

Fulcrum Publishing Society  
Board of Directors  
MINUTES

Sunday, July 25<sup>th</sup>, 2021  
Zoom, 12:55pm-3:04pm  
Meeting #3 2021-2022 Publishing Year

**Present:** Kalki Nagaratnam, Benjamin King, Kate Murray, Brendan Keane, Siena Domaradzki-Kim, Charley Dutil (ex-officio), Justin Turcotte (ex-officio); Ryan Banfield

**Partially Present:** Jelena Maric (ex-officio)

**Absent (with reason):** Oluwatosin Okusanya, Sam Coulavin

**Absent (without reason):**

1. Opening of Meeting

B. King opened the meeting at 1:02pm.

2. Approval of Agenda

K. Nagaratnam motioned to approve the agenda. B. Keane seconded the motion. The motion passed.

3. Kahoot Activity

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

4. Approval of June Meeting Minutes

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

5. Standing Actions List & Forward Agenda

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

6. Executive Director

**Finances**

J. Turcotte stated that the financial information in the table in his report is a snapshot as of Monday. He informed the Board that the Fulcrum can expect negative numbers until the Fulcrum receives its student levy and noted that the Fulcrum's PayPal account is larger because of a money transfer. J. Turcotte advised that the Fulcrum's investments have increased - they are now over the \$100,000 mark.

J. Turcotte reported that there is one overdue account: the OUSU levy from the winter. He said that the last he heard, the Fulcrum is supposed to receive it in July.

J. Turcotte announced that the Fulcrum's new corporate credit card has been received.

J. Turcotte mentioned that he's been working with Sam, the Fulcrum's Treasurer, and that folders with the corporations' income, expenses, payroll, and statements are being prepared on a monthly basis for review by Sam.

### **Human Resources**

J. Turcotte informed the Board that all editorial positions have been hired and received their contracts on Wednesday, July 21, and have begun their virtual onboarding. He noted that the team will be working from home for now until the province drops the public health restrictions and moves until the elusive step four.

J. Turcotte continued with a COVID-19 update, saying that the Fulcrum is planning for a return to in-person activities once the province exits step three of its re-opening plan and the expected dropping of almost all public health restrictions occurs. He clarified that the Fulcrum is making plans to have an in-person employee orientation session. J. Turcotte noted that in the event that the dropping of public health restriction does not happen, the Fulcrum will of course continue to operate virtually.

J. Turcotte indicated that the Fulcrum has added an online module on Workplace Violence and Harassment Awareness to its required training. He explained that the training is provided at no cost by Workplace Safety and Prevention Services, which is an organization funded by the provincial government.

J. Turcotte stated that all staff will receive one Fulcrum t-shirt at orientation to be able to sport the Fulcrum's brand throughout the year. He said that he hopes to get the order in by the middle of next week, and that the shirts will be delivered to Charley's residence.

### **Operations**

All agreed to move the discussion on the Fulcrum Office to the "Other Business" section of the meeting, as J. Turcotte suggested it would be a good idea to move in-camera for the discussion.

J. Turcotte said that all director sweaters from last fiscal have been collected except for one.

J. Turcotte informed the Board that he's been emailing with some UOSU Execs and the Fulcrum has tentatively confirmed themselves on the UOSU 101 Week calendar for the Monday to host a Fulcrum BBQ. He went on to say that once he has confirmed the space booking, the Fulcrum will just have to rent a BBQ and closer to the date purchase the food of course. J. Turcotte added that he is working closely with C. Dutil on the event, which will ideally be a good way to introduce new students to the Fulcrum right away.

### **Strategic Plan**

J. Turcotte proceeded to give an update on the Fulcrum' Strategic Plan. He stated that the planning aspects of the Strategic Plan are moving ahead well, and that so far, the following plans have been completed:

- Advertising Plan;
- Digital Outreach Plan; and
- Physical Outreach + 101 Week Plan.

J. Turcotte mentioned that these plans will provide the Board and the incoming Executive Director with a framework for the year ahead. He explained 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. J. Turcotte added that the Fulcrum is trying to get as wide a reach as possible over the uOttawa community.

### **Website Work**

J. Turcotte reported that Hailey Otten, the incoming Multimedia Director, will be finishing up her work on the Fulcrum's website in the coming week. He added that by August, the Board will be able to see an updated header and footer for the Fulcrum's website that she designed. J. Turcotte thanked Hailey for all of her work over the summer to get the Fulcrum's website ready for the coming year.

J. Turcotte noted that some other additions to the Fulcrum's website include the ability to comment on articles directly and an estimated reading time at the beginning of the article.

### **Transition**

J. Turcotte announced that this will be his final Board meeting, and about his 30th Board meeting ever! He mentioned that after thousands of hours with the Fulcrum, he's sad to be stepping away for good this time. J. Turcotte said that while he regrets having to leave this exciting new position much earlier than he anticipated, he knows that the Fulcrum is in good hands.

J. Turcotte assured the Board that he has been working closely with K. Nagaratnam on preparing for the transitional period and he's confident that she and the Executive Committee will have everything they need in the interim period.

## **7. Editor-in-Chief**

### **Staffing**

C. Dutil began his report by announcing that J. Turcotte, A. Murphy, and himself have finished hiring this week. He noted that the team received 13 applications for the staff writer positions and that they hired five of the 13 candidates (they found their Opinions and Science Editors in the staff writer candidate pool).

C. Dutil explained that the positives of having multiple steps was having the Managing Editor and Multimedia Director hired first and helping. He stated that this is the biggest Ed Board, with a lot of people coming back, both previous Fulcrum employees and freelancers.

C. Dutil proceed to give a quick overview of what the Fulcrum's Editorial Board will look like for the 2021-22 year:

Editor-in-Chief: **Charley Dutil** (Previously Sports Editor and Associate) — **EIC office**

Managing Editor: **Aly Murphy** (Previously Arts & Culture Editor) — **Office beside's EIC**

Multimedia Director: **Hailey Otten** — **Multimedia office**

Social Media Manager: **Jelena Maric** (Previously Staff Writer) — **Doesn't need an office**

News Editor: **Bridget Coady** (Previously News Editor and Staff Photographer) — **News Office / Office beside's EIC**

News Editor: **Zoe Mason** (Previously Features Editor) — **News Office / Office beside's EIC**

Sports Editor: **Jasmine Mcknight** (Previously Sports Editor and Associate) **Old Features Office**

Features Editor: **Amira Benjamin** (Previously Features Editor) — **Newsroom**

Opinions Editor: **Sanjida Rashid** — **Newsroom**

Arts & Culture Editor: **Zofka Svec** — **Newsroom**

Science & Tech Editor: **Emma Williams** — **Newsroom**

Podcast Producer: **Damian Piper** — **Multimedia office**

Videographer: **Christopher Rhode** — **Multimedia office**

Staff Writer: **Shailee Shah** (Previously Freelancer) — ?

Staff Writer: **Ailsa Ciku Gitonga** (Previously Freelancer) — ?

Staff Writer: **Desiree Nikfardjam** — ?

## Content

C. Dutil reported that content-wise, July was probably the Fulcrum's slowest month in terms of news, and that he thinks the biggest news story of the month was that the U of O will be making vaccination compulsory for those wishing to stay in residence. He told the Board to expect things to start to pick up in August, and said that he's excited to see what a post COVID-19 campus looks like in the fall.

