. C. Dutil added that he doesn't think it sets a precedent for future Editor-in-Chiefs.

B. King wondered if this should be something that is included in the bylaws? C. Dutil replied that he thinks overturning the provisional Bylaw is the best way. B. King explained that it would be easier at the Board level.

K. Nagaratnam mentioned that she had a look at the Bylaws and said that she doesn't think that it involves finances as Charley will be doing the editing.

B. King proceeded to show the motion draft that he came up with.

B. Keane asked about the francophone impact. K. Nagaratnam asked what would be stepping into La Rotonde's territory? C. Dutil answered if the Fulcrum translated every article, which definitely won't be a thing. All were in agreement with C. Dutil's proposal and discussion ensued on the best way forward.

B. King read the original provisional Bylaw amendment.

K. Nagaratnam motioned the following: Be it resolved that the motion to the provisional bylaw amendment titled The Fulcrum's Language of Publication approved by the Board of Directors on Monday, September 28, 2020 be overturned. K. Murray seconded the motion. The motion passed.

K. Murray motioned to add 20 minutes to the discussion. B. Keane seconded the motion. The motion passed.

### Motion 2

B. King read the motion as written, and then passed the floor to C. Dutil to talk about the motivation behind it.

C. Dutil explained that after the Strategic Planning Session, there was some worry amongst the Ed Board regarding the budget line amount for NASH. He continued, saying that there was no in

person NASH this year, and not a lot from Ed Board went last year. C. Dutil added that he doesn't want people to think they are being favoured or others to be jealous if they are/are not picked to attend NASH. He also noted can go for free next year because he's a CUP member. C. Dutil mentioned that the line amount made a lot of people angry at the Strategic Planning Session.

D. Campion-Smith said that from his perspective, the line budget line amount is the minimum amount, and it's so that the Board can plan fiscally.

D. Ghosn said that he knows what C. Dutil means about last year. He went on to say that in terms of this upcoming year, he has a happy medium solution. D. Ghosn suggested that that budget line could be raised from \$2000 to \$6000, which is what the Fulcrum has budgeted for it historically in the past. He clarified that this wouldn't cap anyone, it just caps the budget. C. Dutil replied that that's more than he expected, and agreed about capping the budget rather than the people. D. Ghosn added that the Fulcrum wasn't expecting to be in a surplus last year.

B. King echoed D. Ghosn's points, and emphasized the fiscal sustainability of the Organization. B. King suggested that perhaps C. Dutil could arrange an impartial selection committee to decide who goes (obviously the Board would not be involved at all). C. Dutil said that he thinks that's a good idea.

C. Dutil gave the Board some insight regarding the potential Student Choice Initiative: courts take a long time to decide things and even if it's successful, it wouldn't affect the Fulcrum's first semester levy. He also added that he's not seeing that this is something very favourable with the provincial government's voting base. C. Dutil assured the Board that he'll be giving us updates. C. Dutil stated that he is good with D. Ghosn's suggestion regarding the NASH budget line. All agreed that the NASH budget line will be revisited when we get to that point on the agenda.

## 9. President

K. Nagaratnam began her report by explaining that Justin stepped down from his role as President and she will be filling in until the officer elections in May.

### COVID-19 Pandemic

K. Nagaratnam stated that Ottawa moved into the "red-control" zone in the provincial COVID-19 response framework on Friday, March 19th. She advised 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

K. Nagaratnam mentioned that the Executive Committee has been meeting to develop the Fulcrum's strategic plan for 2021-2024. She enthused that the Committee are excited to announce that we have finished the document and have sent it to Aly Murphy, the Fulcrum's Arts and Culture Editor, to complete the design work on it. K. Nagaratnam indicated that Aly will

be paid \$180.00 for her work from the Board Expenses budget line. She added that the plan will be presented at the Annual General Meeting for approval.

K. Nagaratnam noted that the Executive Committee is preparing for the Fulcrum's 2nd virtual Annual General Meeting, and will be holding a tech trial run with the presenters this week.

#### Finance Committee

K. Nagaratnam reported that the Fulcrum has received most of its levy now from UOSU.

K. Nagaratnam advised that the budget process is complete. She said that the Finance Committee met in February to review the initial budget put together by Justin and D. Ghosn. K. Nagaratnam continued, saying that the budget was the set for consultation and was reviewed again at the Strategic Planning Session. She added that the Committee met with D. Ghosn after the Strategic Planning Session to make some additional updates, and will be doing some later re: NASH. K. Nagaratnam noted that the budget will be presented for conditional approval at today's Board meeting.

#### Human Resources Committee

K. Nagaratnam informed the Board that this month, the Committee conducted performance appraisals and will be starting exit interviews, starting with the Online Editor, this week.

K. Nagaratnam announced that the Executive Director job posting is up until Monday, March 22d. She went on to say that the Committee will be reviewing the applicants this week and conducting interviews at the end of the month. K. Nagaratnam explained that Emily Wilson (Managing Editor) and Aly Murphy (Arts and Culture Editor) have been invited to assist the HR Committee in the ED hiring process this year.

