

Fulcrum Publishing Society  
Board of Directors  
MINUTES

Sunday, June 27<sup>th</sup>, 2021  
Zoom, 12:55 p.m. - 3:11 p.m.  
Meeting #2 2020-2021 Publishing Year

**Present:** Kalki Nagaratnam, Benjamin King, Kate Murray, Brendan Keane, Siena Domaradzki-Kim

**Partially Present:** Jelena Maric (ex-officio), Christina Le

**Absent (with reason):** Charley Dutil (ex-officio), Justin Turcotte (ex-officio)

**Absent (without reason):** Sam Coulavin

1. Opening of Meeting

B. King opened the meeting at 1:03 p.m.

2. Approval of Agenda

K. Nagaratnam motioned to strike the Kahoot Activity (item 2) from the agenda and moved J. Maric's Social Media Manager report to item 6 (previously item 9), moving all other items down. The motion was seconded by O. Okusanya. All voted in favour and the motion passed.

3. Robert's Rules of Order

B. King led a presentation regarding Robert's Rules of Order. K. Nagaratnam asked to go back to a previous slide to clarify information regarding the terminology of Robert's Rules of Order. B. Keane asked for clarification regarding hand-signals.

4. Approval of May A & B Meeting Minutes

K. Nagaratnam motioned to approve May A & B meeting minutes as an omnibus motion. B. Keane seconded this motion. All voted in favour and the motion passed.

5. Standing Actions

B. King presented the standing actions list and made the necessary changes.

6. Social Media Manager

**Facebook**

J. Maric noted that there was an increase in post reach and engagement on Facebook as well as an increase in page views and followers. Reach per post increased since last month.

Engagement on individual posts has gone down since last month, however. Compared to other universities, The Fulcrum remains at #4.

**Twitter**

J. Maric noted that impressions and Tweets are the only things that have increased since last month. Number of followers has decreased. Engagements, link clicks, and likes have increased.

**Instagram**

J. Maric noted that impressions, reach, and followers have increased. Profile and website clicks increased, also. Website clicks can be attributed to news stories. News stories tend to have the greatest reach and impressions, too.

J. Maric will try to vary times of posting to determine which times posts will gather the most traction.

**Website**

Page views, users, and number sessions have decreased. Bounce rate decreased from last month. Top channels have remained the same.

**Tik Tok**

Tik Toks that use Canva and voice-over have been doing well and are among the top viewed. The account has not gained too many followers, however.

**7. Executive Director**

K. Nagaratnam presented the ED report in J. Turcotte's absence.

**Finances**

K. Nagaratan noted that finances will be red for the next little bit until the next levy.

\$1,500 in funding has been transferred to the PayPal account from the chequing account. The PayPal account has been used more widely for the purpose of recurring payments, paying freelancers, and accepting donations. The report later noted that there is no extra cost to using PayPal and its usage avoids the delays and labour required to prepare and mail cheques.

\$2,994 advance of Canada Summer Jobs Funding has been received.

Credit card has finally arrived at the branch after a long wait. J. Turcotte noted in the report that he will pick up the credit card soon.

The chequing account has been updated to an unlimited plan.

K. Nagaratnam is now a signing authority for the TD account.

**Human Resources**

The report noted that phase 2 of hiring is being completed and phase 3 has been posted.

All staff continue to work from home

### **Strategic Plan**

Advertising plan and digital outreach plan have been drafted and should be ready to be presented for the Marketing Committee in July.

### **Website Work**

Widgets, author tags, contact us page, and design work updates have been updated with the help of H. Otten, the incoming Multimedia Director.

Extra \$62/month now being paid to the website host to upgrade the website's host server.

### **Operations**

The Fulcrum now has a mailbox, though mail continues to be sent to the central mailroom.

Director sweater pickup is being arranged for the week of July 5th.

K. Nagaratnam proposed a motion to move in-camera. O. Okusanya seconded the motion.

K. Nagaratnam motined to stay in camera. O. Okusanya seconded the motion. The motion was rejected and we left in-camera.

### **8. Editor-in-Chief**

B. King presented C. Dutil's report in the latter's absence.

### **Staffing**

J. Turcotte and C. Dutil opened the second and third rounds of hiring. There are likely to be vacant positions after the second round, and so these vacant positions will be reopened in the third round. The multi-media position should be filled by next week, Charley has said.

### **Content**

C. Dutil has started using Canva and has created infographics and visuals to enhance social media content. The result has been more interactive content and more likes/views. Canva content works especially well for "embargoed" breaking news, and offers a great alternative to the "breaking news" placeholder.

Coverage of news that will affect uOttawa students come September has been the main focus for The Fulcrum. uOttawa sports content has been lively as well.

### **Contest**

A giveaway for a \$30 FnS gift card has been drawing traction on social media. Since the contest began, there has been an increase of 20 followers. In the report, C. Dutil stated that he would like to hold contests monthly this publishing year.

## **9. President**

K. Nagaratnam presented the President's report. She stated in an opening remark that only the Key Takeaways of the report will be covered in an attempt to make board meetings shorter.

### **COVID-19 Pandemic**

K. Nagaratnam noted that The Fulcrum's reopening plan will be developed soon, and should be ready for September. This subject will be further discussed at the upcoming Inter-Board Health and Wellness Committee meeting.

### **Legal Committee**

The legal committee will meet the week of July 5th to discuss finding a new pro bono lawyer. Lawyer suggestions are permitted and encouraged, and can be posted in a spreadsheet that should be in the all board members' inboxes.

