

Fulcrum Publishing Society  
Board of Directors  
MINUTES

Sunday, September 26<sup>th</sup>, 2021  
Zoom, 12:55pm-3:57pm  
Meeting #5 2021-2022 Publishing Year

**Present:** Kalki Nagaratnam, Benjamin King, Kate Murray, Brendan Keane, Sam Coulavin, Siena Domaradzki-Kim, Ludvica Boota (ex-officio), Amit Shanbhough (Board Candidate)

**Partially Present:**

**Absent (with reason):** Jelena Maric (ex-officio), Charley Dutil (ex-officio)

**Absent (without reason):**

1. Opening of Meeting

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

2. Approval of Agenda

K. Nagaratnam motioned to change the treasurer report to the financial report, to be presented by L. Boota. B. Keane seconded the motion. The motion passed.

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

3. Introductions

All directors and ex-officio members gave a quick introduction, stating their names and positions/seats.

4. Approval of New Board Candidate

A. Shanbhough presented himself for one of the open Student Representative seats on the Board.

K. Nagaratnam asked A. Shanbhough the traditional questions for Board candidates, ensuring that he meets the essential requirements to be a director: (1) if he is 18 years of age or older, that's he's not on either the UOSU or GSAED student executives, that he's not a Fulcrum employee, and that he doesn't have any undisclosed bankruptcy. A. Shanbhough confirmed all of these questions.

K. Nagaratnam proceeded to ask A. Shanbhough why he's interested in joining the Board. A. Shanbhough gave a bit of a background on himself, saying that he's in his fourth year at the University of Ottawa. He mentioned that he currently sits on several Boards and has extensive experience with non-profits, in fact, he said that he's currently working on the hiring for an

Executive Director for one of the other Boards that he sits on. A. Shanbhough added that he wants to contribute to an independent organization and likes the Fulcrum's values.

K. Nagaratnam motioned to appoint A. Shanbhough as a Student Representative on the Fulcrum's Board of Directors for the 2021-22 publishing year. S. Domaradzki-Kim seconded the motion. The motion passed.

#### 5. Approval of August Meeting Minutes

K. Nagaratnam motioned to approve the August meeting minutes. S. Domaradzki-Kim seconded the motion. The motion passed.

#### 6. Standing Actions List & Forward Agenda

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

#### 7. Editor-in-Chief

##### Content

C. Dutil began his report by praising Hailey's covers, which he said are amazing. He stated that Chris has also been very reliable and has put out some cool videos. C. Dutil teased the Board to stay tuned for a new poutine video coming soon.

C. Dutil reported that Bridget and Zoë are working well together, and are managing the news team the way that he and Aly expected them to, and have even begun writing commentaries. He noted that Zoë's commentary on the events that occurred at Western and feminism is a must-read.

C. Dutil enthused that Zofka's writing is amazing, and said that she has wowed more than one person with her ability to write about a chosen subject. He added that Sanjida is also a strong writer, and that her op-ed about the scrapping of the Vote on Campus program was so good that it was upgraded to an editorial.

C. Dutil told the Board that Emma's knowledge of science has been unparalleled, and she's developing a niche by writing about environmental issues. He asserted that both Amira and Jasmine have been steady veteran hands on the team handling their sections the way that we expect them to.

C. Dutil reported that on the staff writer front, all three staff writers are new and they show a lot of promise going forward.

##### Podcast

C. Dutil stated that Damian has begun producing the podcast, and the Fulcrum has now released two episodes. He mentioned that the podcast features interviews conducted by Damian and Fulcrum staff members as well as features headlines read by two Fulcrum staff members.

C. Dutil informed the Board that Damian and Luigi from CHUO met at their offices. He continued, announcing that they've agreed to carry the Fulcrum's news show, which will air every Friday at noon starting with next week's episode on 89.1 on the radio dial. C. Dutil noted that the office does need to invest in some high quality recorders in order to have high quality audio. He also stated that there are some things that he needs to address with the Board to help the podcast move forward, and one of those items he'd like to discuss in-camera because it pertains to staff salary.

K. Nagaratnam said that it's good to hear that everyone is settling in well. She asked if staff writers rotate? C. Dutil explained that first and foremost they write for news, and then they get to write for the other sections of their choice. He also stated that the hybrid Ed Board meetings have worked well so far. Although he mentioned that it's a little different than all online, and a bit weird interacting with people in person.

K. Nagaratnam wondered if the Fulcrum can record at the CHUO facilities? C. Dutil replied that yes, the Fulcrum can. He went on to say that Damian likes to record his bits at his house, and the headlines have been recorded at the Fulcrum because they've been doing them at night. K. Nagaratnam inquired whether the agreement is a signed one. C. Dutil answered that it's more of a verbal agreement. He said that there's no ad revenue during the show, but it would be different if the Fulcrum aired it during the podcast. C. Dutil clarified that the Fulcrum is responsible for editing and producing a 50 minute show and everything is pre-recorded. L. Boota wondered if the Fulcrum got the show sponsored would that be an issue for CHUO? C. Dutil replied that it wouldn't be, but the Fulcrum would just have to tell CHUO. He suggested that L. Boota talk to Damian about ads before she pursues anything.

## 8. Social Media Manager

### Facebook

J. Maric reported that compared to last month, the Fulcrum's Facebook page has grown in all categories. She proceeded to review some statistics, noting that the Fulcrum's post reach on its Facebook account has gone from 4,869 last month to 9,600 this month - with some posts such as the one about Francis Perron and PIVIK doing exceptionally well, and both page followers and page views have increased. J. Maric stated that the Fulcrum received a lot of good feedback from students on the content that the Fulcrum has been putting out.

### Twitter

J. Maric that there's been a lot of growth on the Fulcrum's Twitter account as well. She stated that the Fulcrum has gained 19 new followers and the Fulcrum's mentions have gone from 2 to 23. J. Maric went on to say that the Fulcrum's tweet impressions have almost doubled, and the profile visits on the Fulcrum's account have also increased. She briefly reviewed the top tweets from the past month, saying that Zoe's commentary on Western University, the first episode of the Fulcrum's podcast, and news surrounding Francis Perron did well.

### Instagram

J. Maric pointed out that the Fulcrum's followers on Instagram have been growing steadily since the Fulcrum has begun to post regularly, and noted that the Fulcrum's Instagram account is almost at Charley's goal of 2000 followers. She reported that both the Fulcrum's impressions and average reach have gone up compared to last month. J. Maric continued, remarking that overall, the Fulcrum's posts are doing the same as they usually do on Instagram, they've just been having a slightly larger like count and reach. She added that from the analytics, it's clear that breaking news stories and stories that focus more on news related to the University of Ottawa always do well.

#### Website

J. Maric commented that overall on the Fulcrum's website, users, sessions, and pageviews have all increased. She noted that the bounce rate has decreased from 1.19% to 1.15% this month. J. Maric proceeded to briefly review the top channels and the top ten articles from the Fulcrum's website.

#### Newsletter

J. Maric informed the Board that the Fulcrum's first newsletter did really well, with 619 opens out of 807 subscribers. She stated that she's planning on increasing the Fulcrum's subscriber base to over 1,000 by the New Year. J. Maric suggested that it would be a good idea for the Fulcrum to add a link to the Fulcrum's podcast in the newsletter. She remarked that the second newsletter didn't perform as well, but she stated that there are definitely some things that the Fulcrum can play around with for future editions.

### 9. Executive Director

Before starting her report, L. Boota noted that she used the same template that Justin used before.

#### Finances

L. Boota began by going over the Fulcrum's finances. She reported that the Fulcrum's chequing account difference is due to salaries.

L. Boota went on to give an update on the levy payment that the Fulcrum received last month - she explained that K. Nagaratnam contacted Bernard, the UOSU Director of Finance, and he confirmed that payment covers all of the overdue levy from the winter 2021 semester (\$11,316.57) and most of the levy from the summer 2021 semester. She noted that the Fulcrum is still waiting for the remaining balance from the summer semester levy from UOSU, which amounts to \$3,086.81.

L. Boota stated that there was one EFT rejection from the Sept 9th payroll. She mentioned that the staff member did not inform the Fulcrum of their bank change. L. Boota continued, saying that the employee was paid via Paypal and their CPP and EI payments were not affected. She said that she's since updated their banking with the correct information, and Ceridian credited the Fulcrum's account for the amount.

L. Boota informed the Board that she had to turn down three advertising opportunities this month because she's unable to upload ads to the Fulcrum's website. She explained that she spoke with

Dorian Ghosn, a former General Manager of the Fulcrum, about uploading ads on the Fulcrum's website, but she said that he informed her that before he left, he was using Google Ads to upload to the site, but it stopped working and the problem was never resolved. L. Boota continued, saying that Dorian suggested that she contact FullView, and noted that she's now waiting to hear back from Stephane. She added that she discovered that Justin, the Fulcrum's former Executive Director, used Google Ads to show up on the Fulcrum's website as a passive form of advertising.

L. Boota announced that the appointment to change signing authorities with TD is scheduled for October 1st. She explained that they will remove Justin as a signing officer and add her. She mentioned that after the appointment, she's going to apply for a corporate credit card. L. Boota indicated that K. Nagaratnam will contact Fadi, the Board's contact at RBC, to update the signing authorities on the Fulcrum's RBC investment account.