#### Board Matters

K. Nagaratnam indicated that Danika resigned from the Board in February. She continued, saying that Justin resigned from the Board in early March. K. Nagaratnam thanked both of them for their services to the Board and said that she wishes them all the best with their future plans. She advised that she will be filling in as President until the officer elections in May.

K. Nagaratnam announced that there are currently two open seats on the Board: University Representative and Community Representative.

#### Staff Contingency Fund

K. Nagaratnam reviewed 5.18 of the Fulcrum's Policy Manual, which states that:

5.18 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 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;
- b. Shall be used to pay for unexpected expenses, including, but not exclusive to: unforeseen leave and raises;
- c. The Editor-in-Chief may ask the President for authorization to use the fund. The President's permission shall be considered sufficient for its one-time use;
- d. Any authorization of funds made by the President must be included in the President's monthly report;
- e. If the funds requiring authorization affect more than two publication cycles, then the Board's approval is required.

K. Nagaratnam mentioned that C. Dutil sent her a request last week to use these funds to cover the two weeks where he was in charge of the news section and worked an extra 20 hours for the week of November 16th and 23rd ( $40 \times \$16.00 = \$640$ ). She said that he also requested to use these funds for Emily Wilson to cover the 20 hours she worked when Jasmine took the week of January 11th off ( $20 \times \$15.50 = \$310$ ).

K. Nagaratnam motioned for the Board's approval to draw \$950 from the Staff Contingency Fund to pay Emily and Charley for the extra hours they worked. K. Murray seconded the motion. The motion passed.

### Other Business

#### **Board Social**

K. Nagaratnam noted that the Board had its first social of the year this past Friday. She said that we had a good turnout, and we're hoping to have a few more of them in the future as well. K. Nagaratnam thanked B. King for organizing it!

#### **Committee Chair AGM Reports**

K. Nagaratnam reminded Committee Chairs that she's still waiting on a few AGM reports. She asked them to please send them to her as soon as possible as she'll be compiling them together into a presentation in the upcoming weeks.

#### **Committee Chair and Officer Transition Reports**

K. Nagaratnam advised the Board that all Committee Chair and officer reports should be submitted to K. Murray and herself by May 31st.

#### **Calendar Items**

K. Nagaratnam stated that the next Board meeting is scheduled for Sunday, April 18th. She also said that the AGM is scheduled for Thursday, April 8th at 6:00pm. K. Nagaratnam encouraged all directors to register for the event and/or send the name of their proxies to K. Murray.



## 10. Online Editor

### Overview

L. Abdolell reported that overall, the numbers are going to look worse than last month, but less content went out. She said that she hasn't made a separate yearly analytics report yet, but she can. L. Abdolell continued, saying that everything has gone up a lot, which has been the trend over the whole year, and that this year compared to last year, everything has gone up a significant percentage.

### Twitter

L. Abdolell indicated that the Fulcrum has posted fewer tweets this month, and therefore the rest of the metrics have decreased correspondingly, but proportionally, she assured that this isn't concerning. She added that the Fulcrum's Twitter account gained 16 followers, and noted that tweets regarding the Fulcrum's job postings have gotten a lot of engagement this month.

### Facebook

L. Abdolell informed the Board that Facebook is the only platform that has done better this month. She stated that video views have increased a lot, and the videos for the elections in particular have done really well - many people watched them afterwards.

### Instagram

L. Abdolell explained that similar to Twitter, less posts on Instagram this month has meant less reach and impressions. She observed that the videos haven't performed as well as they did on Facebook, and added that she'd be interested to see how an Instagram live can perform and suggested it as something to experiment with later. L. Abdolell indicated that News was the best-performing section on Instagram this month.

### Website

L. Abdolell reported that in general, the website did great this month. She noted that the massive spike in pageviews can be attributed to the Tomato article about the Rideau Canal river monster.

### TikTok

L. Abdolell indicated that the Fulcrum's TikTok has been getting a decent amount of views, but not a lot of engagement which she suggested could be perhaps because the videos don't have captions.

K. Nagaratnam thanked L. Abdolell for all of her work this year as this is her last meeting.

## 11. Marketing Committee

D. Campion-Smith said that this month's Committee meeting was pretty short.

### AGM Promotion

D. Champion-Smith noted that the Committee is waiting on a few more details from an executive meeting that happened last week. He mentioned that the AGM won't be livestreamed due to potential issues around quorum. D. Champion-Smith indicated that L. Abdolell showed a draft post that will be used to promote the event.

#### Future of the Committee

D. Champion-Smith said that the Committee talked about the future of the Marketing Committee with the new Executive Director coming on board. He advised that the takeaway was that the Committee would serve as a sounding board for the new Executive Director.

#### List of Website Wants

D. Champion-Smith informed the Board that the Committee also spent some time discussing various features that would be good to incorporate into the newly revamped website. They include:

- Section customization, different colour layout such as in the print section.
- More visible position for job postings/when we're hiring.
- Increase the size of the most popular section.
- Add accessibility settings.
- Permanent newsletter sign up tab.
- Have the pdf edition show up.
- Headshots next to the author's name.
- Comment section
- Subcategory deadlinks.
- Contact us in both header and footer - make the categories more cohesive and apparent.
- Better search tool
- Loading times in general
- Socials don't work

He added that a Google Doc of the wishlist was shared between the Committee and the Editor-in-Chief, and that the list will be given to the Multimedia Director once they are hired in the spring.