### **Other Meetings**

T. Gulliver inquired about the UOSU rep seat on the BOD. Currently the board has an ex-officio seat reserved for UOSU and GSAED, though they have been vacant for a while and these seats have not been actively sought to be filled in the past.

B. King stated that having a UOSU seat on the BOD may be a conflict of interest between the UOSU and FPS BOD. K. Nagaratnam stated that this position would not have voting rights. O. Okusanya stated that having a symbolic seat of the FPS BOD is not necessary, and that it is not beneficial to the Board to have these symbolic seats.

K. Nagaratnam motioned to remove the UOSU and GSAED ex-officio seats from the Board. The motion was seconded by O. Okusanya. All voted in favour and the motion passed.

### **Board Matters**

K. Nagaratnam states that M. Gergyek has resigned from his position as Fulcrum Alumnus on the BOD. There are two vacant chair positions for the following committees: (1) Inter-Board

Health and Wellness and (2) Marketing. K. Nagaratnam asked if anyone would be interested in chairing these committees.

K. Nagaratnam also stated that there are two vacant seats on the 2021-2022 Board: (1) University Rep and (2) Fulcrum Alumnus. J. Maric will advertise these positions on social media, and K. Nagaratnam will post these positions on the uOttawa Community Engagement Navigator and LinkedIn Jobs.

### **Reminders**

K. Nagaratnam reminded everyone that if they have not yet sent K. Murray their code of conduct and confidential disclosure forms, as well as their AODA Certificates, please do so as soon as possible.

### **Calendar Items**

Sweater Pickup will take place Tuesday, July 6<sup>th</sup> - Thursday, July 8

A Legal Committee Meeting will take place on Thursday, July 8<sup>th</sup> at 4 p.m.

Next board meeting will take place on Sunday, July 25<sup>th</sup> at 1 p.m.

-Recess-

The Board breaks for a 5 minute recess at 2:37. The Board resumed at 2:42.

### **10. Financial Report 2020-21**

K. Nagaratnam presented the Financial Report for 2020-2021. It was stated that we aim to either break even or go into a deficit for the current year.

O. Okusanya stated some questions that she previously prepared for the Financial Committee meeting, which she was unable to attend. She stated that the surplus, if possible, could be allocated to either contests or scholarships.

### **11. Canada Summer Job Funding Report**

K. Nagaratnam presented the budget section of J. Turcotte's Canada Summer Job Funding Report in his absence. With this funding The Fulcrum seeks to hire an additional Staff Writer and an Opinions Editor. CSJ funding will also possibly be allocated to: advertising and promotions; capital assets including Podcast equipment, in case The Fulcrum is unable to use CHUO equipment; and subscriptions including HootSuite and Otter.ai.

Print funding increased a bit to include “one-pagers” on The Fulcrum newsstands to inform student populations about The Fulcrum’s socials/website.

Website funding increased quite a bit because of an upcoming refurbishment of The Fulcrum website. An external consultant may be hired and testing should be undertaken.

K. Nagaratnam motions to approve the revised budget which includes CSJ Funding in omnibus motion. Seconded by S. Domaradzki-Kim. All voted in favour and the motion passed.

## 12. Revisit Standing Actions List

K. Nagaratnam proposed that “Discuss Fulcrum Scholarship Idea” should be added to the Standing Actions List. B. King added the action to the list.

B. King struck one item from the Forward Agenda list.

## 13. Other Business

B. King restated that the next board meeting will take place on July, 25<sup>th</sup> at 12:55 p.m.

K. Nagaratnam motioned to adjourn the meeting at 3:11. All voted in favour and the motion passed.

## Appendices

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## Fulcrum Publishing Society – Board of Directors