C. Dutil mentioned that it was a big month for sports with the OUA announcing the home openers for several Gee-Gees varsity sports, and noted that the graphic that the Fulcrum made for the Panda game did particularly well.

## Other

Aly: C. Dutil informed the Board that he and J. Turcotte decided to let Aly start earlier than planned, on August 3rd. He explained that this decision was made for multiple reasons: (1) she'll be helping prepare training for the rest of the staff, (2) she'll be helping him with content, and (3) having her on board will help him stay out of a conflict of interest when it comes to covering frosh week news relating to UOSU.

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

Frosh Week: C. Dutil indicated that the Fulcrum is ironing out details to host a BBQ during 101 Week. He added that he is also working on planning a slow-pitch game and cookout to take place on the first or second week of the school year.

PDFs: C. Dutil noted that he and Hailey will be working on updating the layout for the Fulcrum's PDFs this month.

Hybrid Ed Board Meetings: C. Dutil said that unless there are new restrictions by then, he would like to have the Ed Board meet in person in the basement of the office as the living room cannot accommodate 14 people.

Office Space: C. Dutil mentioned that most of the staff will be in the office in the fall - all but Jelena and Aly. He noted that this is a problem because the Fulcrum doesn't have enough desks for all of the staff. C. Dutil continued, saying that he was thinking that the Fulcrum could offer them the board meeting room on the third floor or open up the two offices on the third floor. J. Turcotte said that he thinks the Fulcrum should offer them any available space - at the very least the old La Rotonde office and the boardroom space. C. Dutil asked J. Turcotte if he has the key for the old La Rotonde office. J. Turcotte stated that someone will need to make more keys for the new employees as well. B. King wondered how much extra desk space the Fulcrum needs to have. C. Dutil answered that from memory, three if not four. J. Turcotte clarified that the Fulcrum should have enough physical desks as well.

## 8. Social Media Manager

J. Maric began by saying that July was the Fulcrum's slowest month, and therefore the Fulcrum's socials are going to reflect that.

### **Facebook**

J. Maric indicated that there was an overall decrease in all areas compared to last month, which can be attributed to a lack of stories due to it being the summer months. She then proceeded to give some statistics, noting that the reach is about the same average as last month and engagement has gone down all around compared to last month. J. Maric said that news stories are doing really well, particularly the vaccine residence story, which was posted during the morning. She mentioned that she's going to keep an eye on the times of postings to see which ones do better.

### **Twitter**

J. Maric reported that overall, Tweet impressions have gone up compared to last month while Tweets, profile visits, mentions, and followers have all gone down compared to last month as did the engagement rate and link clicks. She said that once again, this can be attributed to a lack of steady, constant news due to it being the summer.

### **Instagram**

J. Maric stated that everything is lower compared to last month, including reach and impressions, although the Fulcrum's Instagram followers have increased. She explained that this can be attributed to lulls in posting stories. J. Maric continued, saying that the Fulcrum's Instagram

account has seen a decrease in both profile visits and website clicks compared to last month and noted that this month's stories did not do as well. She reported that the stories that did the best were the ones about vaccinations in residences, an announcement about the Panda Game and the Indigenous protests.

### **Website**

J. Maric informed the Board that users, sessions, pageviews, and session duration have all gone down compared to last month. She added that the bounce rate has continued to decline from last month. J. Maric stated that, once again, these trends can all be attributed to a lack of news stories.

J. Maric mentioned that, as usual, the Fulcrum's top channels stayed relatively the same as other months and were comparable to last month in terms of users. She did note that the Fulcrum's website has seen a decrease in news stories overall, which can lead to a lack of users and engagement on the site.

J. Maric concluded her report by briefly reviewing the Fulcrum's top ten news stories. She noted that she didn't include a section on TikTok in her report because the Fulcrum hasn't been posting as much there, but she said that the points that she mentioned last month are still valid and thinks that things will pick back up again in August.

K. Nagaratnam wondered how the Fulcrum's free trial for Hootsuite went? J. Turcotte replied that he created the account and added J. Maric and C. Dutil, and that J. Maric will be adding the Fulcrum's accounts. He stated that it's still in the very early stages and the Fulcrum hasn't committed to it yet because they need to make sure it will work with J. Maric and the rest of the team. J. Maric mentioned that she's used Hootsuite in the past with one of her courses and said that it works really well. She added that she thinks it's something that the Fulcrum will end up keeping. J. Maric noted that she'll provide an update next month. She also clarified that the Fulcrum is on a team account so C. Dutil can review posts ahead of time if he wants to.

S. Domaradzki-Kim wondered if there was a surge of traffic for the contest that the Fulcrum put on and how did it affect the Fulcrum's numbers on the Fulcrum's social media accounts. J. Maric replied that it's hard when it comes to the summer; the contest did have an impact on the Fulcrum's Instagram account, but when we compare it to May, May was still better in terms of numbers. She added that it didn't have as much impact on the Fulcrum's other socials. J. Maric continued, saying that August and September will give the Fulcrum a better picture of the Fulcrum's social media numbers for the year. C. Dutil stated that the Fulcrum gained about 30 followers from the contest.

S. Domaradzki-Kim said that regarding analytics, she knows that Hootsuite has an analytics platform and wondered if J. Maric will be using this in future reports. J. Maric answered that she will be, and that she needs to see how in depth it goes regarding the Fulcrum's audience.

## **9. President**

### **Key Takeaways**

K. Nagaratnam began by noting that the key takeaways from her report are:

- Board Pro Bono Lawyer Update;
- HR News;
- ED Transition; and
- Vacant Board Seats.

### **COVID-19 Pandemic**

K. Nagaratnam reported that Ontario is progressing readily through its Roadway to Reopen. She noted that we are now in Step 3, however, everyone should continue to be “COVID WISE.”

K. Nagaratnam reminded everyone 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 Executive Director.

K. Nagaratnam noted that the Inter-Board Health and Wellness Committee will decide on the Fulcrum’s Reopening Plan at next month’s committee meeting.

### **Executive Committee**

K. Nagaratnam mentioned that the Executive Committee met twice this month. K. Nagaratnam said that the second meeting was about the Ombudsperson role revamp. She mentioned that the committee worked on the first draft of the text for the Fulcrum’s Bylaws and Policy Manual to define the responsibilities and scope of the revised role. K. Nagaratnam added that the committee will be revising the draft over the next month and should have something to provide to the Policy Committee in September.

### **Legal Committee**

K. Nagaratnam informed the Board that this committee met this month and had a productive discussion on various options for a new pro bono lawyer for the Board. She explained that the committee likes the idea of working with legal professionals or students of the uOttawa community rather than an external pro bono lawyer in Ontario. K. Nagaratnam stated that the committee’s top choice is Pro Bono Student Canada (uOttawa chapter), which they’ll be looking into. She added that the committee also felt that Pro Bono Ontario’s Free Legal Advice Hotline as a resource for quick legal questions. K. Nagaratnam said that the committee will be looking into the PBSC and the uOttawa Community Legal clinic to see if they’re interested.

