

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, August 22nd, 2021
Zoom, 12:55pm-2:58pm
Meeting #4 2021-2022 Publishing Year

Present: Kalki Nagaratnam, Benjamin King, Kate Murray, Brendan Keane, Charley Dutil (ex-officio), Sam Coulavin

Partially Present:

Absent (with reason): Siena Domaradzki-Kim, Jelena Maric (ex-officio)

Absent (without reason):

1. Opening of Meeting

B. King opened the meeting at 12:58pm.

2. Approval of Agenda

K. Nagaratnam motioned to approve the agenda. S. Coulavin seconded the motion. The motion passed.

3. Approval of July Meeting Minutes

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

4. Standing Actions List & Forward Agenda

B. King went through the standing actions list and forward agenda and made the necessary changes.

5. Executive Director

This report was prepared and presented by the transition team.

Snapshot of Accounts

K. Nagaratnam began the report by going through a snapshot of the Fulcrum's accounts. She explained that the Fulcrum received a student levy payment this month, and needs to double check with UOSU whether this covers the overdue amount that they owe the Fulcrum and all/part of the Fulcrum's summer levy. K. Nagaratnam indicated that the Fulcrum's investment account went up by approximately \$1000.

Overdue Accounts

K. Nagaratnam stated that the UOSU levy account is overdue by \$11,316.57. She noted that the Fulcrum was last told to expect it in July as the UOSU is awaiting the money from the University.

Advertising

K. Nagaratnam explained that she's had to turn down three advertising requests this month because the Fulcrum doesn't have the resources right now to handle the requests while the Executive Director role is vacant. She added that she asked them to check back with the Fulcrum in September.

Credit Card

K. Nagaratnam informed the Board that J. Turcotte cancelled the corporate credit card in his name on his last day. She went on to say that payments have been switched to PayPal, etc, and that although the FullView payment went through, it wasn't on her credit card (which it was supposed to in this interim period), so she'll follow up with that. K. Nagaratnam noted that all payments have been going through just fine.

Audit

K. Nagaratnam announced that the Fulcrum's audit is currently underway. She explained that there were two statements missing, and she's going to follow up with the auditors on that. K. Nagaratnam added that J. Turcotte gave the auditors access to the Fulcrum's QuickBooks account and provided them with the Fulcrum's bank statements at the end of July.

Treasurer

K. Nagaratnam informed the Board that folders with the corporations' income, expenses, payroll, and statements are being prepared on a monthly basis for review by the Treasurer. She noted that the folder for August 2021 hasn't been created yet.

Hiring

K. Nagaratnam stated that all Ed Board staff have been hired, they received and signed their contracts, and completed their onboarding survey (except for the new staff writer, who received her contract last week). She noted that the new staff writer will be ratified today. K. Nagaratnam continued, saying that for the four positions that will be partially funded by the Canada Summer Jobs, she completed the required forms on GCOS.

K. Nagaratnam announced that D. Piper, the Fulcrum's Podcast Producer, started on Monday, August 16th and that Hailey Otten, the Fulcrum's Multimedia Director, started working her full time hours as well. She stated that everyone else will start on Monday, August 30th. K. Nagaratnam advised that she'll be giving Slack and gmail accounts access to the team next Friday and training will happen over two days from August 30th-31st.

Staff T-Shirts

K. Nagaratnam indicated that all of the staff will receive a Fulcrum t-shirt at orientation so that they are able to sport the Fulcrum's brand throughout the year. She mentioned that she placed the order earlier this month and they should arrive at B. King's residence by August 30th.

Fulcrum Office

All agreed to discuss this section in-camera during the other business section of the meeting.

101 Week

K. Murray reported that she has been in contact with Ashley, the Student Life Commissioner, about the Fulcrum's space booking for Morisset Terrace. She explained that Ashley informed her that she's asked the university if the Fulcrum can have that spot for 12pm-2pm on Sept 6th and is waiting to hear back from them. K. Murray continued, saying that once the Fulcrum has the space booking confirmed, she'll inquire about getting an actual table for the space and C. Dutil will rent a BBQ. She noted that she's created a task list for the actions that need to be completed before the BBQ and will go into more detail about it during her Marketing Committee report. K. Murray added that she'll also confirm with Ashley whether the UOSU will be doing marketing for the Fulcrum's event and if we have a table for clubs week.

K. Murray noted that as of Friday, August 20th, she heard back from Ashley about the space confirmation, and informed K. Murray that Morisset Terrace isn't available, but the University said that the Fulcrum could give us UCU Terrace if that works instead. All agreed that this would be a good space to go ahead with.

Strategic Plan

K. Murray indicated that as J. Turcotte mentioned in his last Board report, the planning aspects of the Strategic Plan are moving ahead well during the summer months. She added that the most recent additions include the Physical Outreach and 101 Week Plan, which was presented to the Marketing Committee at their August meeting.

K. Murray went on to say that these plans will provide the Board and the incoming Executive Director with a framework for the year ahead. She mentioned that the general principle of the outreach plans is to introduce two years worth of students who will be coming to campus for the first time, to the Fulcrum.

Website Work

K. Nagaratnam informed the Board that she followed up with Stephane and asked him to update the Fulcrum website's header and footer with the design that Hailey created. She said that he confirmed that he would have the changes made by the end of the month.

Transition

K. Nagaratnam stated that she's been periodically checking the Executive Director's email account and have access to the Fulcrum's bank accounts and other business accounts. She noted that once the Fulcrum hires the new Executive Director, she'll transfer these accounts over to them and remove her access.

6. Editor-in-Chief

Staffing

C. Dutil informed the Board that Salma El Hajj has been hired to replace Ailsa, who was unable to make it to Ottawa for the fall semester.

Content

C. Dutil reported that the Fulcrum had two major stories this month: (1) that the University of Ottawa will be mandating vaccines, and (2) that the Ontario Appeal Courts denied the government's appeal of the Student Choice Initiative. He continued, saying that the Fulcrum broke the vaccination news on the Fulcrum's numerous social media platforms, and he and A. Murphy wrote an editorial on the SCI.

Other

C. Dutil stated that the Editorial Constitution is finished and will be voted on at this year's second Editorial Board meeting, and then will be sent to the Board.

C. Dutil mentioned that the team is ironing out the details at the moment for the Fulcrum 101 Week BBQ. He noted that he's also working on planning a slow-pitch game and cookout to take place on the first or second week of the school year.

C. Dutil announced that H. Otten has started changing the layout.

C. Dutil stated that he, H. Otten, A. Murphy, and J. Maric have been working hard at planning a complete day of training for August 30th. He added that they plan on having the editors who are able to, to come into the office for presentations and food. C. Dutil mentioned that they'll also be holding a scavenger hunt.

C. Dutil stated that he had a meeting with D. Piper and H. Otten regarding the Fulcrum Podcast to make a plan moving forward. He said that they're trying to partner with CHUO first, and that they need to have a meeting to discuss the marketing plan for it as well.

7. Social Media Manager

C. Dutil presented J. Maric's report to the Board in her absence.

Facebook

C. Dutil reported that the Fulcrum's Facebook page is doing pretty well in terms of page views and told directors to expect them to rise even higher this month. He briefly reviewed the top five posts and noted that the Fulcrum's Facebook page is fourth in terms of total likes.