### **Analytics Report**

Date: June 25, 2021

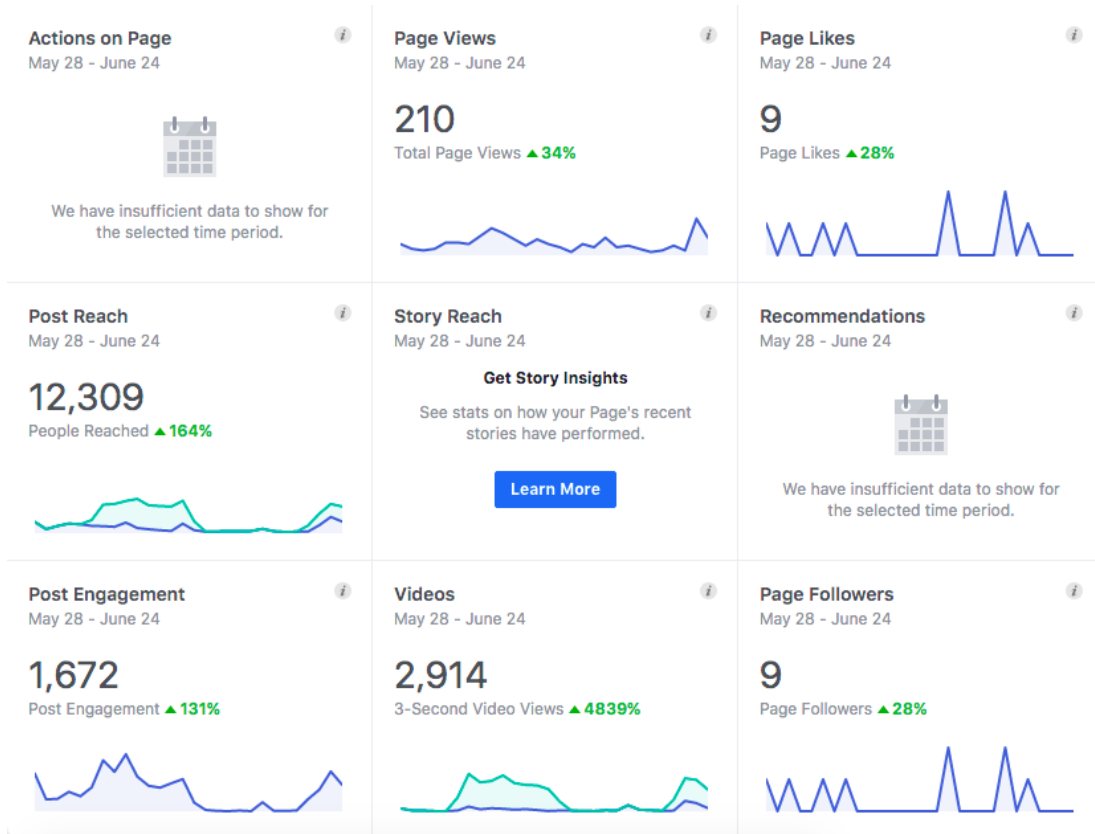
Name: Jelena Maric

## Overview

1. Facebook
2. Twitter

3. Instagram
4. Tik Tok
5. Website


























## Facebook (via Facebook Insights)



## Overview:








- Have seen an increase in both post engagements and post reach
- Slight increase in page views, followers
- Page likes same as last month

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

Published	Post	Type	Targeting	Reach	Engagement	Promote
06/24/2021 2:25 PM	 The Gatineau native was previously an assistant coach			265 	3 3 	<a href="#">Boost Post</a>
06/23/2021 4:50 PM	 BREAKING: Jill Scott, the University of Ottawa's provost			1K 	27 27 	<a href="#">Boost Post</a>
06/23/2021 12:25 PM	 On June 21, the University of Ottawa's Human Rights Office			472 	24 2 	<a href="#">Boost Post</a>
06/17/2021 2:45 PM	 🐦 We are now hiring for more editorial positions for the			3.4K 	235 24 	<a href="#">View Promotion</a>
06/10/2021 2:52 PM	 During his tenure, Dodek helped create admission			1.2K 	3 7 	<a href="#">Boost Post</a>
<a href="#">See All Posts</a>						

### Overview:

- A majority of our reach per post have increases compared to last month
- However, engagement on individual posts has gone down compared to last month
- The top story was the Dodek story and the breaking news about Jill Scott
- All posts were still made in the afternoon between 2 pm and 5 pm, so perhaps we can look at posting either earlier or later

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  The Ubysey	14K 	▲ 100%	12	1.1K 
2  The Varsity	9.2K 	▲ 100%	9	1K 
3  The Eyeopener	4K 	▲ 100%	4	1.4K 
YOU 4  The Fulcrum	3.2K 	▲ 100%	3	318 
Keep up with the Pages you watch. <a href="#">Get More Likes</a>				
5  The Charlatan	3K 	▲ 100%	9	46 
6  La Rotonde	2.9K 	▲ 100%	4	50 

### Overview:

- Still in fourth place when compared to similar news outlets
- However, an increase in engagement from last month's of 173 to this month's 338



- Can look further into how the top 3 are getting better engagement on Facebook

## Twitter (Via Twitter Analytics)

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



### Overview:

- Overall, our impressions and tweets are the only thing that has gone up compared to our report from last month
- Profile visits: 1340; followers: 4,720
- Once again, can have do to with a lack of steady, constant news due to it being summer

### JUN 2021 SUMMARY



### Overview:

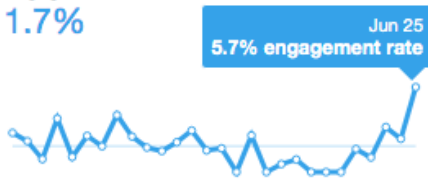
- Compared to April and May, we have gone down again in all categories
- Once again, most likely due to a lack of news stories as it is summer

## Engagements

Showing 28 days with daily frequency

Engagement rate

1.7%



Link clicks

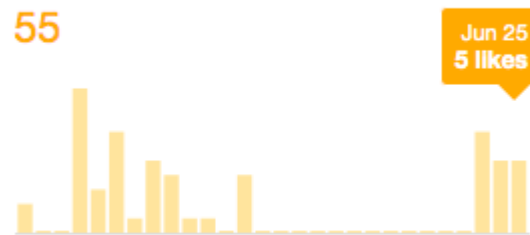
71



On average, you earned **3 link clicks** per day

Likes

55



On average, you earned **2 likes** per day

## Overview:

- Compared to last month, all 3 of these gave gone up
- Last month: engagement rate 1.2%; likes 52; link clicks 55

## Instagram (via Later.com)



### Overview:

- Compared to last month, we see growth in all 3 categories
- Impressions have gone from 351 to 22,570; reach has gone from 103 to 410 and followers has gone from 1,687 to 1,722
- Our followers have been the most steady growing category over the past month

