

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, November 28th, 2021
Zoom, 12:55pm-3:20pm
Meeting #7 2021-2022 Publishing Year

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

Partially Present: Benjamin King, Siena Domaradzki-Kim, Jelena Maric (ex-officio), Amit Shanbhoug

Absent (with reason):

Absent (without reason):

1. Opening of Meeting

B. Keane opened the meeting at 1:00pm.

2. Approval of Agenda

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

3. Approval of October Meeting Minutes

K. Murray motioned to approve the October Meeting Minutes. S. Coulavin seconded the motion. The motion passed.

4. Standing Actions List & Forward Agenda

B. Keane went through the standing actions list and made the necessary changes.

5. Editor-in-Chief

C. Dutil began his report by noting that there is a weird sound coming out of the radiators at the office. L. Boota said that she'll look into this.

Staffing

C. Dutil informed the Board that with one of the staff writers resigning in late October, and a number of hours have opened up, which he's decided to redistribute amongst the team. He explained that they redistributed the hours in a way that allows the team to fix fundamental issues that they've had with content since the beginning of the year. C. Dutil gave the example of the Fulcrum Radio Show's headlines, and they've increased both staff writers' hours and in exchange, they will write and read the headlines every week.

Team Bonding

C. Dutil mentioned that the news team along with Amira had a fun night at the office covering the UOSU's FGA on November 15th. He went on to say that last Monday he brought his kitten, Ghost, to the office for EdBoard, which was a sweet moment as he bonded with everyone and was super playful.

C. Dutil informed the Board that on Friday, EdBoard had a team meeting to choose which stories and pictures they would like to send in for the JHM awards, which will take place at NASH in March.

C. Dutil said that on Tuesday, staff will be going to Clockwork Pub to celebrate this semester. He added that they also have a Secret Santa!

Facebook

C. Dutil stated that Facebook has been the bane of his existence for the last month or so. He explained that on October 22nd, the Fulcrum's Facebook page was unpublished for allegedly breaking Facebook's page policies, and as for which ones, he said he's not sure. C. Dutil continued, saying that he's attempted to appeal it twice now, and that he's tried looking for a phone number to contact them with no luck. He said that he's not sure what to do; the team could wait for the appeal, start a new Facebook account, or, he suggested, return to print.

Return to print?

C. Dutil indicated that he and Ludvica have started to look into returning to print starting as early as next semester. He noted that they will be putting a plan together in the next week or so.

Content

C. Dutil proceeded to give the Board some highlights from the team:

- News: update on the pending class-action lawsuit by former physician Vincent Nadon and an explainer on why FnS put karaoke on hold;
- Sports: Jasmine has been amazing and has had a lot of help from the Fulcrum's intern, Jerome;
- Opinions & Science and Technology: Sanjida and Emma continue to impress. Emma's section has published some strong articles this month, including her interview with Professor Andre Desrochers on the first massive extinction;
- Videography and Podcast: Chris and Damian continue their strong work.

K. Nagaratnam asked if C. Dutil had already changed the hours for the staff. C. Dutil replied that Ludvica can speak to this. L. Boota stated that the only person whose hours have changed is Desiree as she took over for Shailee's extra hours this week.

6. Social Media Manager

Twitter

J. Maric reported that the Fulcrum's Twitter account has grown in some categories and also gone down in some. She noted the following analytics:

- gained seven new followers, bringing the total follower count to 4,733;
- mentions have decreased by 4.5%, compared to 12.5% last month;
- tweet impressions have decreased from 53.2K to 34.6K;
- profile visits have gone up by 20.8% from 4,070 to 5,378; and
- the Fulcrum has also tweeted more this month, going from 83 last month to 99.

J. Maric briefly went over a breakdown of the top tweets for the month. She noted that the Fulcrum's initial tweet for the Fulcrum's live-tweeting coverage of the UOSU's FGA is the Fulcrum's top tweet for the month. J. Maric enthused that this is great to see because students are not only engaged with the Fulcrum, but also with what happens with the UOSU. She continued, saying that another top tweet over the past month was the one about the Gee-Gees beating Victoria to move onto the finals, and added that the story about the committee academic freedom report also performed well. J. Maric mentioned that it's nice to see people interacting with the different types of content that we're putting out.