Instagram

C. Dutil enthused that the Fulcrum's followers boomed on August 8th because of the vaccine story that the Fulcrum published. He stated that he thinks that the team should follow this up with a contest to buy textbooks. C. Dutil reported that the Fulcrum's Instagram page spiked in impressions and reach too. He informed the Board that moving forward, the team will be bringing back athletes of the week, having editors take over, doing a lot of polls regarding the federal election, and using a lot of Canva too.

Twitter

C. Dutil indicated that the SCI tweet did well.

Instagram

C. Dutil informed the Board that the team is going to do a poll of the week and a question of the week.

TikTok

C. Dutil enthused that the Fulcrum's TikTok of the UCU did really well, and the Fulcrum's account gained some new followers too.

Website

C. Dutil briefly reviewed the Fulcrum's top ten posts.

K. Nagaratnam mentioned that the Fulcrum is going to continue with the Hootsuite premium account.

8. President

COVID-19 Pandemic

K. Nagaratnam stated that the Ontario Government has decided to pause its reopening plan and we will remain in Step 3 of the Roadmap to Reopen indefinitely as the province puts vaccination policies in place and prepares for a potential surge of variant cases in the fall. She continued, saying that the Inter-Board Health and Wellness Committee decided on the Fulcrum's Reopening Plan. K. Nagaratnam indicated that at this time, Fulcrum staff will be permitted to visit the office as needed. She noted that the FPS's direction is that there be no more than 15 people in the office at any given time. K. Nagaratnam urged that everyone must wear masks, maintain physical distancing, and complete the COVID-19 screening tool before entering the office.

Executive Committee

K. Nagaratnam mentioned that the Executive Committee had a busy month as they took care of some Executive Director tasks. She went on to say that as a result, the committee had to put the Board-related projects that they were working on last month on hold (Ombudsperson role revamp and new Board pro-bono lawyer search). K. Nagaratnam explained that the committee plans to work on these projects again once things settle back to normal after the new Executive Director is hired.

K. Nagaratnam informed the Board that for the next two weeks, the committee will continue to handle the Executive Director tasks and gradually hand them over to the incoming Executive Director. She noted that this week, the committee will work on the training presentation for the EdBoard training day next week.

Legal, Capital Assets, and Finance Committees

K. Nagaratnam reported that there are no updates to provide for these committees.

Human Resources Committee

K. Nagaratnam indicated that the HR committee had a busy month as well with the Executive Director hiring. She explained that the ED application period closed on August 11th and the team received 20 applications. K. Nagaratnam said that the team are currently conducting interviews, and plan to send an offer letter this week. She added that the anticipated start date for the new ED is Monday, August 30th.

K. Nagaratnam announced that the committee also successfully processed two pay periods. She stated that this week, the committee will develop a training plan to prepare for the ED's training week.

Board Matters

K. Nagaratnam informed the Board that Oluwatosin Okusanya, who joined the Board as a Student Representative, resigned from her seat this month. She thanked Oluwatosin for her service to the Fulcrum over the past few months.

K. Nagaratnam mentioned that there are currently four vacant seats on the 2021-22 Board:

- University Representative;
- Fulcrum Alumnus; and
- Student Representative (x2)

K. Nagaratnam advised that the application period for the Board seats closed on August 9th. She reported that the committee received one application for the Student Representative seat. K. Nagaratnam continued, saying that they'll be contacting the candidate with a final set of follow-up questions to confirm their interest this week. She noted that if it goes well, they'll join us at the next Board meeting.

In-Camera Matter

K. Nagaratnam said that she'll be requesting to go in-camera with the individuals present at the end of the meeting to discuss an employee wellness request.

Reminders

K. Nagaratnam asked for those who haven't already to please send K. Murray your signed code of conduct and confidential disclosure forms and to send her your AODA certificates. She clarified that if you were a member of the 2020-21 Board, you will need to sign the forms again, but you do not need to complete the AODA training. K. Nagaratnam stated that the deadline is September 1st.

Calendar Items

K. Nagaratnam reminded everyone of the upcoming calendar items:

- EdBoard Training Day: Tuesday, August 31st at 5pm;
- ED Lunch/Dinner: In September (TBD); and
- Next Board Meeting: Sunday, September 26th at 1pm

9. Inter-Board Health and Wellness Committee

Board Social Event

K. Nagaratnam mentioned that the committee had the first Board social last Friday. She stated that B. King led the group through a few fun virtual games. K. Nagaratnam noted that since the committee decided to hold a Board social event every two months, the next event will be in October and will be something Halloween themed, which the committee will begin planning for at the next month's meeting.

K. Nagaratnam said that once the HR Committee hires the next Executive Director, they might have a Board, Executive Director, and Editor-in-Chief lunch or dinner in early September to introduce them to the team.

Board Newsletter

K. Nagaratnam advised the Board that she and B. Keane will work on the first drafts of the Board newsletters this year and will share them with the committee before they're sent to the Ed Board. She explained that they'll use MailChimp for a better appearance (the Fulcrum already has a subscription). K. Nagaratnam continued, saying that B. Keane has already sent an email to all directors asking for their bios and pictures to include in the first newsletter. She said that once he receives all of the information, they're having the newsletter ready to go by September 20th. K. Nagaratnam noted that the theme of this month will be Meet the Board, but that the newsletter itself still needs a name.

The Fulcrum's COVID-19 Reopening Plan

K. Nagaratnam explained that for some context, although the province is moving quite steadily through the first two steps of Ontario's Roadmap to Reopen plan, the government announced this week that it will remain in Step 3 indefinitely as it appears that the province is entering another wave of the pandemic. She went on to say that since the last committee meeting, the government has indicated what moving beyond Step 3 would look like - removing capacity limits, but keeping some public health measures (e.g. masks in indoor public settings, such as retail settings and workplaces).

K. Nagaratnam indicated that the University also announced that it will require COVID-19 vaccination for anyone who wants to access the campus. She stated that they will need to attest their COVID-19 vaccination status prior to their return, and that everyone needs to continue following the public health guidelines even if they are fully vaccinated.

K. Nagaratnam explained that with all of this in mind, the committee discussed how the Fulcrum should approach its reopening. She announced that at this time, Fulcrum staff will be permitted to visit the office as needed. K. Nagaratnam declared that the FPS' direction is that there be no more than 15 people in the office at any given time, and that everyone must wear masks, maintain physical distancing, and complete the COVID-19 screening tool before entering the office.

K. Nagaratnam mentioned that the committee did not feel the need to enforce a mandatory vaccination policy because the Fulcrum's workplace is not considered a high-risk setting. She

added that the Fulcrum will ensure that the Executive Director and the elected Health and Safety Representative review the Fulcrum's COVID-19 Safety Plan.

K. Nagaratnam stated that at the September Board meeting, she's going to poll Board members to see if people would prefer virtual meetings, in-person meetings, or a mix of the two.

Ed Board Orientation Day

K. Nagaratnam informed the Board that C. Dutil and the team are planning an orientation and training day for all Ed Board staff on Monday, August 30th and he presented his plan for the day to the committee. She noted that on Tuesday, August 31st at 5pm, members of the Executive Committee will be giving a virtual presentation to explain what the Board and the Executive Director do. K. Nagaratnam continued, saying that the members will also cover the following topics: code of conduct, payroll, health and safety rep, and mandatory staff training. She added that all directors are encouraged to join that evening to introduce themselves to the Ed Board.