1 Month: May 25, 2021 - Jun 25, 2021

Export CSV

#### PROFILE VIEWS

813

PROFILE VIEWS



#### WEBSITE CLICKS




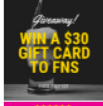









276

WEBSITE CLICKS



#### Overview:

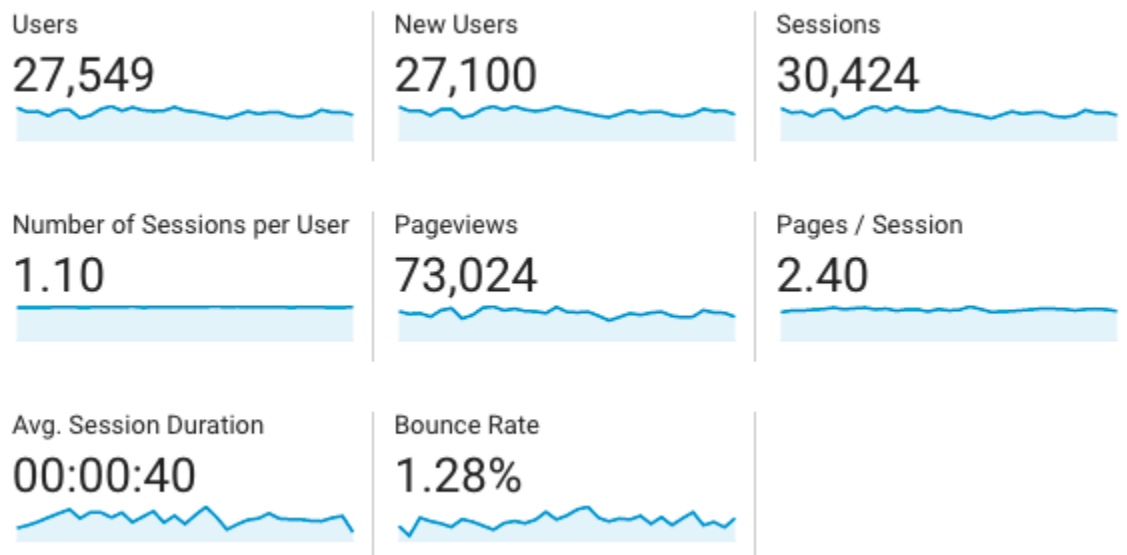
- We're seeing an increase in both profile visits and the amount of website clicks we get
- We can attribute the website clicks to more news stories and the profile views to engaging content we are posting
- Last month, we had 39 website clicks

POST	FOLLOWERS	ENGAGEMENT	LIKES	COMMENTS	IMPRESSIONS	REACH	VIDEO VIEWS	SAVES	LINKIN.BIO	REVENUE	
↓	↕	↕	↕	↕	↕	↕	↕	↕	↕	↕	
	JUN 24, 2021 #Breaking: Rose-Anne Joly named	1,718 2%	29	0	377	326	N/A	1	N/A	N/A	<a href="#">Details</a>
	JUN 23, 2021 BREAKING: Jill Scott, the	1,720 2%	42	0	623	551	N/A	1	N/A	N/A	<a href="#">Details</a>
	JUN 23, 2021 On June 21, the University of	1,720 3%	59	0	799	615	N/A	9	N/A	N/A	<a href="#">Details</a>
	JUN 22, 2021 To say thank you to our awesome	1,702 25%	115	315	1.2K	1K	N/A	2	N/A	N/A	<a href="#">Details</a>
	JUN 17, 2021 👉 We are now hiring for more	1,697 2%	31	0	681	564	237	7	56	\$0	<a href="#">Details</a>
	JUN 10, 2021 #News: Adam Dodek to step	1,700 2%	37	0	649	577	N/A	0	N/A	N/A	<a href="#">Details</a>
	JUN 5, 2021 #News: Independent	1,695 4%	54	7	996	886	N/A	1	31	\$0	<a href="#">Details</a>
	JUN 4, 2021 #Breaking Women's	1,695 1%	19	0	477	409	N/A	0	4	\$0	<a href="#">Details</a>
	JUN 3, 2021 #news: Minto Sports Complex to	1,691 7%	118	3	1.4K	1.2K	N/A	10	16	\$0	<a href="#">Details</a>
	JUN 2, 2021 #CUPWire: Laurier to hire more	1,690 2%	26	0	426	373	N/A	0	1	\$0	<a href="#">Details</a>
	MAY 31, 2021 #News: 'This is a huge win for	1,689 5%	78	1	794	690	N/A	4	4	\$0	<a href="#">Details</a>
	MAY 30, 2021 #Arts: Catch me at the clinic:	1,687 1%	19	0	511	451	N/A	0	11	\$0	<a href="#">Details</a>
	MAY 28, 2021 #News: University explains decision	1,691 3%	56	2	798	704	N/A	1	8	\$0	<a href="#">Details</a>

## Overview:

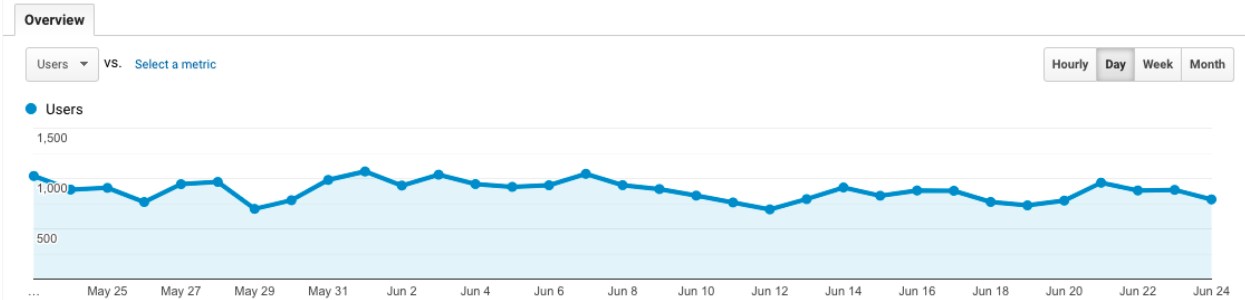
- Noticing that more “newsy” stories about U of O specifically, are usually the ones that do best on reach and impressions, etc.
- Have seen an overall increase on almost all stories compared to last month