Instagram

J. Maric reported that the Fulcrum's Instagram followers have been steadily growing, which she said is great to see. She indicated that impressions have gone down from 107,834 to 67,465 this month and the average reach has gone down from 1,093 last month to 793 this month. J. Maric continued, saying that the Fulcrum's Instagram account has seen quite a bit of fluctuation in website clicks and a bit in profile visits. She noted that the Fulcrum has averaged 1,917 profile visits and 651 website clicks this month whereas last month the Fulcrum averaged 1,204 profile visits and 264 website clicks.

J. Maric proceeded to give a breakdown of the Fulcrum's posts and how they've been doing. She stated that overall, the Fulcrum's posts on Instagram have been performing quite well, most notably, Sanjida's piece about catcalling, the Fulcrum's breaking news story, cover, FnS piece, and a follow-up piece on Nadon.

Website

J. Maric noted that overall, all of the Fulcrum's categories have gone down. She provided the following analytics to the Board:

- Users last month: 44,783 to 44,247 this month;
- Sessions last month: 50,963 to 48,958 this month;
- Pageviews last month: 124,095 to 117,525 this month;
- Bounce rate has gone down from 0.98% to 1.07% this month.

Top Channels

J. Maric briefly reviewed the Fulcrum's top channels with the largest being organic search. She added that she's looking into seeing the top stories of what's been recently published rather than from across the years.

7. Executive Director

Finances

L. Boota began her report by reviewing the Fulcrum's finances. She indicated that the only main change was in the Fulcrum's investments account, which increased by just over \$1,600.

L. Boota informed the Board that the Fulcrum can expect the fall student levy around December 15, 2021 from both UOSU and GSAED.

L. Boota stated that the change in signing authority is complete, and that she can now sign cheques. She noted that to get a corporate credit card, all three signing authorities need to meet with TD, and so they are working on finding a date. L. Boota added that for RBC, the change in signing authority is complete.

L. Boota mentioned that in terms of going forward, the Fulcrum had several Visa and Debit cards open; TD has closed all of them. She clarified that there is only one debit card on the account now and it is under her name. L. Boota continued, saying that when she leaves, she'll have to close hers herself and the signing authority will have to open one in their name. L. Boota said that Justin Turcotte, the Fulcrum's previous Executive Director, has one open with some on it, which will end up as a cheque to the Fulcrum.

L. Boota informed the Board that before she can attempt to tackle advertising, the Fulcrum needs a working website first, which is a work in progress.

L. Boota reported that the audit has been completed and that the CRA deposited the Fulcrum's GST return in the amount of \$1,941.75 into the Fulcrum's account.

Human Resources

L. Boota informed the Board that two employees have resigned: Salama El hajj effective October 26th and Zofka Svec effective November 26th. She noted that Zofka will be handing in her keys sometime this week when she's on campus.

L. Boota reported that fall performance appraisals have been completed. She explained that they created a formal performance appraisal document that the Editor-in-Chief, with input from both the Managing Editor and the Multimedia Director, filled out for each employee. L. Boota continued, saying that appraisals were completed on November 11th, and all employees received a copy of their appraisal, and that most of them have been returned signed. She mentioned that she sat in on the marathon appraisal day, and noted that next year, they're going to consider holding them over a couple of days.

L. Boota announced that the holiday dinner is scheduled for November 30th at 7PM at the Clock Tower Pub on Rideau. She explained that as an employee appreciation initiative, each employee will receive \$25 to go towards their dinner. L. Boota mentioned that she'll be attending and will be putting the bill on her Visa card. She went on to say that those who do not live in Ottawa (Aly,

Jelena, and Zoe) were offered \$25 to go towards their sweatshirts in place of dinner. L. Boota stated that the total cost for employee appreciation is \$425.