L. Boota advised the Board that Justin gave the Fulcrum's auditors access to the Fulcrum's QuickBook account, and provided them with the Fulcrum's bank statements at the end of July. She said that throughout August and September, Kalki was following up with the Fulcrum's bank representatives to get some bank and investment statements which the auditor had requested. L. Boota noted that K. Nagaratnam was finally able to get them to the auditor last week, and announced that the Fulcrum's audit is almost complete.

#### Human Resources

L. Boota reported that all positions that did not start in the summer began work on August 30th, and enthused the Fulcrum now has a complete team of 17 staff members at the Fulcrum.

L. Boota told the Board that K. Nagaratnam gave EdBoard members access to their Fulcrum email accounts and Slack before their start date, and both she and K. Nagaratnam troubleshooted any issues people had accessing either of their accounts.

L. Boota mentioned that the HR Committee created and reactivated Ceridian accounts for any employees who started at the end of August. She added that this portal allows them to access their pay stubs and T4s online.

L. Boota stated that the EdBoard team has been sent a gentle reminder via Slack to complete the training certificates. She explained that she'll individually email those who still haven't completed the mandatory training to remind them to complete it ASAP.

L. Boota indicated that the t-shirt order was delivered on time for the EdBoard orientation, and at this point, all staff members who are in Ottawa have received their Fulcrum t-shirts.

L. Boota informed the Board that she sent out an email to the staff notifying them that they no longer need to fill out the Fulcrum's COVID-19 screening form. She continued, saying that instead, all staff and Board members are required by uOttawa to use the uOttawa's COVID-19 Assessment Tool and complete the COVID-19 Vaccination Declaration and do the daily health check-in before coming to the office.

#### Operations

K. Nagaratnam advised directors that a discussion on the Fulcrum office will be covered during the in-camera session of the meeting.

K. Murray stated that the Fulcrum hosted its first 101 Week BBQ on September 11th from 1-3pm. She enthused that the group had a great turnout and a fun time! K. Murray explained that more information about the leadup to the rescheduled event will be included in her Marketing Committee report later on in the meeting.

#### Strategic Plan

L. Boota indicated that she'll have an update on the Fulcrum's Strategic Plan for the Board next month.

#### Website

L. Boota reported that when the Fulcrum disabled 2FA during the transition from Justin, it locked the Executive Director's account access to WordPress. She explained that K. Nagaratnam contacted Stephane and he helped them get back into the account, which took a few weeks. L. Boota continued, saying that K. Nagaratnam updated the Board of Directors list, which was last updated in July, and followed up with Stephane a few times in the past month, asking him to update the Fulcrum website's header/footer with the design that Hailey created. She noted that they're still waiting on the changes to be made.

#### Transition

L. Boota noted that K. Nagaratnam has transferred most of the accounts (except CRA and GCOS) over to her and she's been reviewing each account.

### 10. President

#### COVID-19 Pandemic

K. Nagaratnam began her report with a COVID update. She stated that Ottawa is still in Step 3 of the Roadmap to Reopen. K. Nagaratnam advised that as of September 22nd, the province will require people to be fully vaccinated and provide proof of their vaccination status to access certain businesses and settings. She added that she'll share updates on the Fulcrum's COVID-19 vaccination policy during the Inter-Board Health and Wellness Committee report.

K. Nagaratnam noted that Fulcrum staff will be permitted to visit the office as needed. She continued, saying that the FPS' direction is that there be no more than 15 people in the office at any given time, everyone must wear a mask and maintain physical distance, and they are encouraged to complete the COVID-19 Daily Health Check-In before entering the office.

#### Executive Committee

K. Nagaratnam indicated that the Executive Committee didn't hold a committee meeting this month, but the committee was busy handling the Executive Director transition and trainings. She added that the committee have also had some discussions offline about the office situation. K. Nagaratnam went on to say that in the next week or two, the committee will arrange an orientation session for the new Board member, and in October they will resume working on the

projects that they put on hold such as the Ombudsperson revamp and the new Board pro-bono lawyer search.

#### Legal and Capital Assets Committees

K. Nagaratnam noted that there are no updates to provide from these committees.

#### Finance Committee

K. Nagaratnam announced that this committee will meet quarterly (October, January, and April) on the first Thursday of the month at 5pm to review the year-to-date budget and propose modifications to the current budget if necessary.

#### Human Resources Committee

K. Nagaratnam mentioned that as all of the directors are aware by now, the committee offered the Executive Director position to Ludvica Boota, and she accepted. She stated that Ludvica's first day was on August 30th, and things have been off to a great start.

K. Nagaratnam informed the Board that over the past few weeks, the HR Committee prepared and conducted training for Ludvica, which they split over a few sessions in order to help get her oriented with the Fulcrum and her Executive Director responsibilities. She continued, saying that she and C. Dutil gave her a tour of the office and added that Ludvica now has her own set of keys to the office. K. Nagaratnam added that the committee finished all of the training that they planned except for the trip to the uOttawa mail office. She also noted that she's scheduled weekly check-in meetings with Ludvica so that they have a formal opportunity to chat about weekly updates.

K. Nagaratnam stated that the HR Committee gave a presentation to EdBoard during their training week to briefly explain the role of the Board and the Executive Director.

K. Nagaratnam reported that on September 17th, the HR Committee processed its last payroll cycle as a team. She clarified that during the transition period between Executive Directors, the committee successfully processed four cycles themselves - including one where they had to reactivate all of the staff who started on August 30th. K. Nagaratnam thanked K. Murray and B. Keane for spending every other Friday afternoon with her helping with the payroll process. She noted that Ludvica is trained on Ceridian and will take care of payroll and employee/director reimbursements moving forward.

B. Keane motioned to go in-camera. K. Nagaratnam seconded the motion. The motion passed and the meeting moved in-camera.

K. Nagaratnam motioned to stay in-camera. S. Domaradzi-Kim seconded the motion. The motion failed and the meeting moved out of camera.

#### Canada Summer Jobs

K. Nagaratnam informed the Board that she received an email from a program officer with the CSJ program informing the Fulcrum that its project was selected for a telephone interview and financial monitor. She continued, saying that she spoke with Justin, and he told her that this is the usual procedure for organizations participating in the CSJ program for the first time. K.

Nagaratnam said that Ludvica is gathering the financial documents that they have requested, including: payroll statement, bank statement, CRA remittance, and proof of WSIB coverage.

K. Nagaratnam stated that she's asked for some clarifications about the telephone interview part. She revealed that they mentioned they would interview one of the Fulcrum's employees funded through the program and her, individually, but she said that it was unclear how frequently they will need to participate in an interview and whether the Fulcrum selects the employee to be interviewed or if they pick.

#### Other Meetings

K. Nagaratnam listed the other meetings that took place over the past month including a meeting between herself, K. Murray, B. Keane, and L. Boota and the business managers of CHUO and La Rotonde as well as a meeting with herself, K. Murray, B. Keane, L. Boota and Tim, the UOSU President.

#### Board Matters

K. Nagaratnam announced that there are currently two vacant positions on the 2021-22 Board: the University Representative seat and the Fulcrum Alumnus seat.

K. Nagaratnam advised the Board that the screening team made a change to the approach with their Board recruitment process. She explained that they decided to replace the fixed application deadline date with open until filled, and therefore turning the call for applications into an ongoing advertisement. She added that she'll mention the vacancies in the Board newsletter, post it on the uOttawa Community Engagement Navigator, and ask Jelena, the Fulcrum's Social Media Manager, to share it again on the Fulcrum's socials.

#### Reminders

K. Nagaratnam stated that by this point, all directors should have submitted their signed code of conduct and confidential disclosure forms and sent in their AODA certificates. She reminded directors to please send in their bios and pictures to Brendan ASAP so that they can be included in the Board newsletter.

#### Calendar Items

K. Nagaratnam concluded her report by reviewing some of the upcoming calendar items: the Executive Director lunch/dinner sometime in October, Finance Committee meeting on October 7th at 5pm, and the next Board meeting on October 24th at 1pm.

### 11. Financial Report

L. Boota reviewed the 2021-22 budget vs the actuals based on the Canada Student Jobs funding added to it. She explained that she ran a profit/loss report to see where the Fulcrum is at, noting that the Fulcrum should have a zero balance since it's a non-profit. L. Boota continued, showing that in looking at the expenses, the CSJ is going to be lower because they originally sent the Fulcrum funding for six positions, but the Fulcrum is only going to have five positions funded now. She reported that there isn't a lot of revenue coming in, but it's just the start of the year, so no worries there.



L. Boota mentioned that a lot of updating needs to be done at the next Finance Committee meeting. She proceeded to review some lines and points that the team should reflect on:

- Subscriptions line is going to increase drastically (quadruple);
- Some capital assets purchases might be made;
- Podcast might have to have its own revenue stream and budget (ie for if the Fulcrum is having it sponsored and to know if its making money or not);
- Don't anticipate a lot of general office supplies;
- Have a running list of subscriptions.

K. Nagaratnam pointed out that some of the companies that the Fulcrum have subscriptions from are American, so there's a bit of a difference with the costs there.