## Website (via Google Analytics)

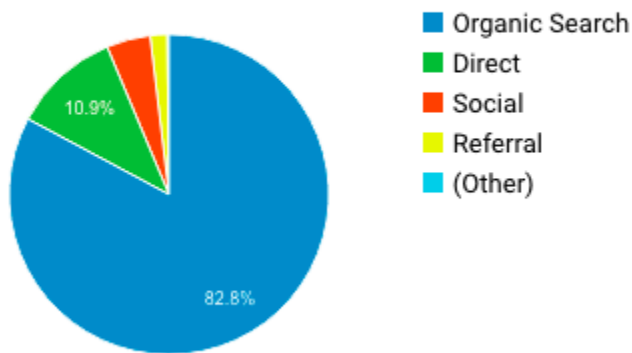


### Overview:

- Amount of users, number of sessions and pageviews has gone down compared to last month
  - Last month users: 34,907
  - Last month new users: 33,746
  - Last month sessions: 38,706
  - Last month number of sessions per user: 1.11
- Bounce rate has decreased from 1.32% last month to 1.28% this month



## Top Channels



## Overview:

- As usual, top channels stay relatively the same as other months
- We have a more steady stream of users on the website, can be attributed to an increase in the number of stories we have been putting out
- Comparable to last month in terms of users

	Page Title	Pageviews	% Pageviews
1.	A brief history of pornography until 1910 - The Fulcrum	10,492	14.37%
2.	The benefits and drawbacks of masturbation during COVID-19 - The Fulcrum	8,484	11.62%
3.	Students with poor Internet left behind in online learning atmosphere - The Fulcrum	5,628	7.71%
4.	The Fulcrum	3,491	4.78%
5.	Five foods to avoid during exams - The Fulcrum	2,127	2.91%
6.	Work With Us - The Fulcrum	1,548	2.12%
7.	Opinion: the cancellation of Kim's Convenience is a huge loss for Canadian and Asian representation in media - The Fulcrum	1,529	2.09%
8.	Opinion: Some bottled water brands need to leave store shelves now - The Fulcrum	1,378	1.89%
9.	Minto Sports Complex to host pop-up vaccination clinic on June 7-8 - The Fulcrum	1,269	1.74%
10.	Orgy etiquette - The Fulcrum	1,144	1.57%

## Tik Tok:

- Overall, Tik Toks done well and featuring a voice over have been doing well and are among our top viewed
- Shows that our viewers and readers enjoy this type of content
- Have not gained much followers, but something we can work on as the weeks go on and we push out more content
- Should continue to do things such as what you missed this week (45 likes and 829 views)

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**Fulcrum Publishing Society – Board of Directors**  
**Executive Director's Report**  
Sunday, June 27<sup>th</sup>, 2021  
Justin Turcotte

**1. Finances**

Snapshot of Accounts

The below financial information is accurate as of 3:00 pm on Wednesday, June 23<sup>rd</sup>, 2021.

	<b>May 2021</b>	<b>June 2021</b>	<b>Difference</b>
<b>TOTAL</b>	<b>\$558,189.18</b>	<b>\$550,175.55</b>	<b>\$8,013.63</b>
<b>Chequing (TD)</b>	\$398,754.27	\$388,622.58	<b>\$10,131.69</b>
<b>Investments (RBC)</b>	\$99,434.91	\$101,290.17	<b>\$1,855.26</b>
<b>PayPal Balance</b>	N/A	\$262.80	<b>\$262.80</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 June, UOSU is awaiting money from university

Canada Summer Jobs Funding



We received a \$2,994 advance on our funding for the social media position for this summer. Once we submit the requisite paperwork for the other positions in August, we will receive another advance.

Additionally, I have prepared a report and a draft budget document outlining how we can make use of the otherwise unbudgeted \$25,000 we expect to receive from the CSJ funding. This will be later in today's meeting.

### PayPal

I have begun using our PayPal account more widely to eliminate the need to prepare, print, and have cheques signed (each of which costs \$1). A transfer of \$1,500 from our chequing account to our PayPal account is currently being processed. The account is used for:

1. Recurring payments to things such as Adobe Suite, Google, Facebook (ads), etc.
2. Paying freelancers
3. Accepting donations

PayPal is a more effective way to pay freelancers as there is no cost to us and it avoids the significant delays and energy required in preparing and mailing cheques. Additionally, it is more effective than using the corporate credit card since a cheque must be prepared to pay off the credit card balance. Since our account has a "two to sign" restriction, we are unable to do things like transferring money between accounts (unless two signing authorities visit the bank in-person) or sending e-transfers. Therefore, PayPal allows us to still do these things while keeping the balance available in the account low to minimize any potential risk of fraud.

### Credit Card

There was a mailing mishap with the corporate credit card, so I will be picking it up at our branch in the coming days (in fact, I have likely already picked it up by the time of this meeting).

### Chequing Account

We upgraded our TD chequing account to an unlimited plan with additional features for no additional cost.

### Signing Authorities

Kalki has officially been added as a signing authority for our TD and RBC accounts, joining myself and Ben.

## **2. Human Resources**

### Hiring

Phase 2 of hiring for the majority of the editorial positions opened at the beginning of this month. Applications were received for all positions. The administration of tests has been proceeding and interviews will start this week. All of the positions start August 30th.

Phase 3 of hiring has been posted with a deadline of June 30.