K. Nagaratnam reminded everyone that the next committee meeting is on September 16th at 4pm.

K. Nagaratnam said that at the committee meeting, a point was brought up about purchasing an air purifier to help the air quality and circulation in the office. She asked those present if the Fulcrum wants to purchase one for the office. All agreed that they don't think it's worth it, and will be making use of some fans that are in the Fulcrum's basement instead.

10. Marketing Committee

Physical Outreach and 101 Week Plans

K. Murray began her report by stating that she presented Justin's comprehensive Physical Outreach and 101 Week plans to the committee. She proceeded to give some highlights from the plan for the year ahead, which include:

- Many of the points in this plan are the same as the Digital Outreach plan, such as the Strategic Plan intention, budget, goals, etc and can all be found in the document along with the costs and additional considerations;
- Course of Action: campus postering with the following groups: Conventions and Reservations, Housing and Residence Life, UOSU, and GSAED; tabling fairs like clubs week; providing all staff with a Fulcrum t-shirt; newsstands → multiple ideas for these including placing a poster in the "wire" type newsstands and rotating them out each month for the monthly edition poster and for the "box" type newsstands, Justin suggested commissioning a competition where the Fulcrum seeks applications from students to paint them, then we pick our favourites and have the various stands painted in a way where they are both works of art and still promote the Fulcrum brand (we would pay the artists for their work); class visits mainly prioritized to the following programs: Digital Journalism, Communications, English, Political Science, and Conflict studies and human rights
- Large events: 101 Week BBQ and a Speaker Series (not this year though as there is still some uncertainty regarding large-scale indoor gatherings and budget)

101 Week BBQ

K. Murray mentioned that the committee discussed the details and made plans for the Fulcrum's upcoming 101 Week BBQ, which is scheduled in the UOSU calendar for Monday, September 6th from 12pm-2pm. She explained that she's currently waiting for confirmation from Ashley, the Student Life Commissioner, that we can use the space at Morisset Terrace (she's asked the University if the Fulcrum can use it for our BBQ and is waiting to hear back from them). K. Murray noted that she's made a Google sheets document for all of the actions that will need to be completed in the lead up to this event.

Newsstands

K. Murray informed the Board that C. Dutil came up with a fun idea to use the Fulcrum's newsstands as part of a scavenger hunt on campus during Ed Board's training and orientation session. She said that C. Dutil also mentioned that he's been going around campus in order to find the locations of the Fulcrum's newsstands and has mapped out 25 so far. K. Murray advised that the committee agreed that October would be a good time to hold the art project contest for the "box" style newsstands.

Other Notes

K. Murray explained that before Justin left, he was able to secure a table for the Fulcrum at the service/clubs fair, and the contact person is also Ashley. She noted that C. Dutil will be organizing this and will be there with some members of the Ed Board.

K. Murray indicated that C. Dutil mentioned to the committee about his plan to run a back to school giveaway with the prize being a gift card to the University bookstore.

11. Policy Committee

B. Keane began his report by presenting to the Board the following proposed amendments to the Fulcrum's Policy Manual on behalf of the Policy Committee:

- Changing the title of "Online Editor" to "Social Media Manager" in the Policy Manual, as seen in Section 4.3, Section 4.5, Section 5.16, Section 7.8.1, Section 13.1, and Appendix B;
- Changing Section 6.6 (b) from "a. Melanie Wood Commemorative Fund. The budget passed by the Board shall include a line designated as "Melanie Wood Commemorative Statue Fund" and which:
 - Shall be of an amount of no less than pi dollars;
 - This fund will be used to erect a statue in front of the Fulcrum offices or in another suitable location in commemoration of Melanie Wood" to "a. Melanie Wood Charitable Fund. The budget passed by the Board shall include a line designated as "Melanie Wood *Charitable* Fund" and which:
 - Shall be of an amount of no less than *five (5)* dollars;
 - This fund will be *donated toward a charitable group of the board's choosing on an annual and/or regular basis.*"

B. Keane stated that the committee is also proposing to remove some lines from Section 4.08 of Bylaw 2, “The ratified Editor-in-Chief and one Editorial Board member ~~selected by the contributing staff (see section three (3) of the Constitution) hold ex-officio seats on the Board as defined by Section 4.07 of this Bylaw. The University of Ottawa Students’ Union (UOSU) and the Graduate Students Association (GSAED) also hold ex-officio seats on the Board.~~ At any time the Board may deem it necessary to create new ex-officio positions.”

B. Keane motioned to approve the changes proposed by the Policy Committee. K. Nagaratnam seconded the motion. The motion passed.

12. Ratification of New Editorial Board Employees

K. Nagaratnam motioned to ratify Salma El Hajj as a staff writer for the Fulcrum. S. Coulavin seconded the motion. The motion passed.

13. Revisit Standing Actions List

B. King revisited the standing actions list and made some additional updates.

14. Other Business

K. Nagaratnam stated that she’d like to move in camera to provide an update from the last Board meeting on the Fulcrum office and get everyone’s perspective on it. She added that she’d like to discuss an employee request that C. Dutil shared, and she feels that both conversations are best to have in camera. K. Murray motioned to move in camera with everyone present currently. K. Nagaratnam seconded the motion. The motion passed and the meeting moved in camera.

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

S. Coulavin motioned to adjourn the meeting at 2:58pm. All voted in favour and the motion passed.

Online Votes

On September 9th, K. Murray brought forward a motion, seconded by K. Nagaratnam, to remove Justin Turcotte, the Fulcrum’s former Executive Director as a Signing Officer, and to add Ludvica Boota, the Fulcrum’s new Executive Director, as a Signing Officer. The motion passed on September 11th. The complete motion reads as follows:

Fulcrum Publishing Society – Board of Directors
CHANGE OF SIGNING AUTHORITY LETTER OF DIRECTION MOTION



WHEREAS Justin Turcotte is a current Signing Officer for the Fulcrum's TD bank account.

WHEREAS Justin Turcotte's contract with the Fulcrum Publishing Society as the Executive Director ended on July 29, 2021.

WHEREAS Ludvica Boota was ratified as the Executive Director of the Fulcrum Publishing Society on Tuesday, August 30, 2021.

WHEREAS Section 1.01 g) of Bylaw no. 1 of The Fulcrum Publishing Society (FPS) states that a "signing officer" means, in relation to any instrument, any person authorized to sign the same on behalf of the Corporation".

WHEREAS Section 5.2 of the FPS's Policy Manual states that "the signing authorities of the Corporation shall be the: a. President; b. Executive Director; and c. any one Board member as voted in by the Board".

WHEREAS Section 5.3 of the FPS's Policy Manual states that "Two (2) signing authorities are required to sign any cheques or negotiable instruments signed on behalf of the Corporation".

WHEREAS Section 5.4 of the FPS's Policy Manual states that "[c]ontracts, documents or any instruments in writing requiring the signature of the Corporation, aside from cheques, must be signed by the President of the Corporation and a second signing authority".

5.15 Corporate Credit Card. There shall be a Credit Card available for use of the Corporation. Although the card will belong to the Corporation, an individual of the Society with signing authority is required to guarantee the card and accept personal liability for the account. This

means the Credit Card shall be under the name of said individual with signing authority. The Credit Card shall be obtained by and go under the name of the Executive Director or another individual with signing authority for that fiscal year. At the time of termination, resignation, or the ending of the contract of an Executive Director or other signing authority whose name is on the card, the card must be cancelled and an application for a Credit Card with a new name on it will be made.