### **Capital Assets and Finance Committees**

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

### **Human Resources Committee**

K. Nagaratnam reminded everyone that J. Turcotte is resigning as the Fulcrum’s Executive Director and his last day is on Thursday, July 29th. She mentioned that the HR Committee met last week to decide how to handle the ED responsibilities in the transition period. K. Nagaratnam explained that the committee chose to split the responsibilities between the HR and Executive Committees to balance the workload. She continued, saying that both committees have arranged training sessions with J. Turcotte to go over his key duties.

K. Nagaratnam thanked J. Turcotte for his service to the Fulcrum on behalf of the Board. She stated that the HR Committee plans to advertise the full-time Executive Director position by the end of the month, with the planning being to hire and train the new Executive Director by the beginning of September.

### **Executive Director Transition**

K. Nagaratnam informed the Board that all of the Fulcrum's business accounts were in J. Turcotte's name as the Executive Director, and she now has access to these accounts. She clarified that J. Turcotte added her as an account user (e.g. Quickbooks, PayPal) or transferred the account to her (e.g. Canada Revenue Agency, Grants and Contributions Online Services).

K. Nagaratnam explained that J. Turcotte will cancel the corporate credit card at the end of the month as it is in his name. She went on to say that all of the Fulcrum's payments are made through PayPal so there will not be any payment interruptions during the time that the Fulcrum doesn't have a corporate credit card, with the exception of FullView. K. Nagaratnam indicated that because of the delay in getting a corporate credit card under J. Turcotte's name, FullView payments for the Fulcrum's website maintenance were made using J. Turcotte's personal credit card (and he reimbursed himself through Ceridian). She proposed that the Fulcrum continue making payments using her credit card until the Fulcrum can get a corporate credit card again under the new Executive Director's name. K. Nagaratnam added that she will reimburse herself through PayPal and will upload the statement in the Treasurer's monthly folder.

### **Board Matters**

K. Nagaratnam announced that Christina Le, who joined the Board in February as a Student Representative, resigned this month. She thanked her for her services to the Fulcrum over the past few months.

K. Nagaratnam stated that there are currently three vacant seats on the 2021-2022 Board:

- University Representative;
- Fulcrum Alumnus; and
- Student Representative

K. Nagaratnam mentioned that J. Turcotte posted the Board's call for applications on the Fulcrum's website and J. Maric is promoting it on the Fulcrum's socials. She added that she also submitted a post on uOttawa's Community Engagement Navigator. K. Nagaratnam explained that she, K. Murray, and S. Domaradzki-Kim will be screening the Board applications. She reported that the team hasn't received any yet, and asked that anyone who knows people who meet the requirements and may be interested, to please encourage them to apply, noting that the deadline is August 2nd at 11:59pm.

### **Reminders**

K. Nagaratnam reminded everyone to please send K. Murray your signed code of conduct and confidential disclosure forms, and to send her your AODA certificates if you haven't already. She mentioned that 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.



## **Calendar Items**

K. Nagaratnam said that the Board's first social will be sometime in August and that the next Board meeting will be on Sunday, August 22nd at 1pm.

### **10. Inter-Board Health and Wellness Committee**

K. Nagaratnam explained that as this was the first committee meeting of the year, she took some time at the beginning to go over the purpose of the committee and the items that they can expect to cover this year based on what they did in previous years as well as new items from the strategic plan.

## **Board Social Event**

K. Nagaratnam stated that the committee decided to hold a Board social event once every two months: August (first), October (Halloween-themed), November/January (holiday-themed), and May. She added that B. King will be organizing the first social.

## **The Fulcrum's COVID-19 Reopening Plan**

K. Nagaratnam informed the Board that the committee reviewed Ontario's Roadmap to Reopen plan and had an initial discussion on what the Fulcrum's reopening plan should be. She reported that ultimately, the committee decided to wait and see what the province's plan is for beyond step 3 and revisit the discussion at the next meeting.

## **Board Newsletter**

K. Nagaratnam mentioned that the committee also talked about the Board newsletter, which is a new initiative from the Fulcrum's strategic plan. She explained that this initiative is going to start slowly - with a newsletter once every two months and the first one going out in September. K. Nagaratnam proceeded to go over some of the committee's ideas for what the newsletter would cover, including:

- Major updates from Board meetings;
- Status of important Board projects;
- Upcoming Board organized events (e.g. strategic planning sessions, AGM); and
- Board openings/positions that the Board hires (e.g. Executive Director, Ombudsperson)

She noted that the first newsletter will focus on Board introductions, and that she'll be in touch with everyone to get their bios. K. Nagaratnam added that what the committee does still need is a name for the newsletter.

## **Next Committee Meeting**

K. Nagaratnam said that the next meeting will be on Thursday, August 19th at 4pm.

### **11. Marketing Committee**

## **Marketing Committee vs. Executive Director vs. Social Media Manager**

K. Murray indicated that as this was the first committee meeting of the year, she began by giving a brief overview of the responsibilities of each of the three key players involved with marketing at the Fulcrum: the marketing committee, the Executive Director, and the Social Media Manager.

### **Digital Outreach Plan**

K. Murray informed the Board that J. Turcotte presented his Digital Outreach Plan to the committee, which was well-received. She highlighted some of the main points from the plan for the year ahead, including:

- Strategic Plan intention - to strengthen the Fulcrum's digital outreach and marketing;
- Budget: \$3000 to support promotional activities for the year (\$1000 from the "Advertising & Promotion" budget line and \$2000 in excess funds due to Canada Summer Jobs Funding;
- Goal? Increase the Fulcrum's readership by having more people visit and engage with the Fulcrum's website, engage with us on social media, listen to our podcast, and share and talk about our content;
- Course of Action: boosted social media posts, Google Ad Grants, advertising with CHUO, get listed as an "other student group" on the CVUO website and get featured on their podcast, attend the Career Development Centre's part-time virtual job fair in September, list an extracurricular volunteering contributor volunteer position on the Community Engagement Navigator with the Michaëlle Jean Centre for Global and Community Engagement, make use of the Fulcrum's LinkedIn account for posting about job opportunities, and encourage CUP-members to post Fulcrum stories through the CUP Wire;
- Detailed breakdown of target audience, SWOT analysis, plan evaluation, costs, further considerations, and next steps can all be found in the document as well

### **Scholarship Ideas**

K. Murray said that the committee discussed the logistics and different possibilities involved with having a Fulcrum scholarship, some of which included: who would qualify for it, the application type, and timeline. She noted that she, C. Dutil, and S. Domaradzki-Kim will be doing some research into this including best practices and will be presenting their findings and suggestions at an upcoming committee meeting.

### **What's Next?**

K. Murray mentioned that the next committee meeting is on August 12th at 5:00pm. She said that on the agenda for the meeting is to discuss the 101 week plan and physical outreach plan, plan for the newsstands, and hopefully some research and ideas for the Fulcrum scholarship.