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

R. Pepper noted that the Inter-Board Health and Wellness Committee meeting was super short - he said that the team talked about an event to have after the Strategic Planning Session, but because of how long the discussions took it didn't happen.

#### 13. Policy Committee

J. D'Silva said that the Committee met this past week to discuss three items.

### Title Change Reflected in Policy Manual and Bylaws

J. D'Silva stated that the Committee is proposing to change all references of "General Manager" to reflect the new title change of "Executive Director" in both the Policy Manual and the Bylaws.

### Policy Manual Amendments and Updates

J. D'Silva explained that the Committee recognized that the Fulcrum didn't have a process of complaints against a director, so the Committee drafted one for the Board's approval, which she briefly reviewed (see Section 15.4.3). J. D'Silva noted that the Committee also updated an outdated reference, which she highlighted to the Board (see Section 7.2). She advised that the Committee will most likely be having a meeting in April to review the revised Ed Board constitution.

J. D'Silva motioned to approve the proposed policy manual amendments and to omnibus accept all of the changes to all references to General Manager to reflect the new title of Executive Director in both the Policy Manual and the Bylaws. B. Keane seconded the motion. The motion passed.

## 14. Conditional Budget Approval

Dorian went over the changes made to the Budget since the Strategic Planning Session. Some of the key lines and changes include:

- UOSU student levy budget: D. Ghosn explained that previously, this line averaged over \$200,000. He said there are random times when the Fulcrum has surpluses, and then the Student Choice Initiative brought it down last year. D. Ghosn stated that it was decided to split the difference for this year's purposes, but added that he's not opposed to increasing it to \$230,000 because the levy amounts have increased a little bit. He asked if this is something the Board wants to do. K. Nagaratnam replied that she's leaning towards playing it safe. B. King said that he doesn't want to be too loose with projections just in case. All agreed in favour of keeping it the same.
- added a comment on the fundraising line;
- added an additional \$1000 to the employee benefits line to account for all employees that work over 30 hours;
- legal: D. Ghosn commented that this is an area where the Fulcrum went pretty high this year. He suggested increasing it to \$1500, or wondered if the Board would prefer to approve as needed? K. Nagaratnam responded that she is in favour of leaving it since this is the first year the Fulcrum is splitting up the line, and the Board can add more if need be;
- increased CUP line to \$6000;
- changed employee appreciation to reflect the amount that it has been in previous years; and
- subscriptions increased by \$200 for the extra Zoom, and \$300 additional if the Fulcrum adds Otter.

D. Ghosn said that he'll mention the following points at the AGM: if people see a surplus, the Board can't justify adding to certain lines if the Fulcrum isn't spending those lines to begin with. He added that the Fulcrum also wouldn't have a surplus if the Fulcrum wasn't taking some funds out of the Fulcrum's investments.

K. Murray motioned an omnibus approval of the budget. J. D'Silva seconded the motion. The motion passed.

K. Nagaratnam motioned to pull the Melanie Wood line from the budget and strike it. K. Murray seconded the motion. The motion passed.

#### 15. Strategic Plan Approval

K. Nagaratnam highlighted some of the changes that were done to the Strategic Plan since the last meeting, including: making the document more accessible through the use of headings, downloading it as a word document, added "universities and colleges across Canada" to Priority Area #6, removed the creating a charitable number from Priority Area #7 because the process is not as easy as the Executive Committee had thought, and adding an internal reference document. She added that the team also made some changes to the wording, ie changing references from the General Manager to the Executive Director. K. Nagaratnam noted that Aly will have the design ready for next week.

K. Nagaratnam motioned to conditionally approve the Strategic Plan 2021-2024. B. Keane seconded the motion. The motion passed. K. Nagaratnam added that she'll mention at the AGM that the Strategic Plan is purposefully worded vaguely so that there's room for other directors to add their ideas in the years to come.

#### 16. Gifts

K. Murray motioned to go in-camera with D. Ghosn to discuss the good-bye/thank you gift for Raghad Sheikh-Khalil, a former contributor to the Fulcrum and Board member. K. Nagaratnam seconded the motion. The motion passed.

K. Murray motioned to stay in-camera. K. Nagaratnam seconded the motion. The motion failed, and the meeting moved out-of-camera.

#### 17. Revisit Standing Actions List

B. King reviewed the standing actions list and B. King and K. Murray both made the necessary additions.

#### 18. Other Business

K. Murray asked the Board what they thought of the raise hand function for voting, as today was a trial run for a potential voting method at the upcoming Annual General Meeting. The general consensus was that it worked well.

B. King reminded the Board of the upcoming key dates, including the Annual General Meeting tech trial with the presenters sometime this week, the Annual General Meeting on April 8th, and sending a note of interest if you are interested in returning to serve on the Board next year to K. Murray ahead of the Annual General Meeting.