L. Boota informed the Board that half of the staff still haven't accessed their Ceridian accounts. She said that she'll make a surprise visit to the January EdBoard meeting to go through activating your account on Ceridian, show them how to access their pay stubs and T4's, and explain why it's important. Then, L. Boota said she'll reset the passwords again.

L. Boota indicated that two staff members still have not completed the mandatory training. She said that she'll be speaking to the Editor-in-Chief about this and how to move forward.

L. Boota stated that they've decided that staff sweatshirts will wait until the new 80th-year logo is created before making an order. She enthusiastically mentioned that everyone is excited!

Operations

L. Boota reported that HUB media insurance has been paid for the year.

Strategic Plan

L. Boota mentioned that based on the Town Hall in November (which went well!), she'll review the Strategic Plan to revise for the upcoming year.

Website

L. Boota commented that the website is a bit interesting. She informed the Board that she spoke with Stephane about a billing issue - FullView hasn't been billing the Fulcrum since June, and we have a balance that needs to be paid. L. Boota explained that she'll prepare a cheque for December to pay in full (\$1,776.86) when Ben, the Fulcrum's third signing authority, is back. She continued, saying that K. Nagaratnam is going to schedule a meeting with Stephane to discuss the upgrade to the server as the website needs a bigger one, costs, and service that FullView will provide.

K. Nagaratnam stated that if we can't keep the cost to around what it is now, we're going to start looking into some alternative website host options.

At this point in the meeting, B. King joined the meeting and took over as Chair from B. Keane.

8. Treasurer Report

S. Coulavin gave a short financial presentation on the budget comparison to the November numbers. K. Nagaratnam wondered if the percentages column is how much of the Fulcrum's budget that has been spent to date. S. Coulavin replied that that's correct. Some of the points that S. Coulavin reviewed (looking at the percentages column of the report) included:

- The total revenue listed is 10% of what the Fulcrum is supposed to receive;
- The total expenses line accounts for half of the year, and we'll have a better idea at the end of the year; and

- The net income line is low because not all of the levies from the University have come in yet.

9. President

Covid-19 Pandemic

K. Nagaratnam began her report by giving a COVID-19 update. She stated that Fulcrum staff will be permitted to visit the office as needed. K. Nagaratnam 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 masks, maintain physical distancing, and be fully vaccinated. She added that individuals are encouraged to complete the COVID-19 daily health check-in before entering the office.

Executive Committee

K. Nagaratnam mentioned that the committee met a few times over the past month to plan the Fall Town Hall Meeting as well as to revamp the Ombudsperson position. She informed the Board that the committee sent the Ombudsperson role revamp document to Ludvica, Charley, and team this month to review and add their comments, which has been done. K. Nagaratnam continued, saying that the committee will address their feedback and start drafting the posting/agreement with the Ombudsperson's day-to-day responsibilities. She added that Ben is preparing a mid-year Board check-in survey that he will share with the directors in the next week.

Legal and Capital Assets Committees

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

Finance Committee

K. Nagaratnam announced that the next quarterly Finance Committee meeting is on Thursday, January 6th at 5pm. She stated that the committee will review the budget vs. actual to see if modifications need to be made to the current budget. K. Nagaratnam noted that the budget season begins in January, and the final draft of the 2022-2023 budget will be presented at the March Board meeting ahead of the Annual General Meeting in April.

Human Resources Committee

K. Nagaratnam reported that the committee held performance appraisals for Ludvica and Charley this past week.

K. Nagaratnam informed the Board that the committee has a proposal to present to the Board involving three employees' hours.

K. Nagaratnam stated that with the budget planning starting soon, the committee will need to determine the wages and salaries line of the budget and the staff positions we will need for the next publishing year. She mentioned that the committee will hold an initial meeting with Ludvica and Charley in January to get their input.

Canada Summer Jobs

K. Nagaratnam informed the Board that she'll complete the payment claim forms for each employee funded through the program and that will wrap up the Fulcrum's CSJ project for the year. She noted that the committee plans to apply again for 2022, and that applications should open mid-end of January. K. Nagaratnam added that she sent Ludvica a copy of the form that was submitted last year to help her with the application process.