## 12. Inter-Board Health and Wellness Committee

K. Nagaratnam mentioned that it's been a busy month for the committee.

### EdBoard Orientation Day

K. Nagaratnam informed the Board that Charley and the team conducted the EdBoard staff training on August 30th to help the editorial team get settled into their roles at the Fulcrum. She went on to say that she and K. Murray gave a virtual presentation along with a Kahoot game to explain what the Board and the Executive Director do, as well as the code of conduct, payroll, health and safety rep, and the mandatory staff training. K. Nagaratnam thanked the directors who were able to join that day. She noted that Ludvica is following up with EdBoard members to make sure they complete and send the training certificates so that she can add these to their employee files.

### Health and Safety Representative

K. Nagaratnam recalled that after the Board presentation, the editorial staff elected their Health and Safety Representative, which is a requirement for workplaces with 6-19 employees, for this publishing year. She noted that it will be Damian Piper, who is the Fulcrum's Podcast Producer, and he's currently completing the Workplace Safety and Prevention Services' Health and Safety Representative Training Course.. K. Nagaratnam reminded the Board that Damian will be paid for the duties that he performs as the H&S rep, and added that she'll arrange a meeting with Ludvica and Damian in October to discuss all things health and safety.

### Health and Safety Incident

K. Nagaratnam reported that the Fulcrum had a health and safety incident on the initial date of the Fulcrum's 101 Week BBQ (September 6th). She advised everyone to please read Charley's article entitled, "I'm still alive: So that's how my life's going" for the backstory. K. Nagaratnam stated that Damian was present and completed a health and safety incident report, which he sent to Ludvica. She continued, saying that she and Ludvica met to complete the WSIB file to report the incident, but after reading their site, they noticed that the Fulcrum doesn't have to inform the WSIB of every health and safety incident. K. Nagaratnam informed the Board that Charley returned to work the following evening, and that the team rescheduled the BBQ for Sunday and it went well.

### The Fulcrum's Vaccination Policy

K. Nagaratnam proceeded to discuss the Fulcrum's vaccination policy. She explained that at the last committee meeting, the committee decided not to enforce a mandatory vaccination policy at the Fulcrum. K. Nagaratnam went on to say that the university emailed all of its "tenants" to inform them that since they are on university property, they will need to abide by its vaccination policy, which is to be fully vaccinated and certify their vaccination status through the COVID-19 Vaccination Declaration Tool. She informed the Board that Ludvica emailed the Fulcrum's staff to request them to declare their vaccination status using the university's online tool. Instead, K. Nagaratnam said that Ludvica encouraged the staff to complete the university's existing daily health check-in form before entering the office.

K. Nagaratnam then conducted a poll in real time amongst Board members to understand if people would prefer that virtual meetings continue, hybrid meetings, or a mix of the two (i.e. one in-person meeting a semester). All decided on keeping virtual meetings with one hybrid meeting a semester. The team also agreed that committee meetings should remain virtual since they are often short.

### Board Newsletter

K. Nagaratnam stated that she and B. Keane have access to the Fulcrum's MailChimp account and B. Keane worked on an initial template. She noted that they are waiting on a few bios/pictures, and asked directors to please send them in as soon as possible! K. Nagaratnam announced that the theme of the newsletter is Meet the Board and ED, and that a possible theme for the next newsletter is informing the EdBoard about the committees on the Board.

### Board/Inter-Board Social Event

K. Nagaratnam announced that a lunch/dinner with the Board, Editor-in-Chief, and the Executive Director might take place in October if there is interest to allow everyone to meet each other in person.

K. Nagaratnam mentioned that the committee also discussed what the next event in October could be - in the past it's been Halloween-themed. She recalled that some ideas included: a visit to Saunders Farm, a costume contest, or a movie night.

### Fulcrum Social Event

K. Nagaratnam reminded everyone that the Board recently updated Section 6.6b of the Fulcrum's Policy Manual, which states that:

Melanie Wood Charitable Fund. The budget passed by the Board shall include a line designated as "Melanie Wood Charitable Fund" and which:

- Shall be of an amount of no less than five (5) dollars;
- This fund will be donated toward a charitable group of the board's choosing on an annual and/or regular basis.

K. Nagaratnam continued, saying that an idea she pitched to the committee is the Fulcrum Basketball Tournament night, which could be hosted at one of the uOttawa gyms and open to Fulcrum contributors, freelancers, staff, directors, and alumni. She mentioned that the winning

team would get to decide the charity that the Fulcrum will donate to this year (the committee would provide a list of acceptable charities and set the donation amount beforehand). K. Nagaratnam then went over some follow-up items:

- Talk to Charley to see if there's interest from EdBoard, contributors, and freelancers;
- Make a list of charities;
- See if local charities want to collaborate with us;
- Explore booking a uOttawa gym.

K. Nagaratnam stated that the committee discussed that the best date for the event would be sometime in January, and it could be livestreamed/filmed for a video.

### 13. Marketing Committee

#### 101 Week BBQ Update

K. Murray began her report by giving an update on the Fulcrum's 101 Week BBQ event. She explained that due to bad weather and technical difficulties (the UOSU's BBQ didn't have a propane tank), the Fulcrum's BBQ on September 6th was postponed. K. Murray said that Jelena made a post on Instagram as soon as the team found out that this would be the case in order to let the Fulcrum's followers know. She went on to say that the BBQ was postponed until September 11th at the same space, the UCU Terrace. K. Murray noted that Ludvica secured the BBQ rental and delivery for the team, and Charley had the awesome idea of marketing the event in conjunction with the GeeGees rugby games that day. She enthused that the team ended up having fantastic weather, a great turnout, and some good times. K. Murray thanked all those who helped out both that day and on the original BBQ date.

#### Newsstands Project

K. Murray informed the Board that Michael Robb, the Facilities Manager at the University, contacted Ludvica about removing the "display" racks around campus. She continued, saying that Ludvica mentioned to him that the Marketing Committee has a plan to repurpose the newsstands around campus. K. Murray said that Michael replied that while he doesn't speak for the entire campus, he thinks it would be reasonable to have them in use or removed by the end of the calendar year (December).

K. Murray proceeded to give a brief recap of the Marketing Committee's plans for the newsstands:

- For the "wire" type newsstands that have the option to place a poster in them, the committee is thinking of rotating through each month and changing out the poster for the monthly edition poster. Ludvica suggested that we could use these stands for ad revenue on the bottom half of the stand and the top half could have the Fulcrums socials, and proactively seek out clients as a way to increase our advertising revenue.
- For the "box" type newsstands, the committee is thinking of commissioning a competition where we seek applications from students to paint them, we then pick our favourites and have the various stands painted in a way where they are both works of art and still promote the Fulcrum brand (we would pay the artists for their work). This is a project we're thinking of doing in October, and will be discussing at our September Marketing Committee meeting.

K. Murray added that since the September committee meeting, there have been some exciting suggestions made involving the “box” type newsstands, which will be discussed at the next committee meeting.

#### 14. Policy Committee

B. Keane reviewed the changes proposed to the Policy Manual and the Bylaws. He explained that the proposed changes were largely language changes and to keep the documents consistent throughout, i.e. changing “newspaper” to “news outlet.” Regarding the proposed removal of “Social Media Manager” in Section 4.5 of the Policy Manual, K. Nagaratnam stated that this is because prior to this year, it was the Social Media Manager who was responsible for marketing. She continued, saying that now that the Social Media Manager position is part-time and the Executive Director is in charge of marketing, the Social Media Manager is just taking care of editorial tasks. Discussion ensued on the proposed changes to 5.09: Proxies (Bylaws), with some musing that it might be easier to send to the Chair and a suggestion was made that it can be tested out with this year’s Annual General Meeting.

B. Keane motioned to approve everything except for the proposed changes to Bylaw 5.09 (proxies). S. Coulavin seconded the motion. The motion passed.

#### 15. Revisit Standing Actions List

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

#### 16. Other Business

K. Murray announced that she has some news to share. She reassured the team that she’s not leaving the Fulcrum, so not to worry, but that she will be leaving Ottawa at the end of October. She commented that she’s going to miss seeing everyone in person when that becomes more of a regular thing for the Fulcrum, but said that she’ll still be working virtually and will be gracing all of their screens at the Fulcrum’s meetings and any virtual events that the Fulcrum has.

#### 17. In-Camera Session

K. Nagaratnam motioned to go in-camera with everyone currently present to discuss the and the HR Committee’s proposal. B. Keane seconded the motion. The motion passed and the meeting moved in-camera.

K. Nagaratnam motioned to remain in-camera. S. Coulavin seconded the motion. The motion failed and the meeting went out of camera.

K. Nagaratnam motioned to adjourn the meeting at 3:57pm. All voted in favour and the motion passed.

#### Appendices

## Board of Directors September 2021 meeting EIC report

### Content

Starting with multimedia, I am sure you have seen Hailey's covers on campus. They are amazing, and I feel like she is only starting. Chris has also been very reliable and put out a number of cool vids.

Bridget and Zoë are working well together, they are managing the news team the way that Aly and I expected they will and have begun writing commentaries. Zoë's commentary on the events that occurred at Western and feminism is a [must-read](#).

Zofka's writing is amazing, she has wowed more than one person on the masthead with her ability to write about a chosen subject. Sanjida is also a super strong writer, her op-ed about the scrapping of the Vote on Campus program was so good it was upgraded to an [editorial](#).