### COVID-19

All staff continue to work from home, as per provincial requirements.

## **3. Strategic Plan**

The planning aspects of the Strategic Plan are moving ahead well during the summer months. So far, an advertising plan and a digital outreach plan have been drafted. A 101 week outreach plan and a physical outreach plan for the year are in the works; these plans will be presented to the marketing committee in July.

For a review of the plan:

<https://sites.google.com/thefulcrum.ca/thefulcrumstrategicplan/home> (only accessible through Fulcrum emails)

## **4. Website Work**

Hailey Otten, the incoming Multimedia Director, has been working with me since just after the May long weekend on completing updates to the website. So far we have made progress on author tags, the contact us page, some widgets, and some design work.

Additionally, we have started paying an additional \$62.20/month to our website host to upgrade our host server (for a total of \$224.20/month). Our website is the largest one that they manage and takes up a significant amount of bandwidth. We were red-lining on that room which was causing the website to run slow when there was a high number of visitors. This additional expense is accounted for in the Canada Summer Jobs spending plan.

## 5. Operations

### Mailbox

The Fulcrum now has a parcel box in front of our building so that mail can be delivered directly to our building rather than sent to the university mailroom. That said, mail is still being sent to the central mailroom so it may take some time for Canada Post to figure it out.

### Director Sweaters

Now that the stay-at-home order has been lifted, we will be organizing sweater pick-ups for last year's directors the week of July 5th. There will be three time options for folks to come and collect their sweater at the office. I will send an email to everyone this applies to with a sign-up form.

## **Board of Directors Report June 2021**

### Staffing

Justin and I have opened the second and third rounds of hiring. On the multimedia side, we have received a good number of competitive applications. Sadly on the section editor side we have received for most positions only one application and in some cases that application was either not competitive or was from a candidate applying for various positions.

With that in mind, we have now opened the third round of hiring, this round will aim to not only fill our staff writer positions but to field candidates who could potentially be section editors. Up to now, we have one competitive application for staff writer with about a week to go in the application period.

If we are unable to fill all positions by the end of the third phase of hiring, we will reopen applications for the unfilled positions. Again, the good news is that our multimedia positions should in theory be filled by the end of next week.

To find more potential candidates, Justin has decided to promote the hiring posts on social media and I have started posting in Carleton groups to see if some Ravens may want to follow Jelena's lead and jump ship to join us.

### Content

So over the last few weeks I have discovered the wonders of Canva and have started creating infographics and visuals to enhance our content on social media. This has resulted in more interactive content and more views/likes. It works especially well for embargoed

(Jelena/Matt/Siena explain this term if there is a question about what it means when something is embargoed) breaking news, it offers a great alternative to our 'breaking news' placeholder.

As for the content itself, I've tried to put most of my energy into covering U of O news that will affect students come September. News is our bread and butter and it's what draws most people to the Fulcrum.

The Gee-Gees sports world has also been buzzing recently with a couple coaching changes and OUA announcements concerning the 2021-22 season, so I've been on that beat this month as well.

### **Contest**

Last week we launched our first contest of the 2021-22 publishing year on Instagram. We are giving away a \$30 FnS gift card to one lucky follower. Contests are always great for boosting our social media following, in fact, we gained 20 followers overnight following the contest being posted. Justin willing, I'd love to have monthly contests this year to augment our following especially on Instagram and TikTok.

If you have any questions on the contest please ask Jelena, if you have any questions on staffing please ask Justin and if you have any questions/concerns/insults about content please Slack me.

Sorry i couldn't make it, see you all at our committee meetings and in August!

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Fulcrum Publishing Society – Board of Directors

### **President's Report**

Sunday, June 27<sup>th</sup>, 2021

*Zoom*

Meeting #2 of 2021/22 Publishing Year



Kalki Nagaratnam

### **Opening Remark**

In an attempt to gradually shorten the average duration of our Board meetings (usually 2-3 hours long), I am trying something new with my report this month. If it is well-received, I will continue doing this for future meetings. As you read my report, you will notice I have certain items highlighted (\*), representing either important discussion items or action items that I will reiterate during the meeting (listed under “Key Takeaways”). The other parts are more for your information. I will not read through my entire report. Instead, I will focus mainly on the important discussion items or action items.

### **Key Takeaways:**

- The Fulcrum’s Reopening Plan
- Board Pro Bono Lawyer Search
- UOSU and GSAED Ex-Officio Seats?
- Vacant Committee Seats
- Vacant Board Seats
- Code of Conduct and Confidential Disclosure Forms
- AODA Certificates

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

I have some good news for a change! The Ontario Stay-at-home order expired. Based on ongoing progress of provincewide vaccination rates and improvements of key public health and health care indicators, Ontario has begun its [Roadmap to Reopen](#). We are currently in Step 1. 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.**

\*We will need to develop the Fulcrum’s reopening plan soon and have it ready for September. This will be further discussed at an upcoming Inter-Board Health and Wellness Committee meeting. The Fulcrum’s [COVID-19 safety plan can be viewed here](#).

### **2. Executive Committee**

The committee met this month to finalize plans for the Director Orientation and Training Session, held on Sunday, June 13th. Thank you to everyone who attended. We hope it was helpful! If you have any suggestions on additional training that you would like us to cover, please email me. The committee also created a list of action items for the various committees to help the chairs plan what they want to accomplish this year. I will share the list of action items with the chairs this week.

### 3. **Legal Committee**

\*This committee will meet the week of July 5th to begin discussions on finding a new pro bono lawyer for the Board. If you know of any other sites that have lawyer directories, please add them to the document I attached to the calendar invite.