## **12. Ratification of New Editorial Board Employees**

B. King informed the Board that the following newly hired Editorial Board employees need to be ratified:

1. Bridget Coady: News Editor
2. Jasmine McKnight: Sports Editor
3. Amira Benjamin: Features Editor
4. Damian Piper: Podcast Producer
5. Christopher Rohde: Videographer
6. Zoftka Svec: Arts and Culture Editor
7. Emma Williams: Science & Tech Editor

8. Sanjida Rashid: Opinions Editor
9. Ailsa Gitonga: Staff Writer
10. Shailee Shah: Staff Writer
11. Desiree Nikfardjam: Staff Writer

K. Nagaratnam motioned to ratify the new Editorial Board members. B. Keane seconded the motion. The motion passed.

### 13. Election of Vice President

K. Nagaratnam stated that the Vice President position has been vacant since she transitioned to the President's role. She referenced the Fulcrum's Bylaws, explaining that the Vice President "shall be vested with all the powers and shall perform all the duties of the President in the absence or inability or refusal to act of the President". K. Nagaratnam added that the Executive Committee thought it would be a good idea to fill the role with Justin's departure, and that day to day it will be someone else on the Board who is aware of the Fulcrum's happenings and can take a more active role in between Board meetings.

B. Keane announced that he is interested in presenting himself for the position of Vice President. He stated that he's going into his fourth year in Political Science and Communications and has been on the Board since January. B. Keane asserted that he's committed to and interested in projects that the Board has been involved in, and has recently been attending and committing to several committee meetings. He assured the Board that he's aware that he might have to perform the duties of the President in the absence or inability or refusal to act of the President.

K. Murray motioned to elect B. Keane as the Vice President. K. Nagaratnam seconded the motion. The motion passed.

### 14. Revisit Standing Actions List

B. King reviewed the standing actions list and made the updates from the meeting.

### 15. Other Business

K. Murray motioned to move in-camera with the Board, J. Turcotte and C. Dutil. K. Nagaratnam seconded the motion. The motion passed and Ryan Banfield left the meeting.

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

B. King noted that he will be sending out an updated Doodle with lots of different time options for the first Board social in August.

K. Nagaratnam motioned to adjourn the meeting at 3:04pm. The motion passed.

### Online Votes

On August 5, 2021 K. Murray put forward a motion, seconded by K. Nagaratnam to elect B. Keane to fill the vacant spot on the Board's Human Resources Committee. The reasoning for the motion is that following Oluwatosin's resignation from the Board, a vacancy has opened up on the committee and they are hoping to fill it ahead of the hiring period for the new Executive Director - having a full committee would be especially helpful. The motion reads as follows:

631 King Edward Avenue  
Ottawa, ON  
K1N 6N5

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Fulcrum Publishing Society – Board of Directors  
**ELECTING A NEW DIRECTOR TO THE BOARD'S HR COMMITTEE**  
August 5, 2021



WHEREAS Oluwatosin Okusanya has resigned from her seat on the Board of Directors and there is now a vacant spot on the Human Resources Committee.

WHEREAS Section 8.3 of the Fulcrum's Policy Manual states that "[t]he Human Resources Committee is a standing committee of the Board consisting of the President and at least two (2) directors. The committee shall select a chair from its numbers. It shall have the authority to discipline, but not dismiss any employee. However, the committee may recommend dismissal of any employee to the Board".

WHEREAS Brendan Keane has expressed interest in joining the Human Resources Committee on the Fulcrum's Board of Directors.

BE IT RESOLVED THAT The Board elects Brendan Keane to fill the vacant spot on the Board's Human Resources Committee.

The motion passed on Thursday, August 12, 2021.

Appendices

631 King Edward Avenue  
Ottawa, ON  
K1N 6N5

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## Fulcrum Publishing Society – Board of Directors

### Executive Director's Report

Sunday, July 25<sup>th</sup>, 2021

Justin Turcotte

## 1. Finances

### Snapshot of Accounts

The below financial information is accurate as of 1:00 pm on Friday, July 23<sup>rd</sup>, 2021.

	<b>June 2021</b>	<b>July 2021</b>	<b>Difference</b>
<b>TOTAL</b>	<b>\$550,175.55</b>	<b>\$544,206.93</b>	<b>\$5,968.62</b>
<b>Chequing (TD)</b>	\$388,622.58	\$379,821.40	<b>\$8,801.18</b>
<b>Investments (RBC)</b>	\$101,290.17	\$102,872.01	<b>\$1,581.84</b>
<b>PayPal Balance</b>	\$262.80	\$1,513.52	<b>\$1,250.72</b>
<b>Canada Business Loan (COVID-19)</b>	\$60,000	\$60,000	\$0

### Overdue Accounts

The following account is overdue:

1. UOSU Levy: \$11,316.57
  - Last told to expect in July, UOSU is awaiting money from the university

### Credit Card

Our new corporate credit card was received.

### Treasurer

Folders with the corporations' income, expenses, payroll, and statements are being prepared on a monthly basis for review by the Treasurer.

## 2. Human Resources

### Hiring

All editorial positions have been hired and received their contracts on Wednesday, July 21. We have a diverse team of 16 editorial board members that I'm confident will do us proud in the year ahead. All staff have been provided with the Fulcrum's virtual onboarding survey.

### COVID-19

All staff continue to work from home, as per provincial requirements. The Fulcrum is planning for a return to in-person activities once the province exits step 3 of its re-opening plan and the expected dropping of almost all public health restrictions occurs. For example, we are making plans to have an in-person employee orientation session. In the event that the dropping of public health restrictions does not happen, we will of course continue to operate virtually.

### Mandatory Training

The Fulcrum has added an online module on Workplace Violence and Harassment Awareness to its required training. The training is provided at no cost by Workplace Safety and Prevention Services, an organization funded by the provincial government.

### Staff T-Shirts

All staff will receive one Fulcrum t-shirt at orientation to be able to sport our brand throughout the year. I hope to get the order in by the middle of next week. The shirts will be delivered to Charley'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.\**

### Director Sweaters

All director sweaters from last fiscal have now been collected (except for one).

### 101 Week

I've been emailing with some UOSU Execs and we have tentatively confirmed ourselves on the UOSU 101 Week calendar for the Monday to host a Fulcrum BBQ! Once we have confirmed the space booking, we'll just need to rent a BBQ and closer to the date purchase the food of course. I am working closely with Charley on the event, which will ideally be a good way to introduce new students to us right away.

## **4. Strategic Plan**

The planning aspects of the Strategic Plan are moving ahead well during the summer months. So far, the following plans have been completed:

- Advertising Plan

- Digital Outreach Plan
- Physical Outreach + 101 Week Plan

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> (only accessible through Fulcrum emails)

## 5. Website Work

Hailey Otten, the incoming Multimedia Director, will be finishing up her work on the website in the coming week. Hopefully, in August you'll all be able to see the new website header and footer that she has designed. I'd like to thank her for all of her work over the summer to get our website a bit more cleaned up ahead of the year.

Other additions include the ability to comment on articles directly from the website and an "estimated reading time" at the start of articles.

## 6. Transition

As you all know, this will be my final Board meeting. Very rough math also places it as about my 30th Board meeting ever! After thousands of hours with the Fulcrum I am sad to be stepping away for good this time. While I regret having to leave this exciting new position much earlier than I had anticipated, I know that the Fulcrum is in good hands.

I have been working closely with Kalki on preparing for the transitional period and I'm confident that she and the Executive Committee will have everything they need in the interim period.

# Board of Directors EIC Report July 2021

## Staffing

Justin, Aly, Hailey and I finally finished hiring this week after what felt forever. We had 13 applicants for the staff writer positions. We hired five of the 13 candidates (we found our opinions and science editors in the staff writer candidate pool).