Emma's knowledge of science has been unparalleled, she is developing a niche by writing about environmental issues. Finally, Amira and Jasmine have been steady veteran hands on the team handling their sections the way we expect them to.

On the staff writer front, Shailee has been super reliable and has also been an integral part of the podcast up to now, she shows lots of promise going forward. Desiree has been learning on the job has made big strides, she fuels herself with the adrenaline of investigative journalism. Finally, Salma is coming into her own she is very quiet but has the best fashion sense at the Fulcrum since Sam.

### Podcast

Damian has begun producing the podcast and we have now released two episodes on our own. The podcast features interviews done by Damian and Fulcrum staff members. It also features headlines read by two Fulcrum staff members.

On Friday, Damian and Luigi met in the CHUO offices. CHUO has agreed to carry the Fulcrum Radio Show. It will air every Friday at noon starting with next week's episode. You catch it at 89.1 on the radio dial.

There are some things that we do need to address to help the podcast moving forward. One of these items I would like to discuss in camera since it pertains to staff salary, the second is we desperately need high-quality recorders to record audio outside of the office.

631 King Edward Avenue  
Ottawa, ON  
K1N 6N5

## Fulcrum Publishing Society – Board of Directors

### **Analytics Report**

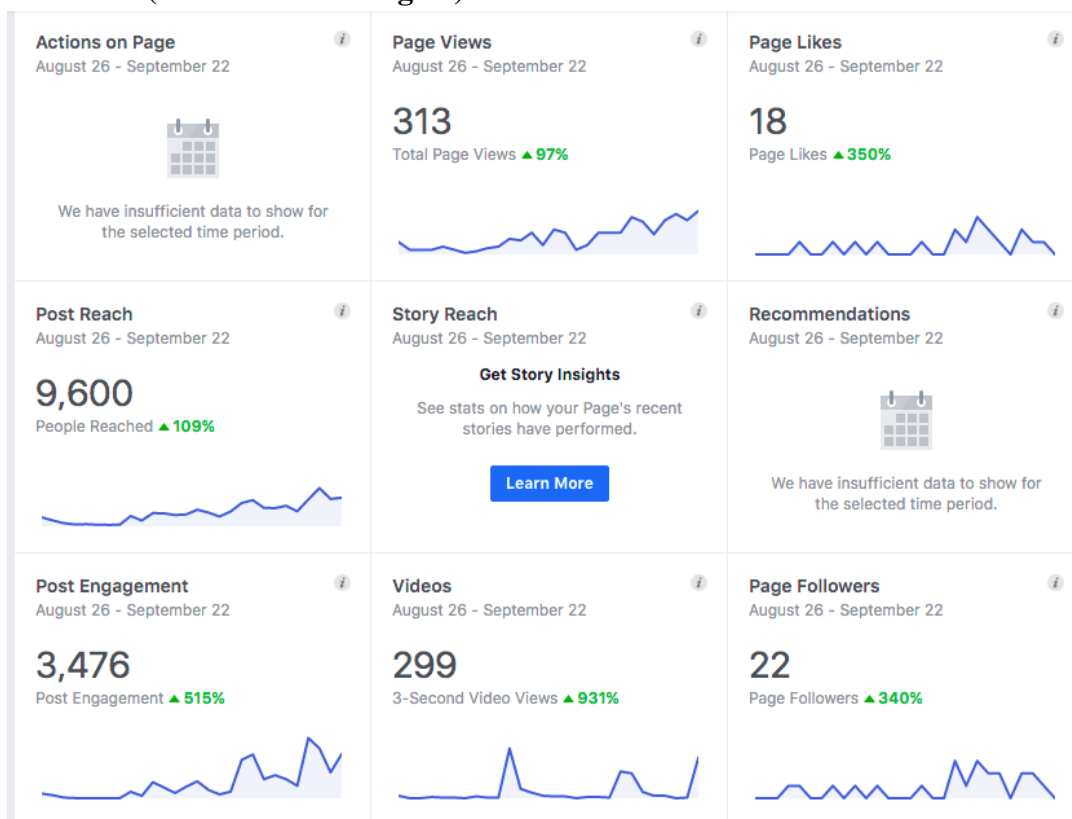
Date: September 23, 2021

Name: Jelena Maric

#### Overview

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

#### Facebook (via Facebook Insights)


















#### Overview:

- Compared to last month, we have grown in all categories
- Our post reach has gone from 4,869 last month to 9,600 this month
- Post engagement has gone from 604 last month to 3,476 this month
- Page followers have increased by 22
- Our page views have increased from 172 to 313
- We have been pushing out a lot of quality content that students want to read

09/23/2021 3:00 PM	 Since the shift to virtual classes, cases of academic fraud have			739 	35 4 	<a href="#">Boost Post</a>
09/23/2021 12:01 PM	 In theory, professors are supposed to plan and adapt their courses to			595 	15 9 	<a href="#">Boost Post</a>
09/22/2021 5:25 PM	 Fulc Faces: Introducing the people behind the Fulcrum The Fulcrum's			449 	3 7 	<a href="#">Boost Post</a>
09/22/2021 4:14 PM	 #News: A gofundme has been created to help Francis Perron's			333 	16 10 	<a href="#">Boost Post</a>
09/22/2021 1:35 PM	 #Commentary: In the coverage of this type of crime, it's always "a			1.4K 	149 46 	<a href="#">Boost Post</a>
09/22/2021 11:00 AM	 Isotope mapping is more productive than trying to put a radio transmitter			559 	19 28 	<a href="#">Boost Post</a>
09/21/2021 7:00 PM	 Often called "fashion's biggest night out," the Met Gala will remain			467 	6 2 	<a href="#">Boost Post</a>
09/21/2021 5:49 PM	 The cover for the Fulcrum's second issue of the year is now on selected			1.4K 	122 34 	<a href="#">Boost Post</a>
09/21/2021 1:01 PM	 Sacha, The Reklaws, and Dean Brody wrapped up City Folk with			444 	4 1 	<a href="#">Boost Post</a>
09/21/2021 9:00 AM	 In their second showing of the year, the U of O women's rugby team fell			817 	11 9 	<a href="#">Boost Post</a>
09/20/2021 3:05 PM	 Despite a reputation for apathy towards elections, many young			458 	18 3 	<a href="#">Boost Post</a>
09/20/2021 12:01 PM	 Election day and you're not sure what to do? Read this!			219 	2 0 	<a href="#">Boost Post</a>

### Overview:

- Our post reach has gone up all around compared to previous months, with some posts such as the one about Francis Perron and PIVIK doing exceptionally well
- Post engagement has fallen a bit compared to what we have seen in the summer months

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  The Ubyyssey	14K 	▲ 100%	21	2.4K 
2  The Varsity	9.2K 	▲ 100%	65	5.4K 
3  The Eyeopener	4K 	▲ 100%	28	829 
YOU 4  The Fulcrum	3.2K 	▲ 100%	32	1.9K 
Keep up with the Pages you watch. <a href="#">Get More Likes</a>				
5  The Charlatan	3K 	▲ 100%	5	58 
6  La Rotonde	2.9K 	▲ 100%	7	296 

### Overview:

- Our engagement this week has gone up quite a bit compared to previous months
- This can be credited to us regularly posting content on Facebook
- This week alone we had 32 posts published online

### Twitter (via Twitter analytics)





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



### Overview:

- We have grown in all categories when it comes to Twitter
- We have gained 19 new followers, bringing our total follower count to 4,697
- Our mentions have gone from 2 to 23
- Our tweet impressions have gone up from 15.2K to 35.4K
- Profile visits have gone from 858 to 2,235