BE IT RESOLVED THAT A letter of direction shall be sent to TD Bank instructing the removal of signing and authority from Justin Turcotte and the granting of signing and authority in the capacities of a signing officer to Ludvica Boota.

Appendices

631 King Edward Avenue
Ottawa, ON
K1N 6N5

Fulcrum Publishing Society – Board of Directors

Executive Director's Report

Sunday, August 22nd, 2021

Transition Team

1. Finances

Snapshot of Accounts

The below financial information is accurate as of 3:00 pm on Friday, August 20th, 2021.

	July 2021	August 2021	Difference
TOTAL	\$544,206.93	\$569,928.53	\$25,721.60
Chequing (TD)	\$379,821.40	\$404,840.80	\$25,019.40
Investments (RBC)	\$102,872.01	\$103,922.14	\$1,050.13
PayPal Balance	\$1,513.52	\$1,165.59	\$347.93
Canada Business Loan (COVID-19)	\$60,000	\$60,000	\$0

We received a UOSU levy payment this month for the amount of \$33,815.15. I will need to confirm with UOSU whether this covers the overdue amount they owe us and part/all of our summer levy.

Overdue Accounts

The following account is overdue:

UOSU Levy: \$11,316.57

- Last told to expect in July, UOSU is awaiting money from the university

Advertising

I have had to turn down three advertising requests this month because we do not have the capacity to place the ads on our website right now. I told them to check back with us again in September.

Credit Card

Justin cancelled the corporate credit card that was in his name on his last day.

Audit

Our audit is currently underway. Justin gave our auditors access to our QuickBooks account and provided them our bank statements at the end of July.

Treasurer

Folders with the corporations' income, expenses, payroll, and statements are being prepared on a monthly basis for review by the Treasurer. The folder for August 2021 has not been created yet.

2. Human Resources

Hiring

All editorial positions have been hired and received their contracts in July. At this point, everyone has signed their contracts and completed the virtual onboarding survey, with the exception of the new staff writer who received her contract last week. We will ratify the new staff writer today. For the four positions that will be partially funded by the Canada Summer Jobs, I completed the required forms on GCOS.

Damian Piper (Podcast Producer) started on Monday, August 16th. Hailey Otten (Multimedia Director) started working her full time hours as well. Currently, we have five staff members onboard. Everyone else will start on Monday, August 30th.

Staff Accounts

I will be giving the new staff access to their Fulcrum email accounts and Slack next Friday.

Training

Training for the EdBoard team will happen over two days (August 30th and 31st).

Staff T-Shirts

All staff will receive one Fulcrum t-shirt at orientation to be able to sport our brand throughout the year. I placed the order earlier this month and we should receive the shirts by August 30th. The shirts will be delivered to Ben's residence.

3. Operations

Fulcrum Office

I suggest moving the conversation in-camera at this point, our minutes are publicly accessible on our website, including to the uOttawa administration. Or we could also discuss this at the end of the Board meeting during the other business section.

101 Week

I (Kate) have been in contact with Ashley from Student Life about our space booking for Morisset Terrace. She informed me that she's asked the university if the Fulcrum can have that spot for 12pm-2pm on Sept 6th and is waiting to hear back from them. Once we have the space booking confirmed, I will inquire about getting an actual table for the space and Charley will rent a BBQ. I've created a task list for the actions that need to be completed before the BBQ and will go into more detail about it during my Marketing Committee report - it's shaping up to be a fun event!

Update (Friday, Aug 20th): I heard back from Ashley about the space confirmation. She said that Morisset Terrace isn't available, but the university said that they could give us UCU Terrace if that works instead. Does anyone know where this is? And is this a space booking that we'd like to go ahead with? If yes, I'll get in touch with Ashley on Monday to confirm it!

4. Strategic Plan

As Justin mentioned in his last Board report, the planning aspects of the Strategic Plan are moving ahead well during the summer months. Most recently the Physical Outreach + 101 Week Plan was presented to the Marketing Committee at their August meeting. More details to follow on that later today!

These plans will provide the Board and the incoming ED with a framework for the year ahead. The general principle of the outreach plans is to introduce two years worth of students who will be coming to campus for the first time, to the Fulcrum. We are trying to get as wide a reach as possible over the uOttawa community.

For a review of the strategic plan:

<https://sites.google.com/thefulcrum.ca/thefulcrumstrategicplan/home>

5. Website Work

I followed up with Stephane and asked him to update our website header/footer with the design Hailey created. He confirmed that he would have the changes made by the end of the month. Stay tuned for a fresh website look!

6. Transition

Currently, I (Kalki) have been periodically checking the ED email account and have access to our bank accounts and other business accounts. Once we hire the new ED, I will transfer these accounts over to them and remove my access.

Board of Directors EIC Report August 2021

Staffing

Salma El Hajj has been hired to replace Ailsa who unfortunately was unable to make it to Ottawa for the fall semester.

Content

In August, we got two important pieces of news, one was that the University of Ottawa will be mandating vaccines, and the other that the Ontario Appeal courts denied the government's appeal of the SCI. We broke the vaccination news on our numerous social media platforms and Aly and I wrote an editorial on the SCI.

Other

Editorial Constitution: This is finished and will be voted on at the year's second editorial board meeting and then sent to the board.

Frosh Week: We are ironing out the details at the moment but we will be hosting a BBQ during 101-week. I am also working on planning a slow-pitch game and cookout to take place on the first or second week of the school year.

PDFs: Hailey has started changing the layout!

Training: Hailey, Aly, Jelena and I have been hard at work planning a complete day of training for Aug.30. We plan on having all the editors who are able to come in to the office for presentations and food. We will also be holding a scavenger hunt.

Here is the schedule for that day:

<https://docs.google.com/document/d/11vr21Vz9P0--3IRXVI5jzmYxI001PALYaxGLdwzZ9n0/edit?usp=sharing>