Memorandum of Agreement with GSAED

K. Nagaratnam stated that GSAED's legal counsel finished reviewing the draft MOA, now Terms of Reference, that the Fulcrum created based on the Fulcrum's current agreement with UOSU. She commented that she would like the Board to review the changes. K. Nagaratnam wondered if the Board should send the agreement over to the Fulcrum's pro bono lawyer before we sign it, and also wondered about general provision #7. L. Boota said that she believes it means that anything that the Fulcrum publishes, GSAED isn't liable for the Fulcrum's content. K. Nagaratnam said that she's going to send the agreement to the Fulcrum's pro bono lawyer and then will bring it back to the Board for approval, hopefully at the January Board meeting.

Fall Town Hall Meeting

K. Nagaratnam recalled that the Fulcrum had its first-ever Town Hall and first hybrid meeting, which was organized by the Board, on Sunday, November 21st. She said that it was a productive meeting, and the Board received good feedback and suggestions on the Content and Internal Culture priority areas from the Strategic Plan that the Board will look to implement in 2022. K. Nagaratnam gave a special thank you to Ludvica for moderating the event and Brendan and Kate for their help with planning. She also thanked everyone who took the time to attend. Moving forward, she commented that the Executive Committee are considering holding an annual Town Hall for the Board and staff in November, and reserving the Strategic Planning Session as a Board-only annual retreat in late August/early September.

Board Matters

K. Nagaratnam reminded the Board that there are currently three vacant seats on the 2021-2022 Board: University Representative, Fulcrum Alumnus, and Student Representative. She indicated that Amit sent her a Board matrix template and the screening team will look into tailoring it to better track the expertise of the current Board members. K. Nagaratnam continued, saying that they believe that it could be a useful tool to take a targeted recruitment approach and diversify the skill-set of the Fulcrum's Board. She noted that, as always, if you know anyone who may meet the criteria for these positions, please encourage them to apply.

In-Camera Matter

K. Nagaratnam stated that we will go in-camera at the end of the meeting to discuss the office and the HR Committee's proposal.

Reminders

K. Nagaratnam requested that directors please complete the survey that Ben will send out. She added that he'll present the results at the January Board meeting. K. Nagaratnam said that the Board will not have any meetings in December; have a good Fulcrum-free winter break.

Calendar Items

K. Nagaratnam advised of two upcoming meetings in the New Year: the Finance Committee meeting on Thursday, January 6th at 5pm and the next Board meeting on Sunday, January 23rd at 1pm.

10. Inter-Board Health and Wellness Committee

Health and Safety Stress Survey

K. Nagaratnam stated that Ludvica sent the Health and Safety Survey to EdBoard (15 staff members in total) on November 8th. She reported that 12 responses were received, which is a response rate of 80%! K. Nagaratnam continued, saying that the results were presented at the Fall Town Hall Meeting, and the presentation will be added in the next Board newsletter. She noted that many of the suggestions were around staffing and workload, and mentioned that the HR Committee will look into them with Charley and Ludvica next semester as they begin planning staff positions for the 2022-23 publishing year. K. Nagaratnam added that over the summer, the committee is going to explore how the survey questions could be revised.

Health and Safety Representative

K. Nagaratnam informed the Board that Damian has completed the Workplace Safety and Prevention Services' Health and Safety Representative training course (~8 hours long). She indicated that apart from reporting any health and safety issues they see at the office, the H&S Rep is most likely not going to have other tasks this term. K. Nagaratnam said that over the summer, the Board is going to explore the role of the Health and Safety Representative and the Fulcrum's requirements as a corporation when it comes to health and safety.

Board Newsletter

K. Nagaratnam stated that the second Board newsletter was sent out on November 9th. She explained that this issue covered the Town Hall Meeting, H&S Survey, Strategic Plan, and Board Committees. K. Nagaratnam proceeded to briefly review the analytics from the newsletter. She mentioned that the next newsletter will go out in January, and offered that the committee discussed covering the following topics: recap of the Town Hall Meeting with links to all of the presentations, 80th anniversary (preview of upcoming events the Fulcrum has planned, e.g., launch of 80th anniversary logo, basketball tournament).