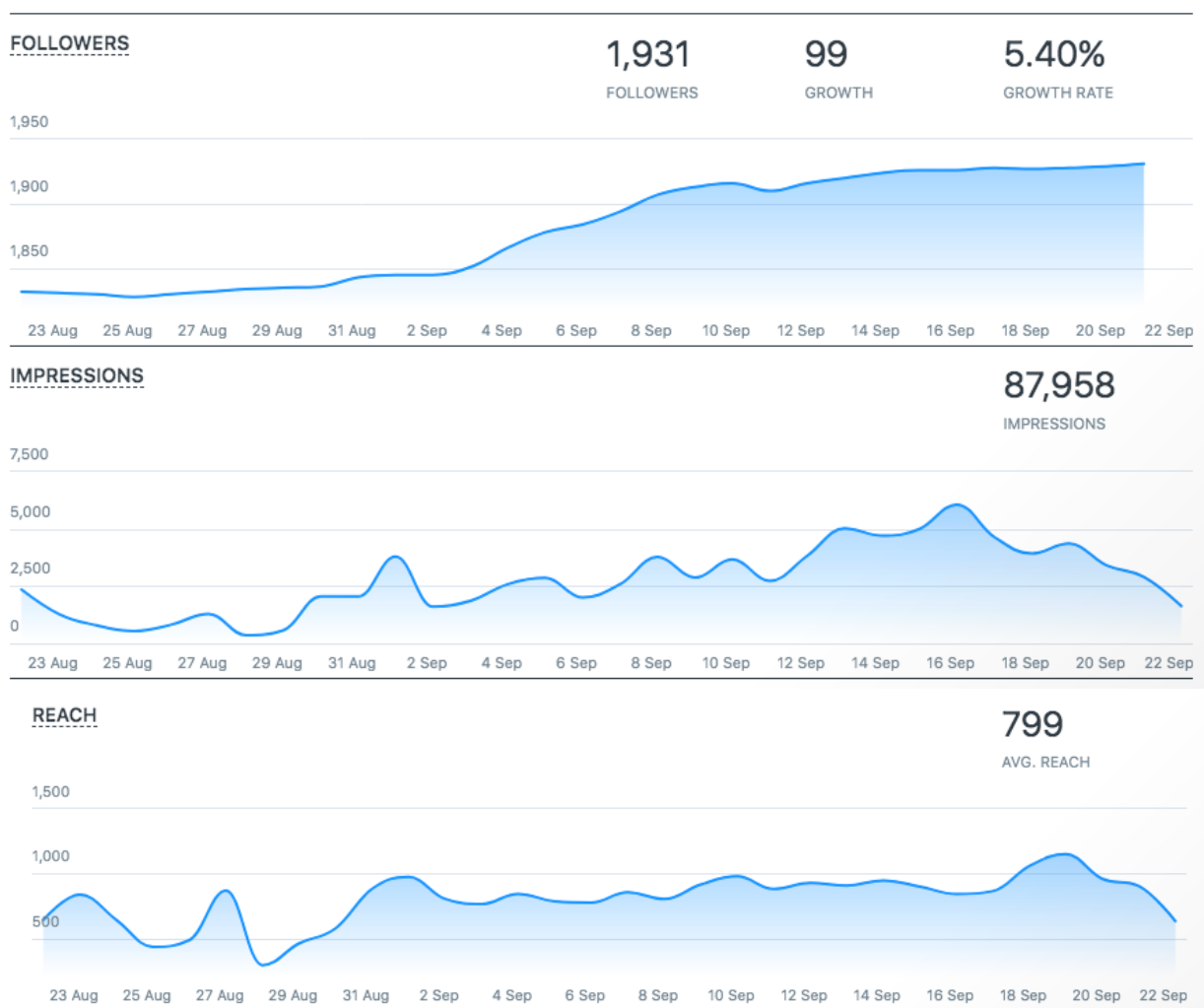


Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>The Fulcrum</b> @The_Fulcrum · Sep 22 <b>#Commentary:</b> The tragic events at Western University highlight an institutional failure to protect female students.  <a href="https://thefulcrum.ca/news/mason-on-...">thefulcrum.ca/news/mason-on-...</a> <a href="#">View Tweet activity</a>			2,748	94	3.4%
	<b>The Fulcrum</b> @The_Fulcrum · Sep 21 The cover for the Fulcrum's second issue of the year is now on selected newsstands on the U of O campus.  This week's cover honours Francis Perron who tragically passed away after the football team's game in Toronto on Saturday.  📸: Greg Mason <a href="https://pic.twitter.com/RozoTvmsi7">pic.twitter.com/RozoTvmsi7</a> <a href="#">View Tweet activity</a>			2,161	200	9.3%
	<b>The Fulcrum</b> @The_Fulcrum · Sep 19 The University of Ottawa will hold a memorial ceremony for Perron in the coming weeks.  <a href="https://thefulcrum.ca/news/weve-lost...">thefulcrum.ca/news/weve-lost...</a> <a href="#">View Tweet activity</a>			1,547	64	4.1%
	<b>The Fulcrum</b> @The_Fulcrum · Sep 17 The Fulcrum Radio Show Episode 1:  -Interview with Mayfair Theatre's Josh Stafford -Reserper Park protest			1,223	45	3.7%

### Overview:

- A breakdown of some of our top tweets this month
- We can see Zoe's commentary, our first episode of the podcast and news surrounding Francis Perron did well
- It's great to see the podcast gaining some attention and traction

## Instagram (via Later Analytics)



### Overview:

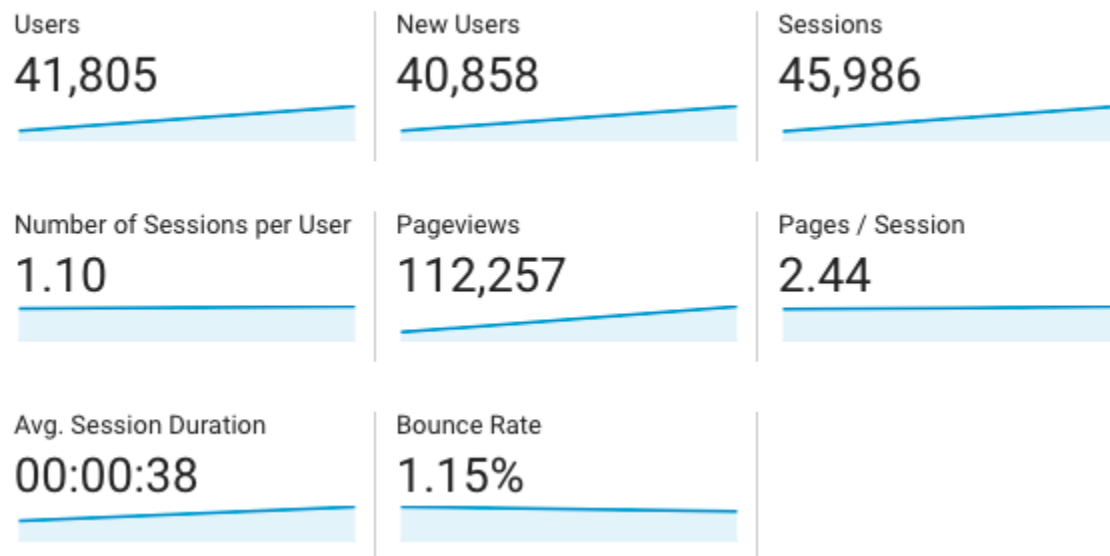
- As you can see, our followers have been growing steadily on Instagram since we have begun to post regularly; we are almost at Charley's 2K follower goal
- We've gained almost 100 followers in the past few weeks
- Our impressions have gone up from 16,603 to 87,958 this month
- Our average reach has gone from 336 last month to 799 this month

Post	Engagement	Followers	Impressions	Reach	Likes	Comments	Saves
 SEP 23, 2021 3:02 PM #News: First-year U of O students required t...	1.29%	1,931	416	377	25	0	0
 SEP 23, 2021 12:03 PM #News: Technical difficulties, lack of...	2.54%	1,931	529	486	49	0	1
 SEP 23, 2021 9:02 AM #Tomato: "How are you" is a HIPPA...	0.00%	1,930	0	0	0	0	0
 SEP 22, 2021 5:28 PM Fulc Faces: Introducing the people behind th...	3.37%	1,929	641	515	65	0	1
 SEP 22, 2021 1:31 PM #Commentary: Mason: On feminism, frosh...	3.63%	1,929	690	617	70	0	1
 SEP 22, 2021 11:02 AM #Science: Monarch Butterflies: from...	1.14%	1,929	362	327	22	0	0
 SEP 21, 2021 7:01 PM #Arts: Recap: The 2021 Met Gala * Ofte...	1.87%	1,929	511	465	36	0	0
 SEP 21, 2021 5:43 PM The cover for the Fulcrum's second iss...	7.52%	1,929	1,170	943	145	0	0
 SEP 21, 2021 1:03 PM #Arts: The final night of Ottawa's CityFolk...	3.37%	1,928	693	613	65	0	0
 SEP 21, 2021 9:03 AM #Sports: Low-scoring loss to Laval puts the...	2.13%	1,928	548	508	41	0	0
SEP 20, 2021							

### Overview:

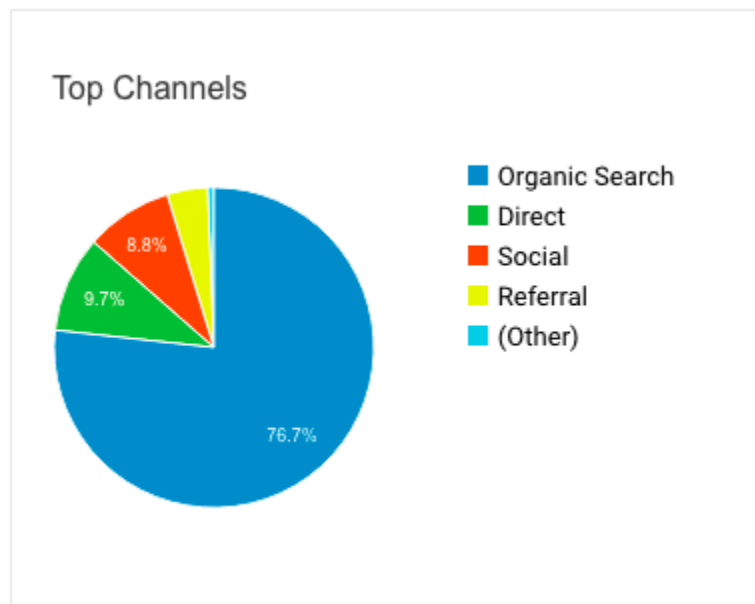
- Overall, our posts are doing the same as they usually do on instagram, just having a slightly larger like count and reach
- We can see breaking news stories and stories that focus more on news related to the U of O always do well.