Here's a quick look at what the Fulcrum's Editorial board will look like for 2021-22:

Editor-in-Chief: **Charley Dutil** (Previously Sports Editor and Associate) — **EIC office**  
 Managing Editor: **Aly Murphy** (Previously Arts & Culture Editor) — **Office beside's EIC**  
 Multimedia Director: **Hailey Otten** — **Multimedia office**  
 Social Media Manager: **Jelena Maric** (Previously Staff Writer) — **Doesn't need an office**  
 News Editor: **Bridget Coady** (Previously News Editor and Staff Photographer) — **News Office / Office beside's EIC**  
 News Editor: **Zoe Mason** (Previously Features Editor) — **News Office / Office beside's EIC**  
 Sports Editor: **Jasmine Mcknight** (Previously Sports Editor and Associate) **Old Features Office**  
 Features Editor: **Amira Benjamin** (Previously Features Editor) — **Newsroom**  
 Opinions Editor: **Sanjida Rashid** — **Newsroom**  
 Arts & Culture Editor: **Zofka Svec** — **Newsroom**  
 Science & Tech Editor: **Emma Williams** — **Newsroom**  
 Podcast Producer: **Damian Piper** — **Multimedia office**  
 Videographer: **Christopher Rhode** — **Multimedia office**  
 Staff Writer: **Shailee Shah** (Previously Freelancer) — ?  
 Staff Writer: **Ailsa Ciku Gitonga** (Previously Freelancer) — ?  
 Staff Writer: **Desiree Nikfardjam** — ?

## **Content**

Content-wise July was probably our slowest month of the year in terms of news, I think the biggest news story we had this month was that the U of O will be making vaccination compulsory for those wishing to stay in residence.

It was a big month for sports with OUA announcing the home openers for a number of Gee-Gees varsity sports, we made a nice graphic for every sport, our graphic for the Panda Game blew up, which was nice.

Finally, I expect news to start picking up in August as we near Frosh Week and we discover what post COVID-19 campus looks like!

## **Other**

**Aly:** Justin and I have decided to let Aly start earlier than planned, she will start on Aug. 3. This decision was made for multiple reasons, first, she will be helping prepare training for the rest of the staff, second, in terms of content I am outnumbered very badly if we look at la Rotonde and the Charlatan at the moment, and finally, having Aly on board will help me stay out of a conflict of interest when it comes to covering frosh week news relating to UOSU.

**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 and I will be working on updating our layout for our PDFs this month.

**Point of Discussion — office space for 16 member editorial staff:** As mentioned earlier in this report, we have the biggest staff in Fulcrum history. Apart from Jelena and Aly, most of our staff (13/14) will be at the office. We have a problem, excluding myself and the visuals team (they have their own office), we only have 7 desks for staff, this means our staff writers have no desks. I was thinking we could offer them the board room on the third floor or we could open up two of the offices upstairs potentially.

**Hybrid Edboard meetings:** Unless there are new restrictions by then, we would like to have edboard in person in the basement as the living room cannot hold 14 people in it.

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## Fulcrum Publishing Society – Board of Directors

### **Analytics Report**

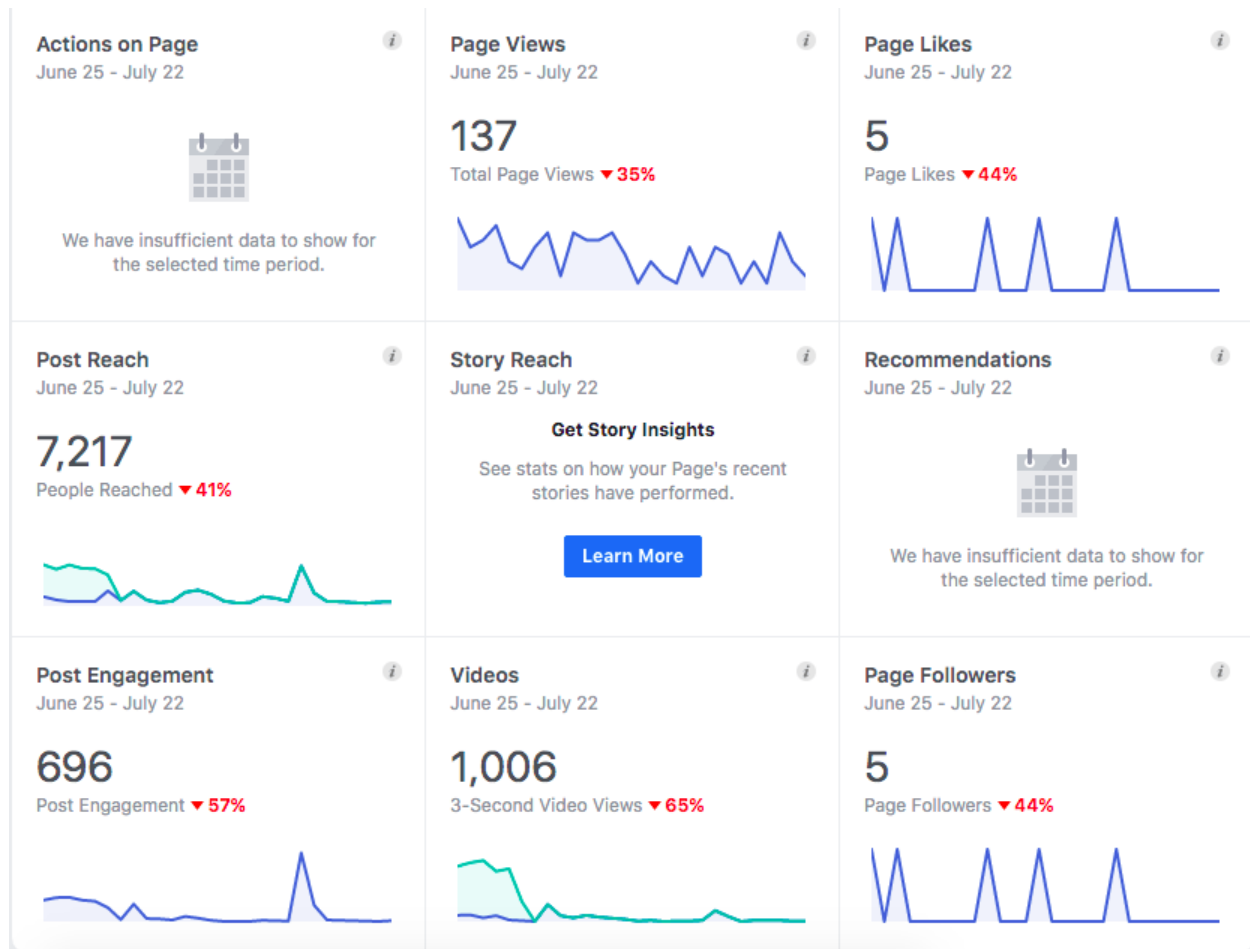
Date: July 23, 2021

Name: Jelena Maric

#### Overview

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


























**Facebook (via Facebook Insights)**



### Overview:



















- Overall have seen a decrease in the past month in all areas compared to last month
- Can be contributed to a lack of stories due to the summer

■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Reactions, Comments & Shares ⓘ