K. Murray motioned to adjourn the meeting at 1:17pm. The motion passed.

#### Online Votes

On April 2nd, K. Nagaratnam put forward the following motion, seconded by B. King to extend the Online Editor's contract from April 1st, 2021 to April 30th, 2021, which would take \$1200 from the Staff Contingency budget line. This contract extension would be so that the Online Editor can continue their duties for an additional month, which includes marketing the AGM and training the incoming Online Editor. Since this change covers two publication cycles, the Board would have to approve the expense.

**WHEREAS** The current contract of the online editor expired April 1<sup>st</sup>, 2021

**WHEREAS** Previously, the Online Editor's contract usually expired at the beginning of May.

**WHEREAS** Section 5.18 of the by-laws states that The budget passed by the Board shall include a line designated as "Staff Contingency Fund" and which:

- Shall be no less than two (2) per cent 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;
- Shall be used to pay for unexpected expenses, including, but not exclusive to: unforeseen leave and raises;
- The Editor-in-Chief may ask the President for authorization to use the fund.
- The President's permission shall be considered sufficient for its one-time use;
- Any authorization of funds made by the President must be included in the President's monthly report;
- If the funds requiring authorization affect more than two publication cycles, then the Board's approval is required.

**WHEREAS** The Editor in Chief sent the HR Committee a request yesterday to use the Staff Contingency Fund to cover the Online Editor's four-week contract extension until April 30th, 2021.

**WHEREAS** Since the funds requiring authorization affect more than two publication cycles, the Board must approve the expense

**BE IT RESOLVED THAT** The Board approve a \$1200 withdrawal from the Staff Contingency Fund line to extend the contract of the Online Editor to April 30<sup>th</sup>, 2021. During this time, the Online Editor will continue working 20 hours a week at \$15/hour.

On April 4, 2021, an amendment has been proposed to the motion by K. Nagaratnam and seconded by B. King with some additional clarification. The Online Editor was already budgeted to work until the end of April and it was an error in the contract that was signed. So based on this amendment, **no additional funds would need to be taken out**, and the amendment would be to correct the clerical error in the contract. The new motion would read:

**WHEREAS** The current contract of the online editor expired April 1<sup>st</sup>, 2021

**WHEREAS** Previously, the Online Editor's contract usually expired at the beginning of May.

**WHEREAS** The 2020-2021 budget already has funds allocated for the salary of the Online Editor until April 30<sup>th</sup>, 2021, with the April 1<sup>st</sup> end date incorrectly stated in the contract.

**BE IT RESOLVED THAT** The Board approves that a revised contract with the correct end date (April 30th) be sent to the Online Editor. During this extension, the Online Editor will continue working 20 hours a week at \$15/hour

Appendices

### GM Report March 2021

#### 1. Financials

	Previous Month	This Month	Difference
<b>TOTAL</b>	<b>\$346,577.71</b>	<b>\$513,195.77</b>	<b>\$166,618.06</b>
Chequing	\$247,045.82	\$415,370.20	\$168,324.38
RBC	\$99,531.91	\$97,825.57	-\$1,706.34

#### 2. Student Levy Update

We finally received our levy (mostly)! We received a total lump sum payment of \$186,389.39 at the end of February (after our last meeting). The break down of the levy is this:

- **Fall balance paid:** \$86,292.88

- **Spring balance paid:** \$2,819.91
- **Winter payout:** \$97,276.60
- **Winter balance owed:** \$11,316.57

We also received our Fall GSAED levy! The total for that is \$7465.43. This amount is not reflected in the current bank balance but will be deposited this week (just received on March 19, 2021).

### **3. Website/Advertising**

I've been having trouble getting certain ads up on our website (mainly the leaderboard ad). I researched several different tutorials, troubleshooting articles and videos, and even just trying by myself for hours. Unfortunately, I still couldn't get the ad to work. I am going to stop accepting requests for new ads until we hire our wordpress expert and move into the new fiscal year.

On a separate note, I was able to add a new .GIF of our Issuu page on the website right above our Most Popular stories section. I discussed with Charley and he was ok with how it looked/represented the monthly issue.

### **4. Fulcrum Sweaters**

Sweaters have arrived and they're great! I informed Charley to coordinate with editors that are in Ottawa since he is more in the office than me. However, for the other editors and for those on the board, I will need to ship them out. Thank you for everyone's patience with these since they were supposed to arrive much earlier but apparently uOttawa rejected the package and sent it back to the printer.

## 5. Fulcrum Mailbox

The Fulcrum sweaters have made me realize that maybe it's time we get a new, proper mailbox at our office building (if we're allowed). I don't know the rules for this but the reason I'm bringing this up is because our mail is all over the place and we can never know which location it is dropped off at. Sometimes the mail is placed at the main mailroom in 141 Louis Pasteur and other times at the UOSU office. This may be something for the board and new executive director to look at in the spring/summer.

## 6. New subscription software

- I looked into the Otter software and the pricing is \$30usd monthly OR \$20usd monthly if we pay for an annual subscription.
- A second Zoom license has been purchased for \$171.51 (\$200 prorated for the year). I'm currently still troubleshooting this, however, because it won't let me add a second user under our account management. I reached out to Zoom support but unfortunately they were no help at all. I will discuss with those who have the Zoom account access.