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

No updates to provide.

### 5. **Finance Committee**

The committee met to review Justin's proposal on areas we can spend Canada Summer Jobs (CSJ) funding. Some additional ideas were suggested and the proposal was approved by the committee. I will present it today for the Board's approval.

### 6. **Marketing Committee**

The committee will meet during the second week of each month. Chair: Vacant

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

The committee will meet during the third week of each month. Chair: Vacant

### 8. **Policy Committee**

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

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

The committee approved Justin's request to allow the staff (currently: Editor-in-Chief, Executive Director, Social Media Manager and Multimedia Director) to take Friday, July 2nd off with regular pay.

### 10. **Other Meetings**

#### Meeting With the Treasurer

I met with Sam and Justin to discuss the Treasurer's responsibilities for this publishing year. We have not had a Treasurer for a full term and do not have previous transition reports to share. We decided that Sam will do a monthly review of all the statements, receipts/invoices, payroll and

income. Justin will share these files in the month's folder on the Drive. We began this system this month. These folders are accessible by Sam, Justin and me. Sam will also prepare quarterly reports on the Fulcrum's financial position for the Board.

### Meeting With the UOSU

Charley, Justin and I met with Tim (President), Armaan (Advocacy Commissioner) and Nouria (Operations Commissioner) at the beginning of the month. It was a short meeting just to introduce ourselves and review the Fulcrum's MOA with the UOSU.

\*Tim inquired about the UOSU rep seat on our Board. We currently have an ex-officio seat reserved for UOSU and for GSAED. However, they have been vacant for some time and neither of us has actively attempted to have these seats filled in the past.

### Discussion: Should we remove these ex-officio seats?

## **11. Signing Authorities**

We updated the signing authorities for our TD and RBC accounts this month. The signing authorities for this publishing year are Justin, Ben and me.

## **12. Ombudsperson**

Harley's term as the Fulcrum's Ombudsperson ended in May. I offered him a term renewal but he declined due to other commitments. I would like to thank him for his professionalism and dedication to the role over the past seven months! We will look to recruit our next Ombudsperson before the end of the summer.

## **13. Board Matters**

Matt Gergyek, who joined this year's board as the Fulcrum Alumnus, resigned this month. I would like to thank him for his time and wish him the very best!

\*There are currently two vacant chair positions for the following committees (transition reports hyperlinked):

- [Inter-Board Health and Wellness](#)
- [Marketing](#)

### Question: Would any director like to chair one of these committees?

\*There are currently two vacant seats on the 2021-2022 Board:

- University Rep
- Fulcrum Alumnus

Kate and I are drafting a [Call for Applications](#). Jelena will advertise on our socials and I will post on the uOttawa Community Engagement Navigator and LinkedIn Jobs. If you know anyone who meets the requirements and may be interested, please encourage them to apply. We hope to fill these vacancies before September!

**Question:** Would any director like to join Kate and me to screen the Board applications?

#### 14. Reminders

\*If you have not sent Kate your signed code of conduct and confidential disclosure forms please do as soon as possible. Please send me your AODA certificates. 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.

#### 15. Calendar Items

Monthly committee meetings will begin in July.

##### 2020-2021 BoD Sweater Pick-Up

Tuesday, July 6th - Thursday, July 8th in the evening

##### Legal Committee Meeting

Thursday, July 8th at 4pm

##### Next Board Meeting

Sunday, July 25th at 1pm

631 King Edward Avenue  
Ottawa, ON  
K1N 6N5

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Fulcrum Publishing Society – Board of Directors  
**Special Report for the Board: Canada Summer Jobs Funding**

Wednesday, May 19<sup>th</sup>, 2021  
Justin Turcotte, Executive Director

#### 1. Situation



The Fulcrum Publishing Society applied for and successfully received funding from the Government of Canada through the Canada Summer Jobs program. We expect to receive approximately \$26,000 from the program. However, this number may be slightly less because five of the positions we were granted funding for are listed in the funding package as 25 hours per week, whereas they are almost all actually paid 20 hours per week. As such, this plan will aim to spend \$25,000, which is the approximate amount of funding we can expect to receive once we adjust for the actual hours to be worked.

This funding was not budgeted for but we should receive it this fiscal year, in March or April 2022. To avoid a large surplus at the end of the year, we will need to plan how to spend this additional money. This plan does not seek to encompass a final solution, but is rather a starting point for discussions.

## **2. Financial Break-Down**

The below screenshot shows the anticipated funding we could receive from the Canada Summer Jobs program. The program only pays out minimum wage, so \$14.25/hour, even though all of the positions listed are actually paid at \$15.30/hour.

*Scroll down to continue.*

Job title	No. of jobs	Start Date	No. of weeks per job	Hrs. per week per job	Total hours	Hourly rate paid to participant	ESDC hourly rate contribution	MERCs*	Overhead costs	Approved ESDC contribution
journalist	4	2021/08/30	11	25	1100	\$15.30	\$14.25	\$2,038.00	\$0.00	\$ 17,713.00
social media community manager	1	2021/05/03	11	25	275	\$15.30	\$14.25	\$510.00	\$0.00	\$ 4,429.00
video maker	1	2021/08/30	18	15	270	\$15.30	\$14.25	\$501.00	\$0.00	\$ 4,349.00
Total	6	N/A	N/A	N/A	1645	N/A	N/A	N/A	N/A	\$ 26,491.00
* MERCs = Mandatory Employment Related Costs										

### 3. Course of Action

Section 5.8 of the policy manual stipulates that:

*If it becomes clear to the Board that there will be a significant surplus at the end of the year, allocations may be made to special projects.*

Moreover, the policy states that:

*The Strategic Planning Session is the primary place to set priorities for surplus funds. Outside of the Strategic Planning Session, a detailed and costed proposal, with an assessment of budgetary impact should be presented to the Board at a monthly meeting.*

This report intends to act as that proposal.