Fulcrum Charity Drive

Context

K. Nagaratnam began by providing some context for the idea behind the Fulcrum Charity Drive. She explained that over the summer, the Board updated Section 6.6b of the Fulcrum's Policy Manual as follows:

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.

General Idea

K. Nagaratnam said that the general idea is to have a Fulcrum Basketball Tournament night hosted at one of the uOttawa gyms and open to contributors, freelancers, staff, directors, and alumni. She continued, saying that each team picks a charity they will represent (from a predetermined list) and the Fulcrum will donate to the charity represented by the winning team. K. Nagaratnam noted that a fundraising campaign will precede and lead up to the tournament where the committee will encourage the uOttawa community to help us reach and smash our fundraising target. She added that marketing-wise, the tournament could be filmed into something like the Fulcrum tries cheerleading video, sports article, TikTok, and she said that we have the option to make this an annual Fulcrum event.

Date

K. Nagaratnam mentioned that the date that the committee is proposing is the first week of March on a Saturday around 1pm (sometime in the mid-afternoon) so that it can be hosted during the Fulcrum's 80th anniversary celebrations, and it gives the committee more time to plan as well as enough time to hold a fundraising campaign. She suggested that to offset expenses from the event, the committee could see if FnS could sponsor us, and the winning team can be provided with an FnS gift card.

Attendees

K. Nagaratnam clarified that attendance at the tournament is optional, and is open to whoever wants to participate from the eligible list of attendees above. She mentioned that most people should register ahead of time when they can declare their skill-level, although a few drop-ins can be accommodated on the day of. K. Nagaratnam stated that at the next meeting, the committee will decide whether the teams should be selected by the committee or not, and the minimum/maximum number of attendees, which she said will depend on the size of the gym that the committee books.

Format of the Game

K. Nagaratnam informed the Board that the committee will decide on the format of the game at the next meeting after getting a better idea of the gym space and cost. She noted that it will be either 5 vs. 5 or 3 vs. 3, consist of a short warm up game, and then the teams will play a quarter vs. each other. K. Nagaratnam said that the winners will advance to play the final game of four games in total.

Donation Amount

K. Nagaratnam reminded everyone that the Board allocated \$150.00 towards the Melanie Wood Charitable Fund at the last Board meeting, which will be the fundraising target. She indicated that the committee supports the idea of taking a donation matching approach up to a maximum of \$150.

Fundraising Campaign Period

K. Nagaratnam indicated that the campaign period will be from February 1st until the day of the tournament, and will be accepting them via PayPal through the Donate page on the Fulcrum's website.

Charities

K. Nagaratnam commented that something that the Board can help with is not only narrowing down the current list of possible charities, but also finding some more charities that serve the University community specifically. Discussion ensued regarding the potential charities list and the Board began narrowing down the list.

Next Steps (what should be done by the next meeting?)

K. Nagaratnam listed some of the next steps in preparing for this event, which include:

- Deciding on the gym size and getting quotes from uOttawa;
- Getting in touch with FnS about sponsorship (in collaboration with the Marketing Committee);
- Preparing sign up forms and promo materials (in collaboration with the Marketing Committee);
- Inviting Jelena and Jasmine to the next committee meeting to help finalize advertising and the format of the tournament.

11. Marketing Committee

Newsstands Project

K. Murray reported that the committee will be exploring three options for the newsstands: painting directly on top of the newsstands, plexiglass, and a film option, which would protect both the bottom of the box and the artwork. She mentioned that members of the committee will be pricing all three options and might even use all three for the different boxes instead of going with just one route.