## Website (via Google Analytics)



### Overview:

- Overall, all of our categories have gone up
  - Users last month: 33,696
  - Sessions last month: 35,582
  - Pageviews last month: 81,888
- Bounce rate has gone down from 1.19% to 1.15% this month



1.	<a href="#">The benefits and drawbacks of masturbation during COVID-19 - The Fulcrum</a>	14,354	12.79%
2.	<a href="#">A brief history of pornography until 1910 - The Fulcrum</a>	13,449	11.98%
3.	<a href="#">The Fulcrum</a>	6,340	5.65%
4.	<a href="#">Students with poor Internet left behind in online learning atmosphere - The Fulcrum</a>	4,120	3.67%
5.	<a href="#">‘We’ve lost an outstanding person’: Gee-Gees defensive tackle Francis Perron passes away following game in Toronto - The Fulcrum</a>	3,022	2.69%
6.	<a href="#">Opinion: Some bottled water brands need to leave store shelves now - The Fulcrum</a>	2,964	2.64%
7.	<a href="#">Dear Di (that pesky gag reflex) - The Fulcrum</a>	2,823	2.51%
8.	<a href="#">Five foods to avoid during exams - The Fulcrum</a>	1,878	1.67%
9.	<a href="#">Dear Di: How do I assert dominance as a woman in the bedroom? - The Fulcrum</a>	1,856	1.65%
10.	<a href="#">Election 2021 in Ottawa-Vanier: Lyse-Pascale Inamuco - The Fulcrum</a>	1,826	1.63%

## Newsletter (via MailChimp)

313 Opened	36 Clicked	21 Bounced	7 Unsubscribed
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Successful deliveries	807	97.5%	Clicks per unique opens	11.5%
Total opens	619		Total clicks	66
Last opened	9/23/21 4:00PM		Last clicked	9/18/21 1:47AM
Forwarded	0		Abuse reports	1

Feedback

## Overview:

- We have sent out two newsletters so far this month
- The first one did well, with 619 opens out of 807 subscribers
- Planning on increasing our subscriber base to over 1,000 by the new year if possible

## Links in this email

[View Click Map](#)

URL	Total clicks	Unique clicks
<a href="https://zoom.us/webinar/register/WN_BYNJeyR5TYipbY3NIGepWg?fbclid=IwAR3IrG...">https://zoom.us/webinar/register/WN_BYNJeyR5TYipbY3NIGepWg?fbclid=IwAR3IrG...</a>	22 (33.3%)	18 (31.0%)
<a href="http://https://thefulcrum.ca/news/parks-not-parking-a-fight-towards-preserving-gre...">http://https://thefulcrum.ca/news/parks-not-parking-a-fight-towards-preserving-gre...</a>	14 (21.2%)	12 (20.7%)
<a href="http://https://thefulcrum.ca/news/the-future-of-nostalgica-will-the-beloved-grad-stu...">http://https://thefulcrum.ca/news/the-future-of-nostalgica-will-the-beloved-grad-stu...</a>	12 (18.2%)	10 (17.2%)
<a href="http://https://thefulcrum.ca/news/uosu-hopes-to-open-pivik-by-the-end-of-october/">http://https://thefulcrum.ca/news/uosu-hopes-to-open-pivik-by-the-end-of-october/</a>	6 (9.1%)	6 (10.3%)
<a href="https://thefulcrum.ca/">https://thefulcrum.ca/</a>	6 (9.1%)	5 (8.6%)
<a href="https://www.facebook.com/groups/2216108581762062/about">https://www.facebook.com/groups/2216108581762062/about</a>	3 (4.5%)	3 (5.2%)
<a href="http://editor@thefulcrum.ca">http://editor@thefulcrum.ca</a>	1 (1.5%)	1 (1.7%)
<a href="https://thefulcrum.ca/uncategorized/looking-for-performers-to-perform-for-the-ful...">https://thefulcrum.ca/uncategorized/looking-for-performers-to-perform-for-the-ful...</a>	1 (1.5%)	1 (1.7%)
<a href="https://thefulcrum.us14.list-manage.com/track/click?u=686d69b7d3fd1c93b228d3f...">https://thefulcrum.us14.list-manage.com/track/click?u=686d69b7d3fd1c93b228d3f...</a>	1 (1.5%)	1 (1.7%)

## Overview:

- We did receive clicks on our stories
- Can continue to add in news stories, and also perhaps link the podcast as well

229 Opened	57 Clicked	9 Bounced	5 Unsubscribed
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Successful deliveries	818 98.9%	Clicks per unique opens	24.9%
Total opens	377	Total clicks	99
Last opened	9/23/21 9:38PM	Last clicked	9/23/21 9:38PM
Forwarded	0	Abuse reports	

## Overview:

- The second one was less successful than the first one; we can play around with adding more attention grabbing subject lines for the news letters
- 377 opens compared to 607

## Links in this email

[View Click Map](#)

URL	Total clicks	Unique clicks
<a href="http://https://thefulcrum.ca/news/weve-lost-an-outstanding-person-gee-gee-defens...">http://https://thefulcrum.ca/news/weve-lost-an-outstanding-person-gee-gee-defens...</a>	80 (80.8%)	48 (73.8%)
<a href="http://https://thefulcrum.ca/arts/recap-the-2021-met-gala/">http://https://thefulcrum.ca/arts/recap-the-2021-met-gala/</a>	9 (9.1%)	8 (12.3%)
<a href="http://https://thefulcrum.ca/news/how-three-current-and-former-u-of-o-students-ha...">http://https://thefulcrum.ca/news/how-three-current-and-former-u-of-o-students-ha...</a>	6 (6.1%)	5 (7.7%)
<a href="https://thefulcrum.ca/news/uosu-launches-first-elections-campaign/">https://thefulcrum.ca/news/uosu-launches-first-elections-campaign/</a>	2 (2.0%)	2 (3.1%)
<a href="https://www.elections.ca/content.aspx?section=res&amp;dir=rec%2Feval%2Fpes2019%2...">https://www.elections.ca/content.aspx?section=res&amp;dir=rec%2Feval%2Fpes2019%2...</a>	1 (1.0%)	1 (1.5%)
<a href="https://www.facebook.com/UofOFulcrum/">https://www.facebook.com/UofOFulcrum/</a>	1 (1.0%)	1 (1.5%)

631 King Edward Avenue  
Ottawa, ON  
K1N 6N5

## Fulcrum Publishing Society – Board of Directors

### Executive Director's Report

Sunday, September 26<sup>th</sup>, 2021

Ludvica Boota and Transition Team

## 1. Finances

### Snapshot of Accounts

The below financial information is accurate as of 1:00 pm on Friday, September 24th, 2021.

	August 2021	September 2021	Difference
<b>TOTAL</b>	<b>\$569,928.53</b>	<b>542,940.47</b>	<b>26,988.06</b>
<b>Chequing (TD)</b>	\$404,840.80	\$377,312.88	27,527.92
<b>Investments (RBC)</b>	\$103,922.14	\$104,215.66	293.52
<b>PayPal Balance</b>	\$1,165.59	1,411.93	246.34
<b>Canada Business Loan (COVID-19)</b>	\$60,000	\$60,000	\$0

UOSU Levy

An update on the levy payment we received last month for the amount of \$33,815.15: Kalki contacted Bernard (UOSU Director of Finance) and he confirmed that payment covers all of the overdue levy from the winter 2021 semester (\$11,316.57) and most of the levy from the summer 2021 semester.

### Overdue Accounts

The following account is overdue:

1. UOSU Levy: \$3,086.81
  - remaining balance from the summer semester levy

### EFT Rejection

We had one EFT rejection from the Sept 9th payroll. The staff member did not inform us of their bank change. The employee was paid via Paypal and their CPP and EI payments were not affected. I've since updated their banking with the correct information. Ceridian credited our account for the amount.

### Advertising

I have had to turn down two advertising requests this month because I am unable to upload ads to our website. I spoke with [Dorian Ghosn](#) about uploading ads on the website but he informed me that before he left, he was using Google Ad's to upload to the site but it stopped working and the issue was never resolved. We looked at the website together but were unable to figure it out. I contacted Stephan from FullView to see if he and his team could help and am waiting to hear back. Will follow up with him this week and look into finding someone/company who specializes in WordPress sites to resolve the issue ASAP.

### Signing Officer Change

The appointment to change signing authorities with TD is October 1st. We will remove Justin as a signing officer and add me. After the appointment I will apply for a corporate card. Kalki will contact Fadi to update the signing authorities on our RBC investment account.

### Audit

Justin gave our auditors access to our QuickBooks account and provided them our bank statements at the end of July. Throughout August and September, Kalki was following up with our bank representatives to get some bank and investment statements, the auditor requested. She was finally able to get them to the auditor last week. Our audit is almost done.

## **2. Human Resources**



### Staff

All positions that did not start in the summer began work on Monday, August 30th, and we now have a complete team of 17 staff members at the Fulcrum!

### Email and Slack Accounts

Kalki gave EdBoard members access to their Fulcrum email accounts and Slack before their start date. Kalki and I troubleshooted any issues people had accessing either of their accounts.