### **Board of Directors March 2021 meeting EIC report**

## **Content**

### **News**

- We are currently in the UOSU election grind and will be publishing a number of pieces today and in the upcoming days about said election.
- We are doing Q&As and debates with executive committee candidates, Leyla is taking care of the live stream, Sam is making clips for Instagram and TikTok.
- Speaking of UOSU we broke a story about them taking over four months to remunerate artists who participated in their July 2020 Balck Expression event.
- Jelena wrote a piece on a polish prof who's is facing trial in Poland for Holocaust-related defamation, she also provided students with updates when it comes to the re-opening of campus.



## Arts

- Aly has taken a more experimental approach this month with pieces such as her letter to herself from last year and has really tapped into her creative writing skills.

## Features

- Features continue to roll along and put out weekly pieces on a number of societal issues that folks face. I recommend everyone reads the feature on U of O's women engineers written by Amira, Hannah and the news team.

## Science and Tech

- Hannah continued her solid work with pieces such as U of O and Bruyère researchers launch COVID-19 immunity study.

## Sports

- Jasmine has been putting a lot of effort into the sports section and it has shown with pieces such as Rookie Register and the profile on Yvan Mongo.

## Events

### Virtual Trivia Night

- This was a success and we had about 25 to 30 people attend

## Staffing

### EIC election

- I was re-elected (yay me) and I want to thank Emily for all the great work she did with the election committee

### Hiring

- The first hiring window for the 2021-22 Edboard will open in the second week of April following the AGM.
- The first window will only be for three positions those are the Managing Editor, the Multimedia Director and the Social media manager

- I ask the board to allow Emily to help me in my search for a new Managing Editor.
- I will be running creative promotions to create interest for the different hiring windows, I plan on having a couple of my former colleagues come and share their experiences when positions they worked as open and doing Instagram Q&As.
- I will also do a cool TikTok series talking about the perks of working at the Fulcrum

### Ed Board Motions for the 2021 AGM

**Motion 1:** The Fulcrum's Editor-in-Chief has the right to translate an article to French if they deem that the information has an impact on the university's francophone population. In the article, the English part must come before the french part.

**Explanation:** The vote by the Board of Directors to outlaw the publication of material in French by the editorial board constitutes illegal board interference as this is an editorial decision. It also does not allow us to best represent the interests of all University of Ottawa students as outlined in the preamble of the editorial constitution

**Motion 2:** The Fulcrum should provide appropriate funding to cover the costs for at least eight (8) members of its editorial board to attend CUP's annual NASH conference.

**Explanation:** Only sending four (4) to five (5) members of the editorial board promotes favoritism and will create chaos among the editorial board. Sending eight members will let all senior members of the editorial board attend NASH.

631 King Edward Avenue  
Ottawa, ON  
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Fulcrum Publishing Society – Board of Directors

**President's Report**

Sunday, March 21<sup>st</sup>, 2021

*Zoom*

Meeting #10 of 2020/21 Publishing Year



Kalki Nagaratnam

## **1. COVID-19 Pandemic**

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

Ottawa moved into the “red - control” zone in the provincial COVID-19 response framework on Friday, March 19th.

**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 2021-2024. We are excited to announce that we have finished the document and have sent it to Aly Murphy (Arts and Culture Editor) to complete the design work. She will be paid \$180.00 for her work (Board Expenses budget line). The plan will be presented at the AGM for approval.

We are now preparing for our 2nd virtual AGM (two weeks away!). We will be holding a tech trial run with the AGM presenters this week.

## **3. Legal Committee**

No updates to provide.

## **4. Capital Assets Committee**

This committee did not meet this month.

## **5. Finance Committee**

The Fulcrum has only received a small amount of our levy for this year. Justin contacted the UOSU President who informed us that the university is taking an exceptional approach to billing this year as a result of the pandemic. In mid-February, the UOSU received the levy from the administration and Dorian will provide updates on the funds we have received.

The budget process is complete. The Finance Committee met in February to review the initial budget put together by Justin and Dorian. The budget was sent for consultation and was reviewed again at the SPS. It will be presented for conditional approval at today's Board meeting.

## **6. Human Resources Committee**

This month, we conducted performance reviews for the GM, EIC and Online Editor.

We will conduct exit interviews for the GM, EIC and Online Editor in the upcoming weeks, starting with the Online Editor this week.

The Executive Director job posting is up until Monday, March 22nd. We will be reviewing the applicants this week and conducting interviews at the end of the month. Emily Wilson (Managing Editor) and Aly Murphy (Arts and Culture Editor) have been invited to assist the HR Committee in the ED hiring process this year.

## **7. Board Matters**

Danika resigned from the Board in February. Justin resigned from the Board in early March. I would like to thank them for their service to the Board and wish them all the best with their future plans. I will be filling in as President until the officer elections in May.