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/15/2021 8:19 PM	 The Fulcrum Publishing Society (FPS) Board of Directors (BOD) is			512 	11 3 	<a href="#">Boost Post</a>
07/15/2021 10:28 AM	 U of O confirms it will require students living in residence in the			1.4K 	177 53 	<a href="#">Boost Post</a>
07/12/2021 6:00 PM	 "The current political system does not easily allow for homelessness to			497 	1 3 	<a href="#">Boost Post</a>
07/08/2021 1:49 PM	 Women's hockey back on Halloween in Ottawa. Gees set to			471 	1 1 	<a href="#">Boost Post</a>
07/07/2021 3:24 PM	 Women's volleyball team to open season against UQAM on October			338 	1 3 	<a href="#">Boost Post</a>

### Overview:

- Overall, about the same as last month when it comes to reach
- Engagement has gone down all around compared to last month
- We can see again news stories do incredibly well, such as the vaccine residence story
- Vaccine story was posted in the morning and did extremely well, something we can keep an eye on even more

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  The Ubysssey	14K 	▲ 100%	11	2K 
2  The Varsity	9.2K 	▲ 100%	9	1.1K 
3  The Eyeopener	4K 	▲ 100%	6	126 
YOU 4  The Fulcrum	3.2K 	▲ 100%	0	57 
Keep up with the Pages you watch. <a href="#">Get More Likes</a>				
5  The Charlatan	3K 	▲ 100%	7	161 
6  La Rotonde	2.9K 	▲ 100%	6	80 

### Overview:

- Same total page likes compared to last month
- However, engagement has gone down compared to last month

- Have made less posts compared to last month, and zero this week, which is a large factor

## Twitter (Via Twitter Analytics)

### 28 day summary with change over previous period



### Overview:

- Tweet impressions have gone up from 17.8K last month to 23K this month
- Tweets, profile visits, mentions and followers have all gone down compared to last month
- Followers: 4,687 to 4,682
- Once again, can have do to with a lack of steady, constant news due to it being summer

## Engagements

Showing 28 days with daily frequency

Engagement rate

0.9%



Link clicks

10



On average, you earned 0 link clicks per day

Likes

40



On average, you earned 1 likes per day

### Overview:

- Engagement rate has gone down from 1.7% last month to 0.9% this month
- Link clicks have gone down from 55 and likes have gone down from 55

## Instagram (via Later.com)

### FOLLOWERS

**1,732**

FOLLOWERS

**13**

GROWTH

**0.756%**

GROWTH RATE

1,740

1,730

1,720

25 Jun 27 Jun 29 Jun 1 Jul 3 Jul 5 Jul 7 Jul 9 Jul 11 Jul 13 Jul 15 Jul 17 Jul 19 Jul 21 Jul 23 Jul

### IMPRESSIONS

**11,840**

IMPRESSIONS

2,000

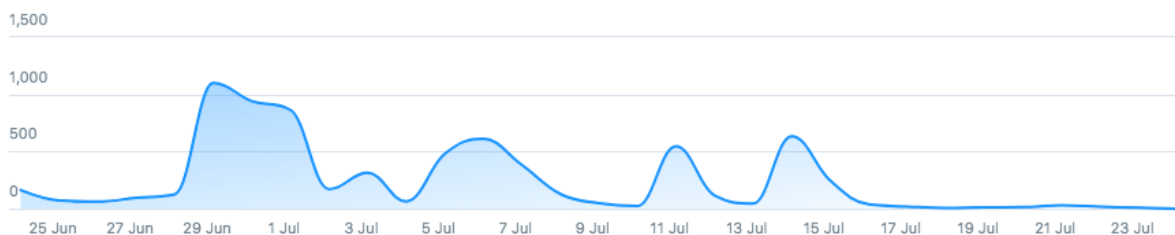
1,000

0

25 Jun 27 Jun 29 Jun 1 Jul 3 Jul 5 Jul 7 Jul 9 Jul 11 Jul 13 Jul 15 Jul 17 Jul 19 Jul 21 Jul 23 Jul

**REACH****238**

AVG. REACH

**Overview:**

- Overall, everything is lowered compared to last month
  - Impressions: 22,570 last month compared to 11,840 this month
  - Reach: 410 last month compared to 238 this month
- Followers have increased from 1,722 to 1,732
- Lower reach and impressions can be contributed to lulls in posting stories, as you can see

**PROFILE VIEWS****469**






PROFILE VIEWS

**WEBSITE CLICKS****69**

WEBSITE CLICKS

**Overview:**

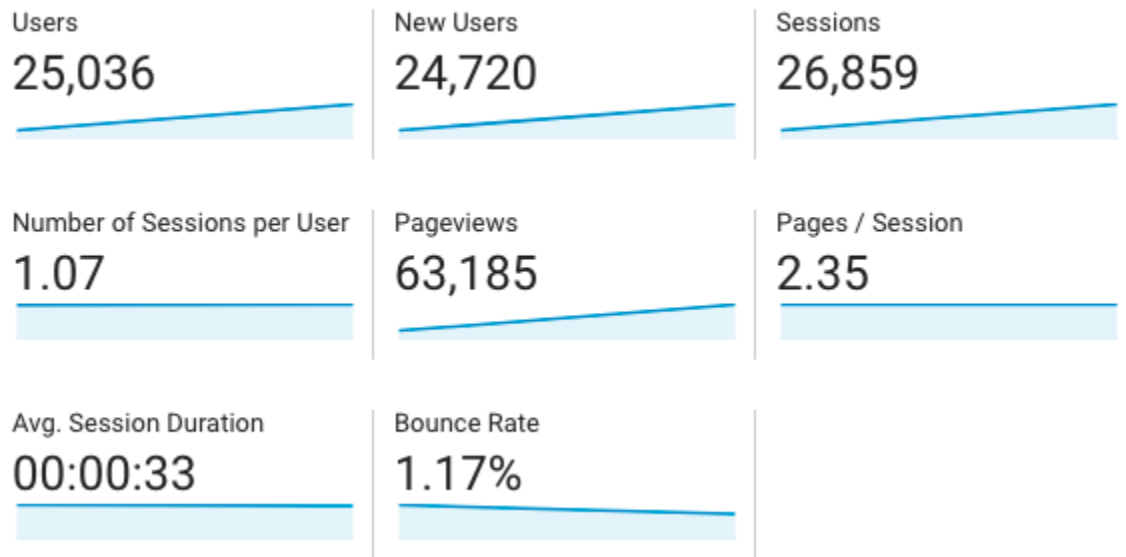
- We have seen a decrease in both profile visits and website clicks compared to last month
- Profile views last month: 813
- Website clicks last month: 276
- Once again, we can contribute this to a lack of news stories and a lull in posting
- You can see both going down around July 17