631 King Edward Avenue
Ottawa, ON
K1N 6N5

Fulcrum Publishing Society – Board of Directors

Analytics Report

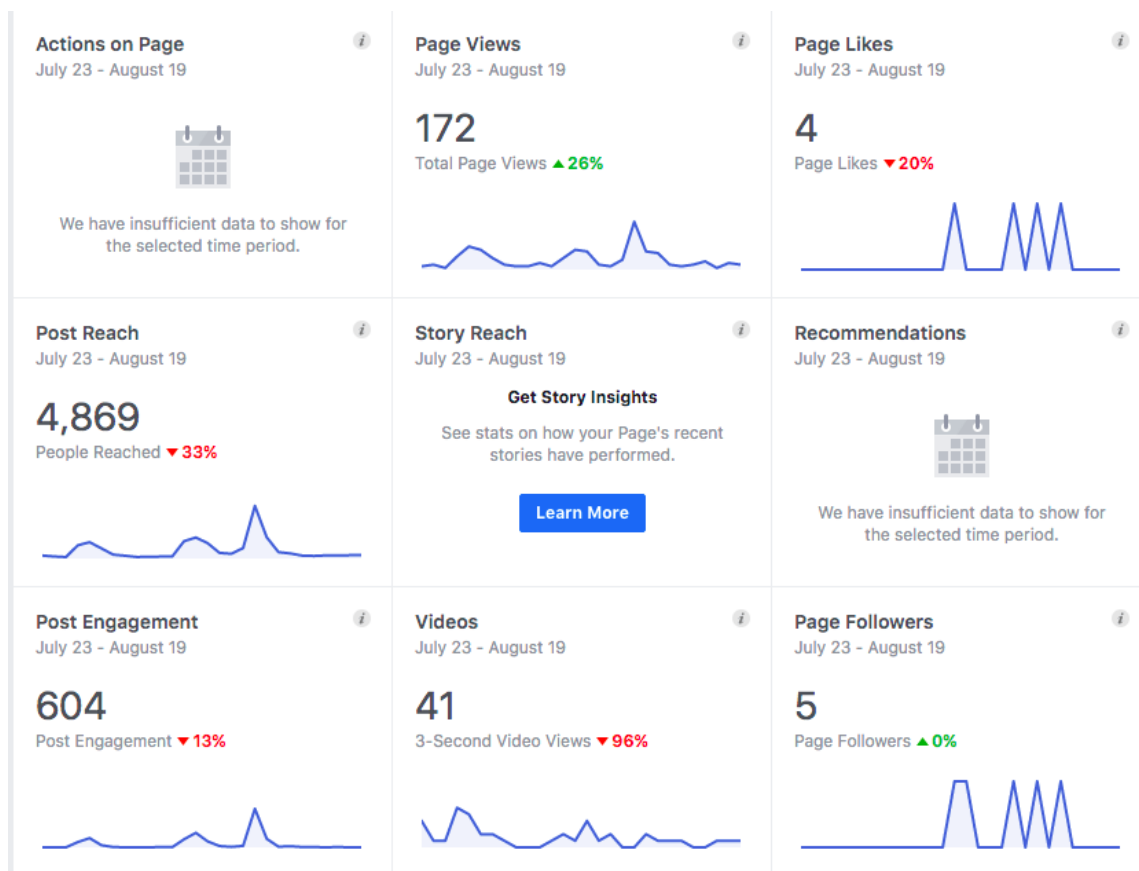
Date: August 20, 2021

Name: Jelena Maric

Overview

1. Facebook
2. Twitter
3. Instagram
4. Website

Facebook (via Facebook Insights)



Overview:

- Compared to last month, our page views have gone up from 137 to 172
- Our post reach has gone down from 7,217 to 4,869 this month
- Post engagement has gone down from 696 to 604
- Our page followers have stayed the same
- Had a steady amount of posting beginning of the month, but has tapered off as we are focusing on getting ourselves and our new staff ready for the first PDF version and school starting







Your 5 Most Recent Posts

Create Post

Reach: Organic / Paid

Post Clicks


Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
08/10/2021 12:11 PM	 The Fulcrum is at uOttawa.			2.8K	<div><div></div></div> <div>202 143</div>	<div>Boost Post</div>
08/09/2021 11:06 AM	 The Fulcrum			1	<div><div></div></div> <div>1 5</div>	<div>Boost Post</div>
08/06/2021 6:02 PM	 "The reason in question is that if all parties in a discussion have the			521	<div><div></div></div> <div>9 3</div>	<div>Boost Post</div>
08/05/2021 8:53 PM	 We are hiring for a new Executive Director for the 2021 -			408	<div><div></div></div> <div>10 3</div>	<div>Boost Post</div>
08/05/2021 1:01 PM	 The Ontario Court of Appeal's decision was a sigh of relief for			740	<div><div></div></div> <div>52 37</div>	<div>Boost Post</div>

See All Posts

Overview:

- Our post about mandatory vaccination did the best across all platforms, with a reach of 2.8K, with 202 post clicks and 143 reactions
- Other posts that did well include our piece about the SCI decision
- Compared to last month, our engagement has gone up across the board
- Reach has also stayed relatively the same across stories

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  The Ubyyssey	14K 	▲ 100%	12	1.7K 
2  The Varsity	9.2K 	▲ 100%	6	2.1K 
3  The Eyeopener	4K 	▲ 100%	7	353 
YOU 4  The Fulcrum	3.2K 	▲ 100%	0	13 
Keep up with the Pages you watch. Get More Likes				
5  The Charlatan	3K 	▲ 100%	2	113 
6  La Rotonde	2.9K 	▲ 100%	2	37 

Overview:

- Low engagement rate due to this being only for the past 7 days; as was mentioned earlier we are focusing on preparing for the start of our entire staff and school
- Not a very good indicator of how we are doing compared to other publications

Twitter (Via Twitter Analytics)

28 day summary with change over previous period



Overview:

- Compared to last month, our tweet impressions have gone down from 23K to 15.2K
- Our profile visits have gone down from 1,104 to 858
- Our mentions have gone up, from 1 last month to 4 this month
- The number of tweets we put out also went down, from 18 to 14
- Our followers have gone down by 3 compared to last month

Engagements

Showing 28 days with daily frequency

Engagement rate

1.5%

Aug 20
2.2% engagement rate



Link clicks

33

Aug 20
0 link clicks



On average, you earned 1 link clicks per day

Retweets without comments

17

Aug 20
0 Retweets without comments



Likes

55

Aug 20
1 like



On average, you earned 2 likes per day

Replies

3





Aug 20
0 replies



On average, you earned 0 replies per day

Overview:

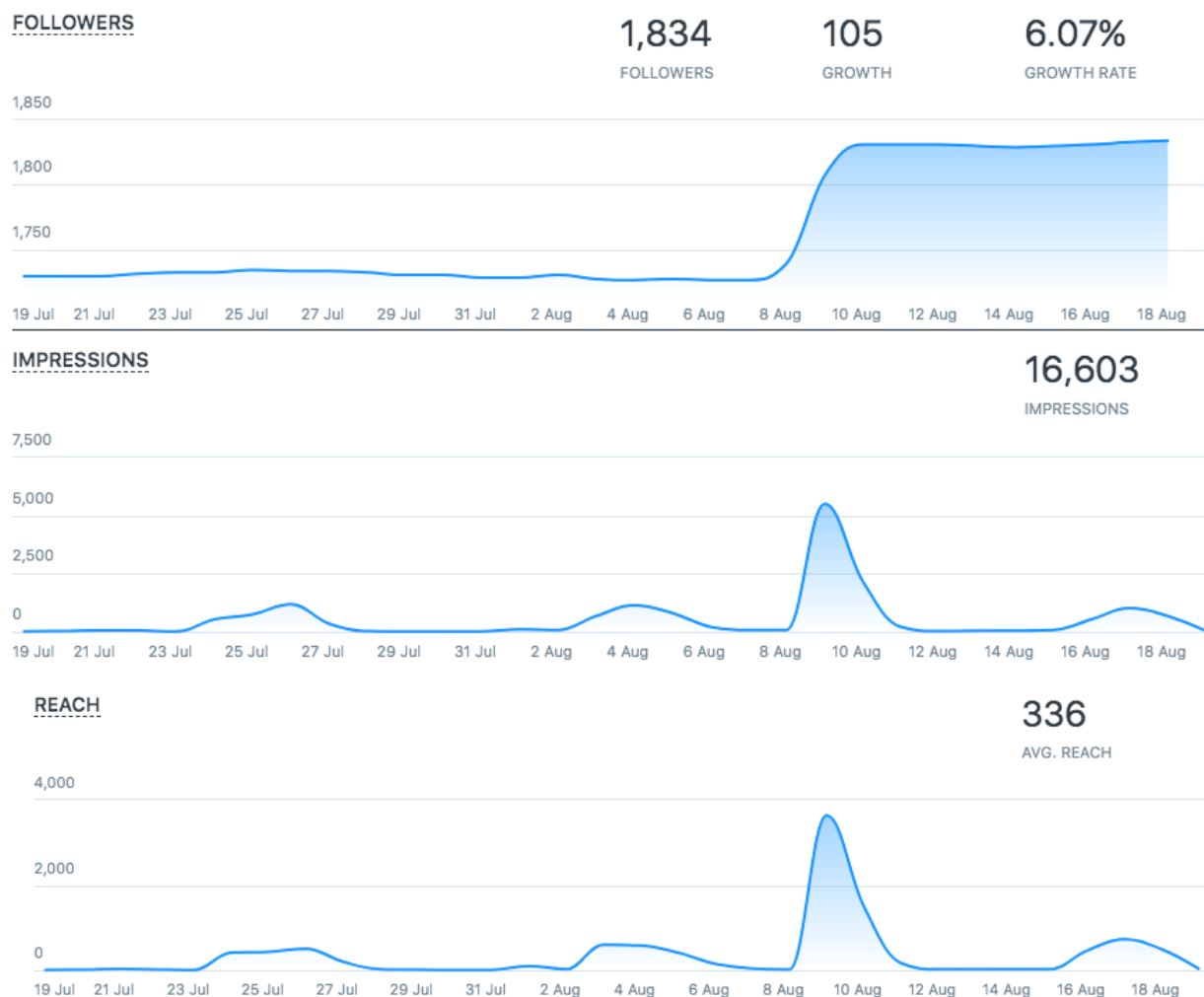
- However, our tweet engagement rate increased from 0.9% last month to 2.2% this month
- We had 33 link clicks this month compared to 10 last month
- We had an increase from 40 to 55 likes this month

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate	
		The Fulcrum @The_Fulcrum · Aug 5 #Editorial: The Ontario Court of Appeal's decision was a sigh of relief for students on Wednesday as the SCI only caused grief and uncertainty. But was it really the final nail in the SCI's coffin? #onpoli #Ottawa #Ontario thefulcrum.ca/opinions/edito... View Tweet activity		1,256	31	2.5%	Promote
		The Fulcrum @The_Fulcrum · Aug 14 Hey, we know that guy! @CDuts98 twitter.com/CanUniPress/st... View Tweet activity		1,048	20	1.9%	Promote
		The Fulcrum @The_Fulcrum · Aug 10 Story to come. pic.twitter.com/GvbVioA5RJ View Tweet activity		992	79	8.0%	Promote
		The Fulcrum @The_Fulcrum · Jul 27 #Feature: In light of a recent string of cat deaths, the Ottawa Humane Society has called for a 'cat curfew'. Here's a look at what this means and why it is an idea to be taken seriously given the impact domestic felines have on the urban ecosystem. thefulcrum.ca/features/shoul... View Tweet activity		913	14	1.5%	Promote

Overview:

- A breakdown of our top tweets this month and the number of impressions, engagements and engagement rate they had
- We can see our editorial, breaking news piece and our feature all did incredibly well when it came to engagement

Instagram (via Later.com)

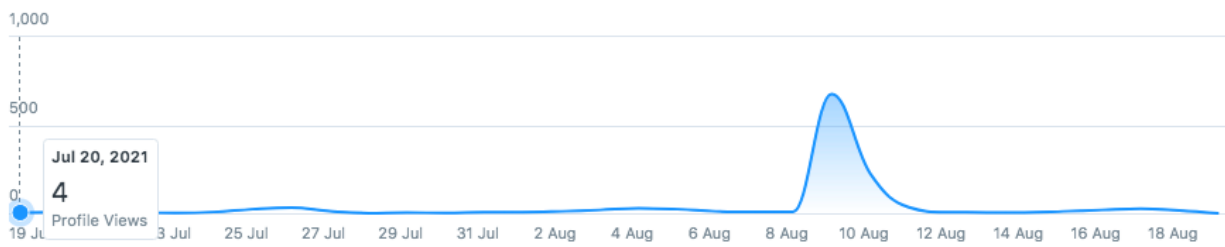


Overview:

- We've seen a lot of activity on Instagram due to our breaking news post about vaccinations
- Went from 1,732 followers to 1,834
- Impressions went up from 11,840 to 16,603
- Reach went from 238 to 336

PROFILE VIEWS**1,246**










PROFILE VIEWS

**WEBSITE CLICKS****90**

WEBSITE CLICKS

**Overview:**

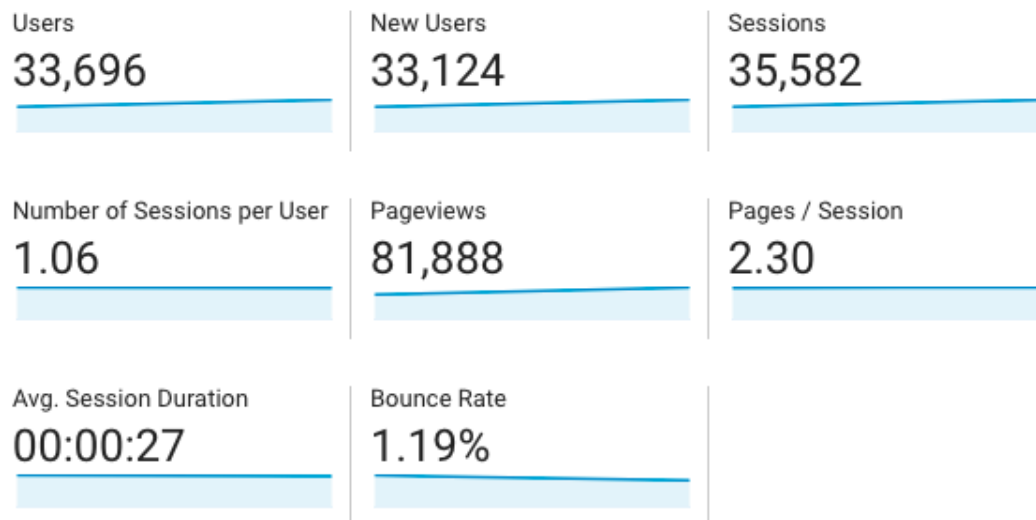
- Seen a major increase in profile visits: went up from 469 to 1,246 this month
- Website clicks went from 69 to 90 this month
- We can contribute the major spike in profile visits because of our post about vaccinations