### Ceridian Employee Self Service Accounts

The HR Committee created/reactivated Ceridian accounts for any employees who started at the end of August. This portal allows them to access their pay stubs and T4s online.

### Training Certificates

The EdBoard team has been sent a gentle reminder via Slack to complete the training certificates. I will be individually emailing those who still have not completed the mandatory training to remind them to complete the training ASAP.

### Staff T-Shirts

The t-shirt order was delivered on time for the EdBoard orientation. At this point, all staff members who are in Ottawa have received their Fulcrum t-shirts.

### COVID-19

I sent out an email to the staff notifying them that they no longer need to fill out Fulcrum's COVID-19 screening form. Instead, all staff both students and non-students, as well as Board members, are required by UOttawa to use the UOttawa's COVID-19 Assessment Tool and complete the COVID-19 Vaccination Declaration and do the daily health check-in prior to coming to the office.

## **3. Operations**

### Fulcrum Office

*\*This section will be covered during the in-camera session of the meeting\**

### 101 Week BBQ

The Fulcrum hosted its first 101 Week BBQ on Saturday, September 11th from 1-3pm. We had a great turnout and a fun time! More information about the leadup to our rescheduled date will be included in the Marketing Committee report.

#### 4. Strategic Plan

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

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

For a review of the strategic plan:

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

#### 5. Website

When we disabled 2FA during the transition from Justin, it locked the ED account's access to WordPress. Kalki contacted Stephane and he helped us get back into the account which took a few weeks. She updated the Board of Directors list, which was last updated in July! She followed up with Stephane a few times in the past month asking him to update our website's header/footer with the design Hailey created. We are still waiting on the changes to be made. Stay tuned for a fresh website look!

#### 6. Transition

Kalki has transferred most of the accounts (except CRA and GCOS) over to me and I have been reviewing each account.

631 King Edward Avenue  
Ottawa, ON  
K1N 6N5

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Fulcrum Publishing Society – Board of Directors

**President's Report**

Sunday, September 26<sup>th</sup>, 2021

*Zoom*

Meeting #5 of 2021/22 Publishing Year



Kalki Nagaratnam

## 1. COVID-19 Pandemic

We are still in Step 3 of the [Roadmap to Reopen](#) as the province paused its exit from the roadmap due to the Delta variant and the experiences of other jurisdictions. As of Thursday, September 22nd, the province will require people to be fully vaccinated and provide proof of their vaccination status to access certain businesses and settings (e.g., restaurants and fitness centers).

I will share updates on the Fulcrum's COVID-19 vaccination policy during the Inter-Board Health and Wellness Committee report.

**Fulcrum staff will be permitted to visit the office as needed. The FPS' direction is that there be no more than 15 people in the office at any given time. Everyone must wear masks and maintain physical distancing. They are encouraged to complete the [COVID-19 Daily Health-Check-In](#) before entering the office.**

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

## 2. Executive Committee

The committee did not hold a committee meeting but was busy handling the ED transition and we have now handed almost all ED tasks over to Ludvica. We also had some discussions offline about the office situation. I will provide more details during the in-camera session later today. In the next week or two, we will arrange an orientation session for the new Board member. In October, we will resume working on the projects we put on hold during the transition, e.g., Ombudsperson revamp and new Board pro-bono lawyer search.

## 3. Legal Committee

No updates to provide.

## 4. Capital Assets Committee

No updates to provide.

## 5. Finance Committee

The committee will meet quarterly (October, January, April) on the first Thursday of the month at 5pm to review the year-to-date budget and propose modifications to the current budget if necessary.

## **6. Human Resources Committee**

### Executive Director

As all of you are aware by now, we offered Ludvica Boota the position, and she accepted. Her first day was on Monday, August 30th. We are excited to have her on board. Things have been off to a great start!

Over the past few weeks, the HR Committee prepared and conducted the training for Ludvica, which we split over a few sessions to help her get oriented with the Fulcrum and her ED responsibilities. Charley and I gave her a tour of the office and she has her set of keys to the office. We finished all of the training we had planned except the trip to the uOttawa mail office. I have scheduled weekly check-in meetings with Ludvica to give us a formal opportunity to chat about updates of the week.

### EdBoard Orientation

We gave an introductory presentation for EdBoard during their training week to briefly explain the role of the Board and the ED.

### Payroll

On Friday, September 17th, the HR Committee processed its last payroll cycle as a team. During this transition period, we successfully processed four cycles ourselves (including the one where we had to add/reactivate all of the staff who started on August 30th). Thank you to Kate and Brendan for spending every other Friday afternoon with me! Ludvica is trained on Ceridian and will take care of payroll and employee/director reimbursements moving forward.

## **7. Canada Summer Jobs**

I received an email this week from a program officer with the CSJ program informing us that our project was selected for a telephone interview and financial monitor. I chatted with Justin, and he told me that this is the usual procedure for organizations participating in the CSJ program for the first time. Ludvica is gathering the financial documents they have requested: payroll statement, bank statement, CRA remittance and proof of WSIB coverage.

I have asked for some clarifications about the telephone interview part. They mentioned that they would interview one of our employees funded through the program, and me, individually, but it

was unclear how frequently we would need to participate in an interview and whether we select the employee they will interview or if they pick.

## **8. Other Meetings**

### CHUO and La Rotonde

Earlier this month, Kate, Ludvica and I met with the business managers of CHUO and la Rotonde.

### UOSU

Later in the month, Kate, Brendan, Ludvica and I met with Tim (UOSU President), who had asked for a meeting with us.

## **9. Board Matters**

We have a new candidate who will present themselves for one of the vacant Student Representative seats.

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

- University Representative
- Fulcrum Alumnus
- Student Representative

The screening team made a slight change to the approach we take with the Board recruitment process. We decided to replace the fixed application deadline date with open until filled, turning the call for applications into an ongoing advertisement. I will mention the vacancies in our Board newsletter, post it on the uOttawa Community Engagement Navigator, and ask Jelena to share it again on our socials. If you know anyone who may meet the criteria for these positions, please encourage them to apply!

### In-Camera Matter

We will be going in-camera at the end of the meeting to discuss an update on the office discussion, the employee wellness request, and a proposal from the HR Committee about the Public Holidays, Vacation Pay and Vacation Time section of employee contracts.

## **10. Reminders**

At this point, I hope everyone has submitted their signed code of conduct and confidential disclosure forms and sent their AODA certificates! Please send your bios/pictures to Brendan ASAP to include in our Board newsletter.

## 11. Calendar Items

### ED Lunch/Dinner

In October (TBD)

### Finance Committee Meeting

Thursday, October 7th at 5pm

### Next Board Meeting

Sunday, October 24th at 1pm

631 King Edward Avenue  
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K1N 6N5

## Fulcrum Publishing Society – Board of Directors

### **Inter-Board Health and Wellness Committee Meeting**

Thursday, September 16<sup>th</sup>, 2021 4:00pm - 5:00pm

*Zoom*



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

### **Committee Report**

#### **1. EdBoard Orientation Day**

Charley and the team conducted the EdBoard staff training on Monday, August 30th to help the editorial team get settled into their roles at the Fulcrum. On Tuesday, August 31st, Kate and I gave a virtual presentation (with a Kahoot game) to explain what the Board and the Executive Director do, and explained the code of conduct, payroll, health and safety rep, and the mandatory staff training. Thank you to the directors who were able to join us that day! We hope it was informative for EdBoard. Ludvica is following up with EdBoard members to make sure they complete and send the training certificates so that she can add these to their employee files.

#### **2. Health and Safety Representative**

After the Board presentation, the editorial staff elected their Health and Safety Representative, a requirement for workplaces with 6-19 employees, for this publishing year. The H&S is Damian Piper, the Fulcrum's Podcast Producer. He is currently completing the Workplace Safety and Prevention Services' Health and Safety Representative training course (~8 hours long). Damian will be paid for the duties he performs as the H&S rep. I will arrange a meeting with Ludvica and Damian in October to discuss all things health and safety, e.g., monthly workplace inspections we are required to complete.

### **3. Health and Safety Incident**

We had a health and safety incident on the initial date of the BBQ (Monday, September 6th). Please read Charley's article: "I'm still alive: So that's how my life's going" for the backstory. Damian was present and completed a health and safety incident report that he sent to Ludvica. Ludvica and I met to complete the WSIB file to report the incident. After reading through their site, we noticed that we do not have to inform the WSIB of every health and safety incident. [When should we report an incident to WSIB?](#) Charley returned to work the following evening. We rescheduled the BBQ for Saturday and it went well.

### **4. The Fulcrum's Vaccination Policy**

At the last committee meeting, we decided not to enforce a mandatory vaccination policy at the Fulcrum. The university emailed all of its "tenants" to inform them that since they are on university property, they will need to abide by its vaccination policy, i.e., be fully vaccinated and certify their vaccination status through the [COVID-19 Vaccination Declaration Tool](#). Ludvica sent an email to our staff to request them to declare their vaccination status using the university's online tool. We have also decided that we will not enforce the daily COVID-19 screening tool for anyone who wants to enter the Fulcrum office ourselves. Instead, Ludvica encouraged the staff to complete the university's existing daily health-check-in form before entering the office.