Post	Engagement	Followers	Impressions	Reach	Likes	Comments	Saves	Video Views	Li
 JUL 15, 2021 8:23 PM The Fulcrum Publishing Society...	0.69%	1,728	368	323	12	0	2	133	
 JUL 15, 2021 10:25 AM #News: U of O confirms it will requir...	4.51%	1,728	795	716	78	0	2	N/A	
 JUL 12, 2021 6:03 PM #Letter: Why homelessness is rarel...	0.69%	1,728	386	346	12	0	0	N/A	
 JUL 8, 2021 1:40 PM #Sports: Women's hockey back on...	1.21%	1,730	428	369	21	0	0	N/A	
 JUL 7, 2021 3:20 PM #Sports: Women's volleyball team to op...	2.31%	1,732	563	500	40	0	0	N/A	
 JUL 7, 2021 12:28 PM #Sports: OUA releases schedules for Gee-...	3.29%	1,732	774	601	56	1	1	N/A	
 JUL 6, 2021 1:59 PM #Science: U of O department of family...	2.25%	1,733	698	615	37	2	2	N/A	
 JUL 2, 2021 12:40 PM #News: Thousands march on Parliament...	9.00%	1,734	1.1K	823	156	0	2	N/A	
 JUN 30, 2021 2:24 PM OUA has released the 2021 women's soccer...	2.38%	1,724	597	512	41	0	1	N/A	
 JUN 30, 2021 12:56 PM Ontario University Athletics (UOA)...	17.81%	1,724	2.3K	1.9K	307	0	27	N/A	

### Overview:

- Once again, we can see the news stories, such as ones about vaccination in residences, an announcement about the Panda Game and the Indigenous protests did the best for us
- Overall compared to last month, this months stories did not do as well
- Once again, most likely because they are not as “newsy” as the previous months

## Website (via Google Analytics)

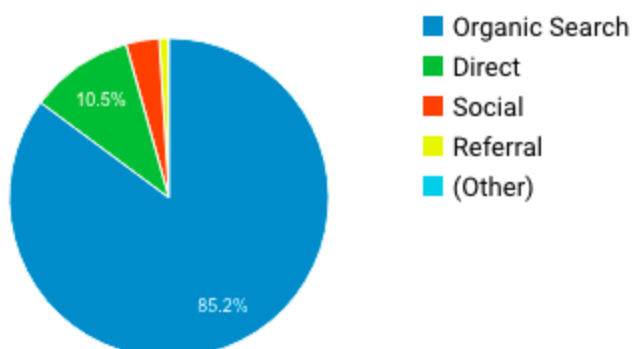


### Overview:

- Users, sessions, pageviews, session duration have all gone down compared to last month
  - Last month users: 27, 549
  - Last month sessions: 30, 424
  - Last month number of sessions per user: 1.10
- Bounce rate has continued to decline from 1.28% last month to 1.17% this month
- Once again, lack of news stories



### Top Channels



### Overview:

- As usual, top channels stay relatively the same as other months
- Comparable to last month in terms of users
- However, have seen a decrease in news stories overall which can lead to lack of users and engagement on site

	Page Title	Pageviews	% Pageviews
1.	<a href="#">A brief history of pornography until 1910 - The Fulcrum</a>	11,656	18.45%
2.	<a href="#">The benefits and drawbacks of masturbation during COVID-19 - The Fulcrum</a>	8,281	13.11%
3.	<a href="#">The Fulcrum</a>	3,159	5.00%
4.	<a href="#">Students with poor Internet left behind in online learning atmosphere - The Fulcrum</a>	2,839	4.49%
5.	<a href="#">Minto Sports Complex to host pop-up vaccination clinic on June 7-8 - The Fulcrum</a>	1,883	2.98%
6.	<a href="#">Five foods to avoid during exams - The Fulcrum</a>	1,685	2.67%
7.	<a href="#">Opinion: Some bottled water brands need to leave store shelves now - The Fulcrum</a>	1,609	2.55%
8.	<a href="#">Dear Di (that pesky gag reflex) - The Fulcrum</a>	957	1.51%
9.	<a href="#">The Fulcrum's porn personality quiz - The Fulcrum</a>	849	1.34%
10.	<a href="#">Catch me at the clinic: Comparing reactions to the Moderna and Pfizer vaccines - The Fulcrum</a>	848	1.34%

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## Fulcrum Publishing Society – Board of Directors

### President's Report

Sunday, July 25<sup>th</sup>, 2021

*Zoom*

Meeting #3 of 2021/22 Publishing Year



Kalki Nagaratnam

### Key Takeaways:

- Board Pro Bono Lawyer Update
- HR News
- ED Transition
- Vacant Board Seats

#### 1. COVID-19 Pandemic

Ontario is progressing steadily through its [Roadmap to Reopen](#). We are now in Step 3. However, everyone should continue to be “[COVID WISE](#).”

**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 Executive Director.**

The Inter-Board Health and Wellness Committee will decide on the Fulcrum's Reopening Plan at next month's meeting. The Fulcrum's [COVID-19 safety plan can be viewed here](#).

#### 2. Executive Committee

The committee met twice this month. The second meeting was about the Ombudsperson role revamp. We worked on the first draft of the text for our Bylaws and Policy Manual to define the responsibilities and scope of the revised role. You can view our progress [here](#). We will be revising the draft over the next month and should have something to provide to the Policy Committee in September.

#### 3. Legal Committee

\*This committee met this month and had a productive discussion on various options for a new pro bono lawyer for the Board. The committee likes the idea of working with legal professionals or students of the uOttawa community rather than an external pro bono lawyer in Ontario. Its top choice is [Pro Bono Student Canada](#) (uOttawa chapter). The committee also felt that [Pro Bono Ontario's Free Legal Advice Hotline](#) could be another resourceful option the Board can use for quick legal questions. Within the next month, we will reach out to the PBSC and the uOttawa Community Legal clinic to see if they are interested.

#### **4. Capital Assets Committee**

No updates to provide.

#### **5. Finance Committee**

No updates to provide.

#### **6. Marketing Committee**

The committee meets on the second Thursday of each month at 5pm. Chair: Kate.

#### **7. Inter-Board Health and Wellness Committee**

The committee meets on the third Thursday of each month at 4pm. Chair: Kalki.

#### **8. Policy Committee**

The committee meets on the fourth Monday of each month at 4pm. Chair: Brendan.

#### **9. Human Resources Committee**

\*As you are aware, Justin is resigning as our Executive Director and his last day is Thursday, July 29th. The HR Committee met last week to decide how to handle the ED responsibilities in the transition period. We chose to split the responsibilities between the HR and Executive Committees to balance the workload. Both committees have arranged training sessions with Justin to go over his key duties.

The HR Committee plans to advertise the full-time Executive Director position by the end of the month. We hope to have the new ED hired and trained by September.

#### **10. Executive Director Transition**

\*All of the Fulcrum's business accounts were in Justin's name as the Executive Director. I now have access to these accounts. Justin added me as an account user (e.g., QuickBooks, PayPal) or transferred the account to me (e.g., Canada Revenue Agency, Grants and Contributions Online Services).

Justin will cancel the corporate credit card at the end of the month as it is in his name. All our payments are made through PayPal so there will not be any payment interruptions during the time we do not have a corporate credit card. The exception is FullView. Because of the delay in getting a corporate card under Justin's name, FullView payments for our website maintenance were made using Justin's personal credit card (and he reimbursed himself through Ceridian). I propose that we continue making payments using my credit card until we can get a corporate credit card again in the new ED's name. I will reimburse myself through PayPal and will upload the statement in the Treasurer's monthly folder.