### 4. Needs Assessment

Using the Fulcrum's strategic plan as a starting point, the following key priorities have been identified as potential ways to make use of the additional funds:

- 1) Redesigning and completing updates/repairs on the Fulcrum's website, including adding accessibility features
- 2) Allocate specific funding to the marketing plans to be prepared for this year (digital outreach, physical outreach, and 101 week)

Other potential uses of the additional funding include:

- 1) Purchasing podcasting equipment and setting-up a podcast room in the office
- 2) Purchase a parking permit for the ED and EIC for lot U at the Fulcrum office
- 3) Add additional funds to select budget lines
- 4) Adding additional editorial board staff members

## 5. Additional Considerations

In preparing this proposal, both the Editor-in-Chief and the President were consulted. Additionally, consideration was given to the Fulcrum's Strategic Plan. The Finance Committee and the Board should also consider the fact that the Fulcrum has ended the last two years with high surpluses (\$50,000+ and \$80,000+). The Board should seek to spend aggressively, with the goal of ending the year with a deficit if possible, as the corporation currently has very high liquidity.

## 6. Costs

### Website Work

Item	Cost	Note
Multimedia Director	\$2,000	Having this staff member working 10 hours/week for 12 weeks during the summer to assist in managing this project.
External Consultant	\$2,000-\$3,000	Costs are estimated. Will only be making base content and future articles accessible. Completing updates and improving usability.
Usability Tests	\$500	Will provide \$10 gift cards to 50 individuals.
<b>TOTAL</b>	<b>\$4,500 - \$5,500</b>	

Some potential design goals:

- All future articles posted on our website are WCAG 2.0 compliant;
- Base pages are accessible;
- PDFs are made accessible or posted in an accessible HTML format.
- All required website/plugin/widget updates are completed;
- Author tags are fixed and function and link to author bios;
- Usability features added, such as:
  - Additional share buttons
  - Length of time to read article displayed
  - Report typo/error button and submission form
- Ability to add podcast audio directly into an article;
- Ability to add videos directly into an article; and
- Function to display Facebook comments beneath an article.

#### Podcast Equipment

Item	Cost	Note
Microphone	\$180	<a href="#">Blue Yeti</a> (example)
Headset	\$100	<a href="#">Audio-Technica</a> (example)
<b>TOTAL</b>	<b>\$316</b> (with tax)	

This is in the event we would not be able to record the podcast at the CHUO studio. To begin, free audio software could be used. It might become necessary to purchase audio software at a later date.

#### Parking Permits

Purchase a parking permit from the University of Ottawa. This permit will allow the ED or the EIC to park in the parking lot surrounding the Fulcrum office, or elsewhere on the main campus. It will be kept at the entrance to our office to be used by whomever is at the office at that time.

As a result of the pandemic, they are only offering monthly passes. The cost for this would be approximately **\$1,255** for the remainder of the year.

#### Additional Funds to Select Budget Lines

The following budget lines could be increased:

Item	Cost	Note
Printing	\$500	For a total of \$500 to print glossy one-pagers to place in the news stand on campus at the start of each semester.
Recruitment & Training	\$250	For a total of \$1,000. Plans to provide EDI training to staff this year.
Tech Support	\$500	For a total of \$1,000 to allow for ongoing website support as needed.
Subscriptions	\$1,869.09 + \$1,000	HootSuite Team (annual) + Otter.ai Business (only for months when all editors work)
<b>TOTAL</b>	<b>\$4,119.09</b>	

#### Additional Editorial Staff Members

Since the Fulcrum has as one of its primary aims to provide training and development opportunities for aspiring journalists, it makes sense to use additional funding to hire an additional junior writer. An additional Staff Writer (for a total of three) would cost **\$5,737.50**.

Additionally, while typically a standard position on the editorial team, there is currently no Opinions Editor planned for this year's team. This position would also cost an additional **\$5,737.50**.

#### Marketing Plans

Costs to be determined by August once all three plans are prepared. **Cost TBD, but potentially \$2,000.**

#### TOTAL COSTS

Item	Cost	Note
Website Work	\$4,500-\$5,500	A conservative estimate, may be significantly less.
Podcast Equipment	\$316	Will depend on the CHUO relationship.

Parking Permit	\$1,255	Also the option to purchase two.
Budget Lines	\$4,119.09	
Staff Writer	\$5,737.50	
Opinions Editor	\$5,737.50	
Marketing Plans	TBD, approx \$2,000	By August 2021.
<b>TOTAL</b>	<b>\$23,665.09 - \$24,665.09</b>	

## 7. Closing Considerations

It is up to the Board to ultimately determine how to best spend the corporation's assets. As a non-profit, we need to seek to minimize surpluses at the end of the year. The corporation has been cautious in recent years, for good reasons (moving online, SCI, and COVID-19) but is now in a very strong financial position to make organizational investments. It will be challenging to spend all available funds on existing projects and activities, thought will need to be put into what future needs will require capital investments.

## 8. Next Steps

Moving from here:

1. The finance committee approves, amends, or declines this proposal;
2. The Board as a whole approves or declines this proposal, potentially with amendments; and
3. The Executive Director will be directed to implement the above plan.