Post	Engagement	Followers	Impressions	Reach	Likes	Comments	Saves	Video Views	Link
 AUG 17, 2021 10:55 PM POV: You're a Fulcrum staff writer and the...	5.62%	1,832	1.1K	956	102	1	2	N/A	
 AUG 10, 2021 12:11 PM Story to come.	45.98%	1,777	5.6K	5K	781	36	81	N/A	
 AUG 6, 2021 6:04 PM #Letter: The liberal, anti-racist case for...	0.64%	1,727	747	640	11	0	0	N/A	
 AUG 5, 2021 8:40 PM We are hiring a new Executive Director for...	1.22%	1,728	702	599	21	0	0	N/A	
 AUG 5, 2021 1:10 PM #Editorial: Bye-bye SCI? • The Ontario...	2.14%	1,727	777	714	37	0	2	N/A	
 AUG 4, 2021 2:15 PM #BREAKING: Ontario Court of Appeal strik...	3.12%	1,730	928	852	53	1	3	528	
 JUL 27, 2021 4:26 PM #Feature: Should Ottawa follow other...	1.96%	1,734	513	455	34	0	0	N/A	
 JUL 26, 2021 7:12 PM #Arts: A glance at this year's Mirror Mountai...	1.15%	1,734	473	443	18	2	1	N/A	
 JUL 25, 2021 2:09 PM #Sports: Rugby teams to open with back to...	2.19%	1,732	646	504	38	0	0	N/A	

Overview:

- We can see once again, that the breaking news story about vaccines did the best by far
- All of other posts did slightly better/the same as compared to previous months
- Hopefully with the increase of followers, we see an increase in engagement on Instagram

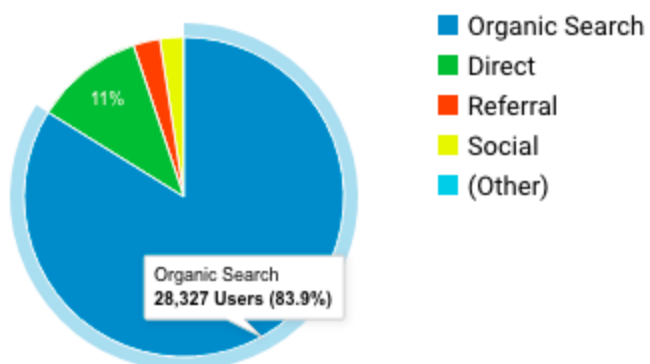
Website (via Google Analytics)



Overview:

- Overall, all categories have gone up compared to last month
 - Users last month: 25,036
 - Sessions last month: 26,859
 - Pageviews last month: 63,185
- Bounce rate has gone up from 1.17% to 1.19%

Top Channels



Overview:

- As usual, channels have stayed the same as compared to other months

Page Title	Pageviews	% Pageviews
1. The benefits and drawbacks of masturbation during COVID-19 - The Fulcrum	16,920	20.66%
2. A brief history of pornography until 1910 - The Fulcrum	15,051	18.38%
3. Should Ottawa follow other cities' lead and implement a cat curfew? - The Fulcrum	5,398	6.59%
4. The Fulcrum	3,153	3.85%
5. Opinion: Some bottled water brands need to leave store shelves now - The Fulcrum	2,347	2.87%
6. Five foods to avoid during exams - The Fulcrum	1,937	2.37%
7. Students with poor Internet left behind in online learning atmosphere - The Fulcrum	1,820	2.22%
8. Dear Di (that pesky gag reflex) - The Fulcrum	1,678	2.05%
9. The Fulcrum's porn personality quiz - The Fulcrum	1,162	1.42%
10. Orgy etiquette - The Fulcrum	1,105	1.35%

631 King Edward Avenue
Ottawa, ON
K1N 6N5

Fulcrum Publishing Society – Board of Directors

President's Report

Sunday, August 22nd, 2021

Zoom

Meeting #4 of 2021/22 Publishing Year



Kalki Nagaratnam

1. COVID-19 Pandemic

The Ontario government has decided to pause its reopening plan and we will remain in Step 3 of the [Roadmap to Reopen](#) indefinitely as the province puts vaccination policies in place and prepares for a potential surge of variant cases in the fall.

The Inter-Board Health and Wellness Committee decided on the Fulcrum's Reopening Plan.

At this time, Fulcrum staff will be permitted to visit the office as needed. The FPS's direction is that there be no more than 15 people in the office at any given time. Everyone must wear masks, maintain physical distancing, and complete the [COVID-19 screening tool](#) before entering the office.

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

2. Executive Committee

The committee did not meet twice this month but had a busy month regardless as we took care of some ED tasks. As a result, we have had to put the Board-related projects we were working on last month on hold, e.g., Ombudsperson role revamp and new Board pro-bono lawyer search. We plan to work on these projects again once things settle back to normal after we hire the ED.

For the next two weeks, the committee will continue to handle the ED tasks and gradually hand them over to the incoming ED. This week, the committee will work on the training presentation for the EdBoard training day next week.

3. Legal Committee

No updates to provide.

4. Capital Assets Committee

No updates to provide.

5. Finance Committee

No updates to provide.

6. Human Resources Committee

The HR Committee had a busy month as well with the ED hiring. The ED application period closed on August 11th and we received 20 applications. We are currently conducting interviews. The committee plans to send an offer letter this week. The anticipated start date for the new ED is Monday, August 30th.

The committee also successfully processed two pay periods. This week, the committee will develop a training plan to prepare for the ED's training week.

7. Board Matters

Oluwatosin Okusanya, who joined us as a Student Representative, resigned this month. I would like to thank her for her service to the Fulcrum over the past few months!

There are currently four vacant seats on the 2021-2022 Board:

- University Representative
- Fulcrum Alumnus
- Student Representative (x2)

The application period for the Board seats closed on August 9th. We received one application for the Student Representative seat! The screening team was satisfied with the application and we will be contacting the candidate with a final set of follow-up questions to confirm their interest this week. If it goes well, they will join us at the next Board meeting.

In Camera Matter

We will be going in-camera at the end of the meeting to discuss an employee wellness request.

8. Reminders

Please send Kate your signed code of conduct and confidential disclosure forms and send me your AODA certificates, if you haven't already! If you were a member of the 2020-2021 Board, you will need to sign the forms again, but you do not need to complete the AODA training. The deadline is September 1st.

9. Calendar Items

EdBoard Training Day

Tuesday, August 31st at 5pm

ED Lunch/Dinner

In September (TBD)

Next Board Meeting

Sunday, September 26th at 1pm

631 King Edward Avenue
Ottawa, ON
K1N 6N5

Fulcrum Publishing Society – Board of Directors
Inter-Board Health and Wellness Committee Meeting

Thursday, August 19th, 2021 4:00pm - 5:00pm

Zoom



Present: Charley Dutil, Brendan Keane, Kate Murray, Kalki Nagaratnam (Chair)

Committee Report

1. Board Social Event

We had our first Board social last Friday. Ben led us through a few fun virtual games! Since we decided to hold a Board social event ~every two months, the next event will be in October and will be something Halloween-themed. The committee will start planning for it at next month's meeting.

Once we hire the next ED, we might have a Board + ED + EIC lunch/dinner in early September to introduce them to the team.

2. Board Newsletter

Brendan and Kalki will work on the first drafts of the newsletters this year and will share them with the committee before it's sent to EdBoard. We will use MailChimp for a better appearance (already have a subscription). Brendan sent an email to all directors asking for their bios and pictures to include in our first newsletter. Once he receives all the info, we are aiming to have the newsletter (theme: Meet the Board) ready to go by September 20th. The newsletter still needs a name!

3. The Fulcrum's COVID-19 Reopening Plan

For some context, though we were moving quite steadily through the first two steps of the Ontario's [Roadmap to Reopen](#) plan, the government announced this week that it will remain in

Step 3 indefinitely as we are entering what appears to be another wave of the pandemic. Since our last committee meeting, they have indicated what moving beyond Step 3 would look like: removing capacity limits but keeping some public health measures, e.g., masks in indoor public settings, such as retail settings and workplaces.