There are currently two open seats on the Board:

- University Rep
- Community Rep

## **8. Staff Contingency Fund**

5.18 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 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;
- b. Shall be used to pay for unexpected expenses, including, but not exclusive to: unforeseen leave and raises;
- c. The Editor-in-Chief may ask the President for authorization to use the fund. The

- President's permission shall be considered sufficient for its one-time use;
- d. Any authorization of funds made by the President must be included in the President's monthly report;
  - e. If the funds requiring authorization affect more than two publication cycles, then the Board's approval is required.

Charley sent me a request last week to use these funds to cover the two weeks where he was in charge of the news section and worked an extra 20 hours for the week of November 16th and 23rd. (40 x \$16.00 = \$640). He also requested to use these funds for Emily Wilson to cover the 20 hours she worked when Jasmine took the week of January 11th off. (20 x \$15.50 = \$310).

I am seeking the Board's approval to draw \$950 from the Staff Contingency Fund to pay Emily and Charley for the extra hours they worked.

## **9. Other Business**

### Board Social

The Board had its first social this past Friday. We had a good turnout and we played a few rounds of Among Us and Werewolf. Thank you, Ben, for organizing this!

### Committee Chair AGM Reports

I am still waiting on a few AGM reports from committee chairs. Please send them to me as soon as possible. I will be compiling the reports together into a presentation in the upcoming weeks.

### Committee Chair and Officer Transition Reports

All committee chairs and officers are asked to submit their transition reports to Kate and I by May 31st.

### Calendar Items

The next Board meeting is scheduled for Sunday, April 18<sup>th</sup>.

The AGM is scheduled for Thursday, April 8<sup>th</sup> at 6:00 pm. I encourage all directors to register for the event and/or send the name of their proxies to Kate.

631 King Edward Avenue  
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## Fulcrum Publishing Society – Board of Directors

### Analytics Report

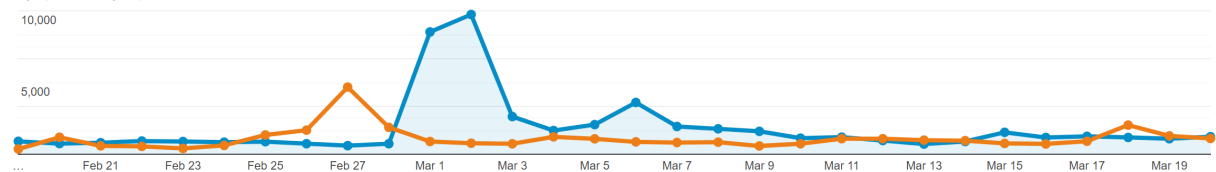
Feb. 19, 2021

Leyla Abdoell

#### Overview

- Overall down from last month, due to less content.
  - Yearly analytics: can make a thorough report this week that will be readable by anyone.
- Here's a short overview of this month compared to september 2020:

Feb 19, 2021 - Mar 20, 2021: ● Users  
Sep 1, 2020 - Sep 30, 2020: ● Users



Users

**79.73%**

51,041 vs 28,399



New Users

**86.27%**

49,749 vs 26,708



Sessions

**60.76%**

56,531 vs 35,165



Number of Sessions per User

**-10.55%**

1.11 vs 1.24



Pageviews

**69.15%**

260,269 vs 153,865



Pages / Session

**5.22%**

4.60 vs 4.38



Avg. Session Duration

**-30.25%**

00:00:33 vs 00:00:47



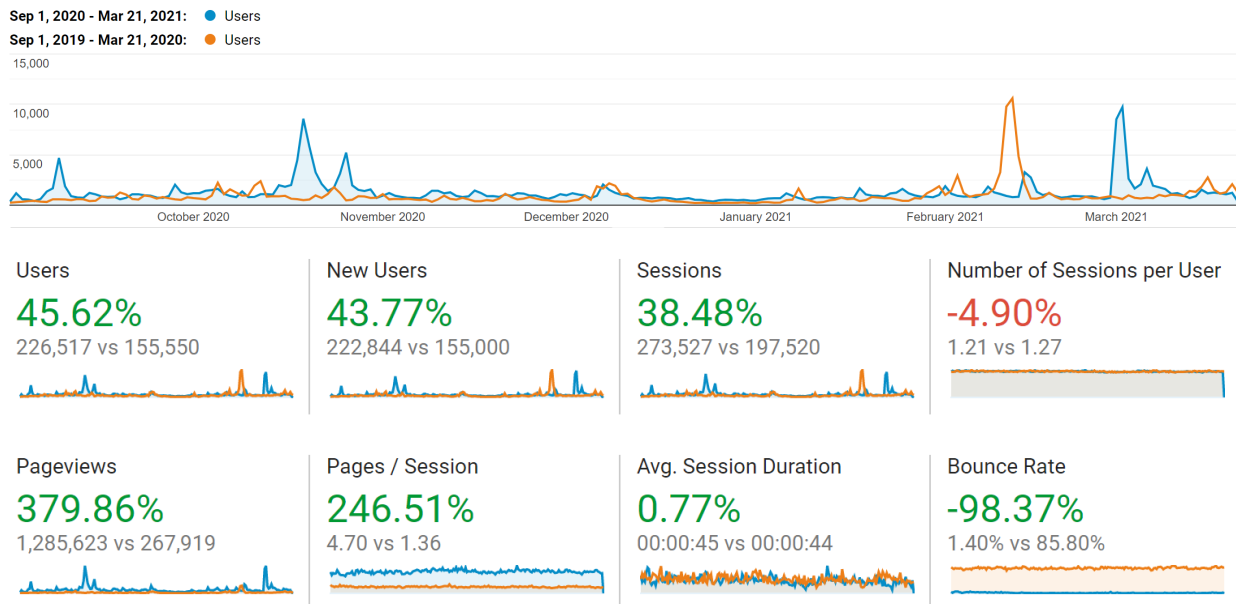
Bounce Rate

**-69.12%**

0.97% vs 3.16%



And of this year compared to previous year:



## Twitter (via Twitter Analytics)

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



Engagement Rate	1.5%
Link Clicks	169
Retweets w/o Comments	31
Likes	132
Replies	1

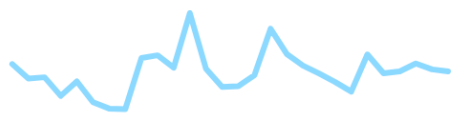
*Overview:* As you can see, we've posted almost 50% fewer tweets this month than last month -- the rest of the metrics have therefore decreased correspondingly. Nothing has dropped so dramatically outside the framework of simply having less content, so the issue is easily fixed by simply posting more content.

Of the top tweets, the ones promoting CUP awards, job posting, etc did best.

Facebook (via Facebook Insights)

Facebook Page Reach ⓘ

8,257 ↑ 11.1%



Page Likes	10	50%
Total Likes	3208	0.1%
Post Engagement	3347	12%
Page Views	552	32%
Videos	975	373%

*Overview:* The videos for elections have done really well and have driven the increase in reach and pageviews.

Instagram (via Later.com)

Instagram Reach ⓘ

1,657 ↓ 16.9%



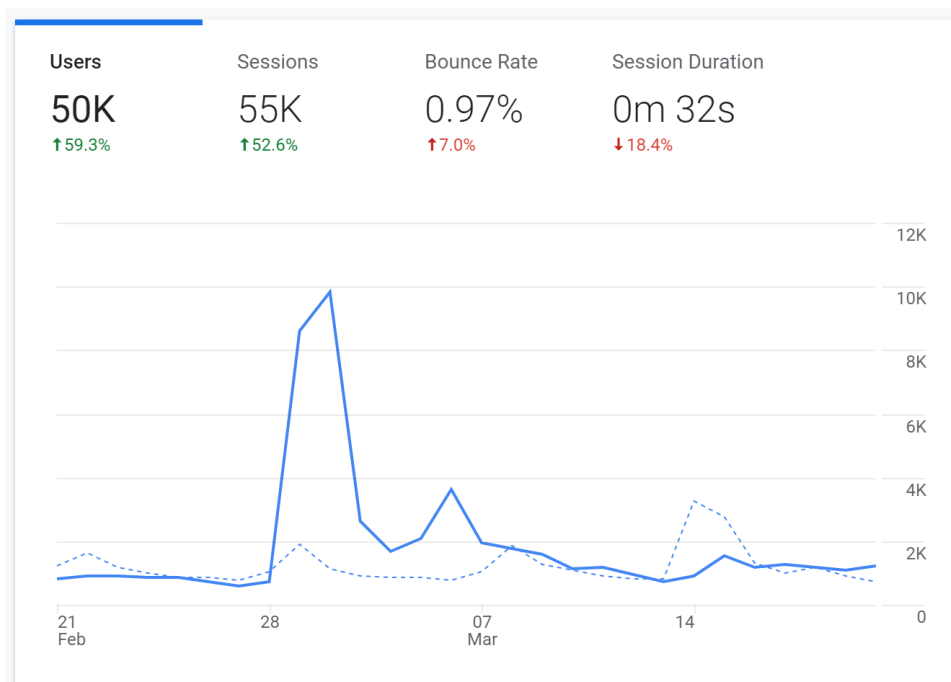
Followers	1651
Growth	10
Growth Rate	0.609%
Impressions	33,660
Avg. Reach/Day	424
Profile Views	857
Linkin.bio Clicks	315



*Overview:* Similar to Twitter, less posts on Instagram this month has meant less impressions, etc. The videos haven't done as well on Instagram as on Facebook - I'd be interested to see how a livestream would perform on Instagram.

News was the best-performing section on Instagram this month -- most stories in the top 10/20 were news stories.











### Website (via Google Analytics)



Pageviews	260,269
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*Overview:* Change in bounce rate and session duration are negligible. The increase in users, sessions, and pageviews is really good and honestly a bit surprising considering that there's been slightly less content being posted. However, you'll see what story this can be attributed to in the top pages section below.