**Fulcrum staff will be permitted to visit the office as needed. The FPS' direction is that there be no more than 15 people in the office at any given time. Everyone must wear masks and maintain physical distancing. They are encouraged to complete the [COVID-19 Daily Health-Check-In](#) before entering the office.**

At today's meeting, I will poll Board members to understand if people would prefer that we continue virtual meetings, hybrid meetings, or a mix of the two (i.e., one in-person meeting a semester).

### **5. Board Newsletter**

Brendan and I have access to the Fulcrum's MailChimp account and Brendan worked on an initial template. We are waiting on a few bios/pictures - please send them to Brendan ASAP! We will send the newsletter in the next few days to include the new Board member's bio/picture. The theme of this newsletter is Meet the Board and ED. A possible theme for the next newsletter is About the FPS Committees.

## **6. Board/Inter-Board Social Event**

We might have a Board + ED + EIC lunch/dinner in October if there is interest to allow everyone to meet each other in person, though a few of us have had a chance to meet in person in the past few weeks!

The committee discussed what our next event in October could be. In the past, it's usually been Halloween-themed. Some ideas the committee thought of were a visit to Saunders Farm, costume contest or movie night. We will narrow down an idea and start planning over the next few weeks.

## **7. Fulcrum Social Event**

As some of you are aware, we recently updated Section 6.6b of our Policy Manual: Melanie Wood Charitable Fund. The budget passed by the Board shall include a line designated as "Melanie Wood Charitable Fund" and which:

- Shall be of an amount of no less than five (5) dollars;
- This fund will be donated toward a charitable group of the board's choosing on an annual and/or regular basis.

An idea I pitched to the committee is the Fulcrum Basketball Tournament night hosted at one of the uOttawa gyms and open to Fulcrum contributors, freelancers, staff, directors and alumni. The winning team gets to decide the charity that the Fulcrum will donate to this year. The committee felt we should provide a list of acceptable charities and set the donation amount beforehand. Teams could also design their own team shirt. Some follow-up items: talk to Charley if there's interest from EdBoard, contributors, freelancers, make a list of charities, and see if local charities want to collaborate with us, and explore booking a uOttawa gym. We discussed that the best date for the event would be sometime in January, and the event could be livestreamed/Christopher could film it into something like the ["The Fulcrum tries cheerleading"](#) video we had in the past.

### Next Committee Meeting

Thursday, October 21st at 4pm



Ottawa, ON  
K1N 6N5

Fulcrum Publishing Society  

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Marketing Committee Report  
Presented by: Kate Murray  
Sunday, September 13<sup>th</sup>, 2021



**Present:** Kate Murray, Kalki Nagaratnam, Charley Dutil, Siena Domaradzki-Kim, Brendan Keane, Ludvica Boota

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

#### 101 Week BBQ Update

Due to bad weather and technical difficulties (the UOSU's BBQ didn't have a propane tank), our BBQ on September 6th was postponed. Jelena made a post on Instagram as soon as we found out this would be the case to let our followers know. The BBQ was postponed until Saturday the 11th from 1-3pm at the same space, UCU Terrace. Ludvica secured the BBQ rental and delivery for us, and Charley had the awesome idea of marketing our event in conjunction with the GeeGees rugby games that day. We ended up having fantastic weather, a great turnout, and some good times at the BBQ on Sunday! Special thanks goes out to Chris for filming the event, Charley for manning the grill and making some delicious burgers, Hailey and Amira for providing the music, water bottle refilling, and sous-cheffing, Kalki and Brendan for being great line assemblers, and Ludvica for renting a top-notch BBQ! And also to the lovely folks (Damian, Bridget, Jasmine, Sanjida, Desiree, Amira, and Hailey) who helped out during BBQ take one on Monday.

#### Newsstands Project

Michael Robb, the Facilities Manager at the University, contacted Ludvica about removing our "display racks" around the campus. Ludvica mentioned to him that the Marketing Committee has a plan to repurpose the newsstands around campus. Michael replied that while he doesn't speak for the entire campus, he thinks that it would be reasonable to have them in use or removed by the end of the calendar year (December).

#### Our plans:

- For the "wire" type newsstands that have the option to place a poster in them, we're thinking of rotating through each month and changing out the poster for the monthly edition poster. Ludvica suggested that we could use these stands for ad revenue on the bottom half of the stand and the top half could have the Fulcrums socials, and proactively seek out clients as a way to increase our advertising revenue.

- For the “box” type newsstands, we're thinking of commissioning a competition where we seek applications from students to paint them, we then pick our favourites and have the various stands painted in a way where they are both works of art and still promote the Fulcrum brand (we would pay the artists for their work). This is a project we're thinking of doing in October, and will be discussing at our September Marketing Committee meeting.

The committee also discussed initial plans for the “box” style newsstands project. More details on this can be found in the meeting notes (attached at the top of this report). The next step is to begin finalising the contest details, which Ludvica has offered to start drafting.

Since September’s Committee meeting, there have been some exciting suggestions made, which will be discussed at the next Committee meeting.

Fulcrum Publishing Society – Board of Directors  
Policy Committee Report (Sunday, September 26, 2021)



### **August Policy Committee Meeting: Monday, September 27, 2021**

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

#### **Policy Manual**

#### **Proposed Changes to Section 1: Interpretation**

##### 1.01 (i)

**Removed:** “by Section 1.0 of by-law two” which originally came after “the Corporation”.

**Reason:** Is not specified in Section 1 of the Bylaws

##### 1.01 (l)

**Changed:** “Newspaper” to “News Outlet”.

**Reason:** This change coincides with the changes made on The Fulcrum’s social media.

##### 1.01 (q)

**Removed:** “of Directors of the Corporation” which originally followed “excludes the Board”

**Reason:** “Board of Directors of the Corporation” is redundant since Section 1.01 (b) already defines “the Board” as “the Board of Directors of the Corporation”.

### 1.01 (u)

**Capitalized:** “*Staff status*” to “*Staff Status*”.

**Reason:** To coincide with the capitalization of all other titles in this section.

## **Proposed Changes to Section 4: Committees**

### 4.3: Marketing Committee

**Removed:** “*on campus*” after “*increase The Fulcrum’s visibility*”.

**Reason:** As campus has moved further online, The Fulcrum’s visibility should increase generally rather than just on campus.

### 4.4: Finance Committee

**Removed:** “*The*” before “*Executive Director*”

**Added:** “*Treasurer*” to list of who the committee is comprised of

**Reason:** Multiple uses of “the” in the list of who the committee is composed of is redundant; having the treasurer as a member of the Finance Committee just makes sense.

### 4.5: Human Resource Committee

**Removed:** Two utterances of “*Social Media Manager*”: one concerning the HR Committee being responsible for hiring the Social Media Manager, and the other concerning the HR Committee being responsible for conducting exit interviews for the Social Media Manager.

**Added:** “*Vice President*” to the list of members on the standing committee; changed additional number of directors from two (2) to one (1).

**Reason:** I, for the life of me, cannot remember why “*Social Media Manager*” utterances were removed, but I know that when we removed these it made perfect sense to do so; Vice President being added as an official standing member of the HR Committee makes perfect sense because it often goes unsaid that the VP should be a member of this committee.

### 4.9: Executive Committee

**Added:** “*Chair*” to list of Executive Committee members.

**Reason:** The “*Chair*”, for whatever reason, was not included in the list of committee members.

## Bylaws

### **Changes to Bylaw 1, Section 1: Interpretation**

### 1.01 (l)

**Changed:** “Newspaper” to “News Outlet”.

**Reason:** This change coincides with the changes made on The Fulcrum’s social media.

## **Changes to Bylaw 1, Section 2: Business of the Corporation**

### **2.05: Voting Shares and Securities in other Companies**

**Changed:** “person or persons” to person(s)

**Reason:** For the sake of reducing words, we decided to change this. This change works in this context, though we noted that there are other instances where changes like this would not work.

## **Changes to Bylaw 1, Section 5: Meeting of Members**

### **5.01: Place and Time of Meetings**

**Capitalized:** “M” in the word Members, as in “Meeting of Members”.

**Reason:** In “Section 1: Interpretation”, where the vocabulary is outlined, “Meeting of Members” is capitalized like so.

### **5.02: Annual Meeting (of Members)**

**Added:** “of Members” to 5.02’s section title (from “Annual Meeting” to “Annual Meeting of Members”)

**Capitalized:** “M” in the word Members.

**Reason:** Usage of “Meeting of Members” versus just using “Meeting” coincides with the vocabulary outlined in “Section 1: Interpretation”.

### **5.05: Chief Returning Officer**

**Added:** “of Members” after “Annual Meeting”.

**Changed:** “meeting of members” to “Annual Meeting of Members”.

**Reason:** Usage of “Meeting of Members” versus just using “Meeting” coincides with the vocabulary outlined in “Section 1: Interpretation”; the change from “meeting of members” to “Annual Meeting of Members” both coincides with the vocabulary outlined in ‘Section 1: Interpretation’, but also specifies that it is the Annual Meeting of Members being talked about, rather than monthly, weekly, etc.

### **5.08: Vote**

**Added:** “a” before “Meeting of Members”

#### 5.09: Proxies

***Changed:*** “*meeting’s Chair*” to “*Chief of Staff*”

***Reason:*** This is generally the procedure, so we decided to do an official change