Fulcrum 80th Anniversary Logo

K. Murray proceeded to give an update on the Fulcrum 80th anniversary logo. She announced that Hailey, the Fulcrum's Multimedia Director, will be designing two mock-ups for the Fulcrum's celebratory 80th year anniversary logo, which will be submitted to K. Murray by November 30th. K. Murray explained that staff will vote on the options at their last EdBoard meeting in December, and that she'll then prepare an email motion for the Board to ratify the logo that was voted on by the staff. She went on to say that the committee will discuss how to splash out the special logo on the Fulcrum's socials at the committee's January meeting, which will be in time for the February launch of the 80th anniversary logo. K. Murray informed the Board that Ludvica consulted some independent graphic designers that she knows to get their advice and insight on how much Hailey should be paid for her work on this. She continued, saying that given the parameters of this project, the graphic designers suggested a figure in the range of \$150-200, which the committee is in agreement with.

K. Murray wondered whether this amount will be a separate cheque/PayPal transaction or if it will be included when she receives her regular pay. L. Boots clarified that it will be a separate cheque/transaction since this will be contract work outside of her regular duties.

12. Policy Committee

B. Keane explained that he'll be covering two meetings with his report, and there'll be no report in January from him. He proceeded to review the proposed additions and changes to the Policy Manual and Bylaws, which can be found in full in the Policy Committee Report of the Appendices section of these meeting minutes. K. Nagaratnam suggested the following friendly amendments:

- Remove one of the mentions of “incurred” in the Expense Reimbursement Policy as there are too many in a row and it sounds a bit awkward;
- Part of 8.3 was accidentally crossed out; and
- Keep “or in the charge of the Corporation” in the Disciplinary Procedures Policy.

B.Keane motioned to adopt the changes made by the Policy Committee and approve them as a package. K. Nagaratnam seconded the motion. The motion passed.

13. Fulcrum Facebook Account Situation

C. Dutil explained that the Fulcrum's Facebook account was unpublished on October 22, but he's not sure why. Discussion ensued on the possible next steps to take. C. Dutil informed the Board that he sent an email to Facebook and Meta, and that he can't find a phone number to contact. He added that he doesn't know what the Fulcrum's Facebook account violated so they don't know how to avoid doing it again. K. Nagaratnam wondered what the Fulcrum's plan should be if Facebook/Meta doesn't respond.

L. Boota stated that she thinks the Fulcrum should start a new Facebook account in the meantime because the Fulcrum is losing steam while we continue to investigate; we need a due date. C. Dutil said that there are several options: the Fulcrum can open a new Facebook account, and if the Fulcrum's old Facebook account is republished, the Fulcrum should have it be another Fulcrum Facebook page, for sports, the podcast, or something of that nature. K. Nagaratnam wondered if the Fulcrum could merge the two Facebook accounts. C. Dutil offered to look into this possibility.

The group also discussed finding an alternative if this situation ever happens again so that the Fulcrum isn't dependant on social media, C. Dutil suggested that this could be an app or even going back to print (not full-time, but monthly or something) so that the Fulcrum still has options to advertise themselves.

14. Revisit Standing Actions List and Forward Agenda

K. Nagaratnam wondered if the treasurer report should be a monthly report until the end of May. L. Boots offered that she thinks having the treasurer report is helpful, even if it's only a bi-monthly occurrence.

K. Nagaratnam and B. Keane made some changes to the standing actions list and forward agenda.

K. Nagaratnam asked if the PayPal account on the donate page of the Fulcrum's website is the right one. L. Boots replied that she hasn't tried it yet, but she thinks it is set as the Fulcrum's PayPal.

15. Other Business

B. King went through the Board survey and showed a preview of what it's going to look like. He mentioned that he'll be sending out a link with the survey either tonight or tomorrow and asked that directors fill it out sometime within the next few weeks. B. King noted that he'll present the results at the January Board meeting.

16. In-Camera Session

K. Nagaratnam stated that she'd like to go in-camera to discuss three items, the first, concerning redistributing the hours to existing positions instead of filling the staff writer position, she'd like everyone present to be in-camera for the discussion. She noted that the next two items are related, and she'd like everyone except for C. Dutil to be present for the discussions.

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

K. Nagaratnam motioned to approve this proposal and recommendation from the HR Committee. B. Keane seconded the motion. The motion passed.