## Top Pages by pageviews:

	Page Title	Pageviews	% Pageviews
1.	<a href="#">Tomato: Rideau Canal closed after river monster reports - The Fulcrum</a>	103,205	 39.65%
2.	<a href="#">The Fulcrum</a>	10,382	 3.99%
3.	<a href="#">A brief history of pornography until 1910 - The Fulcrum</a>	10,187	 3.91%
4.	<a href="#">Five foods to avoid during exams - The Fulcrum</a>	4,640	 1.78%
5.	<a href="#">Review: my brother Jordan - The Fulcrum</a>	4,167	 1.60%
6.	<a href="#">U of O history prof found guilty of libel in Polish court - The Fulcrum</a>	3,717	 1.43%
7.	<a href="#">Inventions at the U of O: Tech entrepreneurs partner with the Government of Canada - The Fulcrum</a>	2,881	 1.11%
8.	<a href="#">The benefits and drawbacks of masturbation during COVID-19 - The Fulcrum</a>	2,743	 1.05%
9.	<a href="#">Opinion: Why is asexual representation in the media so bad? - The Fulcrum</a>	2,113	 0.81%
10.	<a href="#">Orgy etiquette - The Fulcrum</a>	2,058	 0.79%

Specifically about the river monster:

Page ?	Source ?	Pageviews ? ↓
		<b>103,205</b> % of Total: 39.65% (260,269)
1. <a href="#">/the-tomato-2/tomato-rideau-can-al-closed-after-river-monster-reports/</a>	(direct)	<b>35,390</b> (34.29%)
2. <a href="#">/the-tomato-2/tomato-rideau-can-al-closed-after-river-monster-reports/</a>	news.google.com	<b>27,706</b> (26.85%)
3. <a href="#">/the-tomato-2/tomato-rideau-can-al-closed-after-river-monster-reports/</a>	t.co	<b>16,659</b> (16.14%)
4. <a href="#">/the-tomato-2/tomato-rideau-can-al-closed-after-river-monster-reports/</a>	google	<b>13,421</b> (13.00%)
5. <a href="#">/the-tomato-2/tomato-rideau-can-al-closed-after-river-monster-reports/</a>	m.facebook.com	<b>3,721</b> (3.61%)
6. <a href="#">/the-tomato-2/tomato-rideau-can-al-closed-after-river-monster-reports/</a>	googleapis.com	<b>858</b> (0.83%)
7. <a href="#">/the-tomato-2/tomato-rideau-can-al-closed-after-river-monster-reports/</a>	anomalist.com	<b>699</b> (0.68%)
8. <a href="#">/the-tomato-2/tomato-rideau-can-al-closed-after-river-monster-reports/</a>	mysteriousuniverse.org	<b>422</b> (0.41%)
9. <a href="#">/the-tomato-2/tomato-rideau-can-al-closed-after-river-monster-reports/</a>	bing	<b>58</b> (0.06%)
10. <a href="#">/the-tomato-2/tomato-rideau-can-al-closed-after-river-monster-reports</a>	(direct)	<b>54</b> (0.05%)

Attendance: Leyla, David, Kalki, Kate, Charley, Cristina,

*AGM Promotion*

Waiting on a few more details from an executive meeting that happened last week. The event will not be livestreamed due to potential issues around quorum. Leyla showed a draft post and we're going to promote it.

#### *Future of the Committee*

Marketing Committee should still exist, as it still provides oversight for a paid position. Having the committee gives the Executive Director more people to lean on and the marketing committee serve as more of a sounding board. It might be good to see if the Executive Director as the chair of the committee to better set the agenda and have more control. May need to research the policy to see if we can have a paid employee be a chair but at a minimum we'll Require the Executive Director to attend all of the meetings.

We'll also keep the the online editor on the committee so they can stay informed, or at least they'll receive meeting notes.

Discussed the zoom link viewing party for the Grammys and Oscars later in the spring (sounds like this went well).

#### *List of Website Wants*

Section customization, different colour layout such as in the print section.

More visible position for job postings/when we're hiring.

Increase the size of the most popular section.

Add accessibility settings.

Permanent newsletter sign up tab.

Have the pdf edition show up.

Headshots next to the author's name.

Comment section

Subcategory deadlinks.

Contact us in both header and footer - make the categories more cohesive and apparent.

Better search tool

Loading times in general

Socials don't work

Google doc of a wishlist shared between committee and EIC. List to be given for the multimedia director once hired in the spring.

### **Policy Committee Report – March 2021**

#### **Title Change Reflected in Policy Manual and Bylaws**

- Changed all references to 'General Manager' to reflect the new title of 'Executive Director', in both the Policy Manual and the Bylaws.

## Policy Manual Amendments & Updates

### Section 15: Code of Conduct, Part 4 (Complaints)

- Created a defined process on how staff should proceed if they have a complaint about the Board of Directors, other than the President.
- Added to 15.4.3:
  - o “g. if there is a complaint against a director, it will initially be overseen by the Executive Committee.*
    - if the director is on the Executive Committee, they will be excused from their position.”*

### Section 7.2: Hiring Committee

- Updated to refer to correct sections re: hiring.
- Change:
- “All hired employees shall be hired by a committee struck according to Sections ~~6.14~~ and ~~6.15~~. Each committee shall select a chair from its numbers.”
  - o Updated to: “Sections 7.14 and 7.15”*