The University also announced that it will [require COVID-19 vaccination](#) for anyone who wants to access the campus. They will need to attest to their COVID-19 vaccination status prior to their return. However, everyone still needs to continue following the public health guidelines (i.e., wearing a mask, physical distancing), even if they are fully vaccinated.

With this information the committee discussed how the Fulcrum should approach its reopening.

At this time, Fulcrum staff will be permitted to visit the office as needed. The FPS' direction is that there be no more than 15 people in the office at any given time. Everyone must wear masks, maintain physical distancing, and complete the [COVID-19 screening tool](#) before entering the office.

The committee did not feel the need to enforce a mandatory vaccination policy because our workplace is not considered a high-risk setting. We will ensure the Executive Director and the elected Health and Safety Representative review our COVID-19 Safety Plan.

 Fulcrum COVID Safety Plan.docx

At the September Board meeting, I will poll Board members to see if people would prefer virtual meetings, in-person meetings, or a mix of the two (i.e., one in-person meeting a semester).

4. EdBoard Orientation Day

Charley and the team are planning an orientation/training day for all EdBoard staff on Monday, August 30th and he presented his plan to the committee.

 Modified Suggested Staff Training: 21/22

On Tuesday, August 31st at 5pm, members of the Executive Committee will give a virtual presentation to explain what the Board and the Executive Director do. We will also cover these additional topics: code of conduct, payroll, health and safety rep, and mandatory staff training. All directors are encouraged to join us this evening to introduce everyone on the Board to EdBoard.

Next Committee Meeting

Thursday, September 16th at 4pm

631 King Edward Avenue
Ottawa, ON
K1N 6N5

Fulcrum Publishing Society
Marketing Committee Report
Presented by: Kate Murray
Friday, August 20th, 2021



Present: Kate Murray, Kalki Nagaratnam, Charley Dutil, Siena Domaradzki-Kim, Brendan Keane, Jelena Maric

Notes from the meeting:  Fulcrum Marketing Committee Agenda August 2021

Justin's Physical Outreach and 101 Week Plan:  Physical Outreach + 101 Week Plan 21/22

Fulcrum 101 Week BBQ Task List:  Fulcrum 101 Week BBQ Task List

Physical Outreach and 101 Week Plans

I presented Justin's comprehensive Physical Outreach and 101 Week Plans to the committee. The plan was well-received by the Committee. Some highlights from the plan for the year ahead include:

- Many of the points in this plan are the same as the Digital Outreach plan, such as the Strategic Plan intention, budget, goals, etc and can all be found in the document along with the costs and additional considerations;
- Course of Action: campus poster with the following groups: Conventions and Reservations, Housing and Residence Life, UOSU, and GSAED; tabling fairs like clubs week; providing all staff with a Fulcrum t-shirt; newsstands → multiple ideas for these including placing a poster in the "wire" type newsstands and rotating them out each month for the monthly edition poster and for the "box" type newsstands, Justin suggested commissioning a competition where the Fulcrum seeks applications from students to paint them, then we pick our favourites and have the various stands painted in a way where they are both works of art and still promote the Fulcrum brand (we would pay the artists for their work); class visits mainly prioritized to the following programs: Digital Journalism, Communications, English, Political Science, and Conflict studies and human rights
- Large events: 101 Week BBQ and a Speaker Series (not this year though as there is still some uncertainty regarding large-scale indoor gatherings and budget)

101 Week BBQ

The committee discussed the details and made plans for the Fulcrum's upcoming 101 Week BBQ. Before he left, Justin was able to get the Fulcrum on the calendar for Monday, September 6th from 12pm-2pm. We're currently waiting for confirmation from Ashley with Student Life that we can use the space at Morisset Terrace (she's asked the University if we can use it for our BBQ and is waiting to hear back from them). I've made a [Google sheets document](#) for all of the actions that will need to be completed in the lead up to our event. If you have any questions or suggestions, please let me know!

Newsstands

Charley came up with a fun idea to use the Fulcrum's newsstands as part of a scavenger hunt on campus during the Ed Board's training and orientation session. He also mentioned that he's been going around campus in order to find the locations of our newsstands and has mapped out 25 so far. The committee agreed that October would be a good time to hold the art project contest for the "box" style newsstands.

Other Notes

Before Justin left, he was able to secure a table for the Fulcrum at the service/clubs fair - the contact person is also Ashley from Student Life. Charley will be organizing this and will be there with some members of Ed Board!

Charley mentioned to the committee about his plan to run a back to school giveaway with the prize being a gift card to the University bookstore.

What's Next?

The next committee meeting is on September 9th at 5:00pm. On the agenda for this meeting so far is to potentially have a short debrief of the BBQ, discuss the newsstands art project, and the hopefully some research and ideas for the Fulcrum scholarship.

Fulcrum Publishing Society – Board of Directors
Policy Committee Report (Sunday, August 22, 2021)



July Policy Committee Meeting: Monday, July 26, 2021

Present: Brendan Keane (Chair), Kalki Nagaratnam, Benjamin King, Justin Turcotte, Charley Dutil.

Removal of Remaining Mentions of 'Online Editor' in the Policy Manual

Section 4.3

“The Marketing Committee is a standing committee of the Board consisting of the President, the *Social Media Manager*...”

Section 4.5

“This committee is responsible for hiring the Executive Director and *Social Media Manager*, as well as contract negotiations and performance reviews, and exit interviews for the Executive Director, *Social Media Manager*...”

Section 5.16

“An outgoing Executive Director, outgoing *Social Media Manager*...”

Section 7.8.1

“Any hiring committees for the positions of Executive Director and *Social Media Manager*...”

Section 13.1

The written Editorial and Business reports, to be provided by the Editor-in-Chief, Executive Director, President, and *Social Media Manager*...

Appendix B

Change in position title subheading under “Appendix B: Business Department Employees,” from “Online Editor” to “Social Media Manager.” Here it is stated that their editorial responsibilities are as assigned by the EIC. For more information reference the Editorial Constitution.

Proposed Changes to Section 6.6 (b)

- a. Melanie Wood Commemorative Fund. The budget passed by the Board shall include a line designated as “Melanie Wood Commemorative Statue Fund” and which:
 - i. Shall be of an amount of no less than pi dollars;
 - ii. This fund will be used to erect a statue in front of the Fulcrum offices or in another suitable location in commemoration of Melanie Wood.

The Policy Committee suggested that Section 6.6 (b) of the Policy Manual should be changed to the following:

- a. Melanie Wood Charitable Fund. The budget passed by the Board shall include a line designated as “Melanie Wood Charitable Fund” and which:
 - i. Shall be of an amount of no less than five (5) dollars;
 - ii. This fund will be *donated toward a charitable group of the board’s choosing on an annual and/or regular basis*.

Proposed Changes to Section 4.08 of Bylaw 2

The ratified Editor-in-Chief and one Editorial Board member ~~selected by the contributing staff (see section three (3) of the Constitution)~~ hold ex-officio seats on the Board as defined by Section 4.07 of this Bylaw. ~~The University of Ottawa Students' Union (UOSU) and the Graduate Students Association (GSAED) also hold ex-officio seats on the Board.~~ At any time the Board may deem it necessary to create new ex-officio positions.