## 11. Board Matters

Christina Le, who joined us in February 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 three vacant seats on the 2021-2022 Board:

- University Representative
- Fulcrum Alumnus
- Student Representative

Justin posted our [Call for Applications](#) on our website and Jelena is promoting it on our socials. I also submitted a post on uOttawa's Community Engagement Navigator. Kate, Siena and I will be screening the Board applications. We have not received any yet! If you know anyone who meets the requirements and may be interested, please encourage them to apply. The deadline is August 2nd at 11:59pm.

## 12. 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.

## 13. Calendar Items

First Board Social

August (date TBD)

Next Board Meeting

Sunday, August 22nd at 1pm

631 King Edward Avenue  
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**Fulcrum Publishing Society – Board of Directors  
Inter-Board Health and Wellness Committee Meeting**

Thursday, July 15<sup>th</sup>, 2021 4:00pm - 5:00pm

*Zoom*



Present: Charley Dutil, Brendan Keane, Christina Le, Kate Murray, Justin Turcotte, Kalki Nagaratnam (Chair)

**Committee Report**

As this was the first committee meeting of the year, I went over the purpose of the committee and items we can expect to cover this year based on what the committee handled in previous years and the strategic plan.

**1. Board Social Event**

We decided to hold a Board social event ~once every two months: August (first), October (Halloween-themed), November/January (holiday-themed), and May (final). Ben is organizing our first social!

**2. The Fulcrum's COVID-19 Reopening Plan**

We reviewed Ontario's Roadmap to Reopen plan and had an initial discussion on what the Fulcrum's reopening plan should be. Ontario has been progressing steadily through the steps and it looks likely that things may be back to pre-COVID usual by September, which would mean that the Fulcrum could also go back to business as usual. Ultimately, we decided to make the final decision at next month's committee meeting and revise the COVID-19 safety plan accordingly once we know what the province has planned beyond Step 3.

### 3. Board Newsletter

A new initiative from our Strategic Plan. Though the Plan mentions monthly articles posted on our website and socials, I suggested that we start with a newsletter once every two months to all our staff instead since this is the Board's first time doing something like this. We discussed that the newsletter could cover:

- major updates from Board meetings
- status of important Board projects
- upcoming Board organized events (e.g., strategic planning sessions, AGM)
- Board openings/positions that the Board hires (e.g., Executive Director, Ombudsperson)

Our very first newsletter will go out in September and will focus on Board introductions. I will be in touch with everyone to get your bios. What we still need is a newsletter name!

#### Next Committee Meeting

Thursday, August 19th at 4pm

### Committee Notes

#### 1. Purpose of the Committee

“The committee is tasked with *promoting and facilitating a healthy workplace and wellness amongst the employees, volunteers, and Board members of the Fulcrum*. Moreover, the committee is responsible for *improving communication between the Board and Editorial employees, including but not limited to communicating decisions made at monthly Board meetings*.”

#### 2. Year Ahead

- The Fulcrum's COVID-19 Reopening Plan - July-September
- Health and Safety Representative - September
- Health and Safety Stress Survey - November

From the Strategic Plan:

- Social Events Calendar - August

“Our Editor-in-Chief and the Inter-board Health & Wellness Committee will create a social events calendar annually for the upcoming publishing year with the goal of cultivating new (and continuing old) Fulcrum team traditions.”

- Training Plan - August

“Our Executive Director and the Editor-in-Chief will develop a structured training plan annually, including initial onboarding, to be reviewed by the Inter-board Health & Wellness Committee.”

→ Board Newsletter - August-September

“Our Board of Directors will annually designate amongst themselves a director who will compose monthly "FPS Board Corner" articles. These articles, which will be posted on our website and shared on our social media, will convey Board updates to our readers.”

### 3. **Today's Focus**

#### Board Social Event

The first Board social of the year will be in August. Ben will be organizing it and will send out a poll in the next two weeks.

**Question:** How frequently should we hold a Board social?

#### The Fulcrum's COVID-19 Reopening Plan

[Fulcrum COVID Safety Plan.docx](#)

In January, we created the Fulcrum's COVID-19 Safety Plan, which answers how we will keep our staff and other people safe at the workplace.

#### Reopening Ontario

Roadmap to Reopen is the province's three-step plan to safely and gradually lift public health measures based on ongoing progress of provincewide vaccination rates and improvements of key public health and health care indicators.

On Friday, July 16, Ontario will move to Step 3.

The province will remain in Step 3 for at least 21 days and until 80% of the eligible population aged 12 and over has received one dose of a COVID-19 vaccine, and 75% have received their second, with no public health unit having less than 70% of their eligible population aged 12 and over fully vaccinated.

**Question:** How should we proceed with reopening the Fulcrum?

#### Board Newsletter

Suggestion: *newsletter* vs. *article*, *once every two months* vs. *monthly*

**Questions:** What should we cover? Newsletter name ideas?

### 4. **What's Next**

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Fulcrum Publishing Society  
Marketing Committee Report  
Presented by: Kate Murray  
Friday, July 9<sup>th</sup>, 2021



**Present:** Kate Murray, Kalki Nagaratnam, Justin Turcotte, Charley Dutil, Siena Domaradzki-Kim, Christina Le

**Notes from the meeting:** [Fulcrum Marketing Committee Agenda July 2021](#)

**Justin's Digital Outreach Plan:** [Digital Outreach Plan 21/22](#)

**Marketing Committee vs. Executive Director vs. Social Media Manager**

As this was the first committee meeting of the year, I began by giving a brief overview of the responsibilities of each of the three key players involved with marketing at the Fulcrum: the marketing committee itself, the Executive Director, and the Social Media Manager.

**Digital Outreach Plan**

Justin presented his comprehensive Digital Outreach Plan to the committee. The plan was well-received by the Committee. Some highlights from the plan for the year ahead include:

- Strategic Plan intention - to strengthen the Fulcrum's digital outreach and marketing;
- Budget: \$3000 to support promotional activities for the year (\$1000 from the "Advertising & Promotion" budget line and \$2000 in excess funds due to Canada Summer Jobs Funding;
- Goal? Increase the Fulcrum's readership by having more people visit and engage with the Fulcrum's website, engage with us on social media, listen to our podcast, and share and talk about our content;
- Course of Action: boosted social media posts, Google Ad Grants, advertising with CHUO, get listed as an "other student group" on the CVUO website and get featured on their podcast, attend the Career Development Centre's part-time virtual job fair in September, list an extracurricular volunteering contributor volunteer position on the Community Engagement Navigator with the Michaëlle Jean Centre for Global and Community Engagement, make use of the Fulcrum's LinkedIn account for posting about



job opportunities, and encourage CUP-members to post Fulcrum stories through the CUP Wire;

- Detailed breakdown of target audience, SWOT analysis, plan evaluation, costs, further considerations, and next steps can all be found in the document as well

### **Scholarship Ideas**

The committee discussed the logistics and different possibilities involved with having a Fulcrum Scholarship, some of which included: who would qualify for it, the application type, and timeline. Charley, Siena, and myself will be doing some research into this including best practices and will be presenting our findings and suggestions at an upcoming committee meeting.

### **What's Next?**

The next committee meeting is on August 12th at 5:00pm. On the agenda for this meeting so far is to discuss the 101 week plan and the physical outreach plan, plan for the newsstands, and hopefully some research and ideas for the Fulcrum scholarship.