C. Dutil left the meeting.

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

K. Nagaratnam motioned to adjourn the meeting at 3:20pm. The motion passed.

Online Votes

On Friday, December 3, 2021, K. Murray put forward a motion, seconded by K. Nagaratnam to essentially add one week of unpaid vacation over the holidays and shift the start and end of the winter publishing term by one week (from January 3 2022 - April 3 2022 to January 10 2022 - April 10 2022). The motion in full is included below. It passed on Monday, December 6, 2021.

Ottawa, ON
K1N 6N5

Fulcrum Publishing Society – Board of Directors
EDITORIAL BOARD CONTRACT AMENDMENTS
December 1, 2021



WHEREAS The Editorial Board collectively wished not to start the winter publishing term on January 3, 2022 because courses do not start until January 11, 2022 (and run until April 14, 2022).

WHEREAS The Editorial Board voted to change the winter publishing term **from** January 3, 2022 - April 3, 2022 **to** January 10, 2022 - April 10, 2022.

WHEREAS The majority of the Editorial Board's contracts currently end on April 3, 2022, and thus there would be a requirement for an amendment to extend the contracts.

WHEREAS The majority of the Editorial Board's contracts currently state the unpaid vacation time for the holiday break is from December 6, 2021 to January 3, 2022. Therefore, unless they are paid for the week of January 3, 2022, the dates would need to be amended and their holiday break would need to be extended from December 6, 2021 to January 9, 2022 in that portion of the contracts, Section 12. PUBLIC HOLIDAYS, VACATION PAY, AND VACATION TIME.

WHEREAS Section 5.01 b. of Bylaw 2 of the Fulcrum states that "The Board shall possess general jurisdiction and final authority over all legal agreements made on behalf of the Corporation except where specified otherwise in the Bylaws of the Corporation."

WHEREAS Section 5.01 j. of Bylaw 2 of the Fulcrum states that "The Board shall fix on or before its second meeting, the publishing schedule of the Fulcrum for the upcoming year, if applicable."

WHEREAS The Editorial Board contracts are considered legal agreements, and thus need Board approval for any amendments to them.

BE IT RESOLVED THAT The holiday break for the Editorial Board be extended from December 6, 2021 to January 9, 2022, and that the contracts be extended to April 10, 2022.

BE IT FURTHER RESOLVED THAT There will be no change on payments as the extra week in January would be unpaid vacation time.

On Tuesday, January 11, 2022, K. Murray put forward a motion, seconded by K. Nagaratnam, to ratify Gabrielle Muzychka as a Staff Writer and Desiree Nikfardjam as the Arts & Culture Editor. The motion in full is included below. It passed on Friday, January 14, 2022.

631 King Edward Avenue
Ottawa, ON
K1N 6N5

Fulcrum Publishing Society – Board of Directors
RATIFICATION OF NEW EDITORIAL BOARD STAFF
January 10, 2022



WHEREAS Salma El-Hajj resigned from her position as a Staff Writer for The Fulcrum and Zofka Svec resigned from her position as the Arts & Culture Editor for The Fulcrum.

WHEREAS The Hiring Committee on the Editorial Board followed the hiring procedure outlined in Section 8 of The Fulcrum's Editorial Constitution.

WHEREAS The Hiring Committee has narrowed down their search to one prospective candidate for each position: Gabrielle Muzychka for the position of Staff Writer and Desiree Nikfardjam for the position of Arts & Culture Editor.

WHEREAS On January 10, 2022, Ludvica Boota, a member of the Hiring Committee has submitted the following declaration to the FPS's President,

"New Editorial Board Member"

1. Gabrielle Muzychka: Staff Writer
2. Desiree Nikfardjam: Arts & Culture Editor

I attest that the individual listed above was hired in compliance with the FPS Policy Manual and Editorial Constitution, as well as all applicable legislation, and in a process that was free of discrimination. They have the skills necessary to perform their duties and we look forward to working with them."

WHEREAS Section 7.10 of The Fulcrum's Policy Manual states that "The hiring committee shall notify the Board of the selected candidate. A vote to ratify the selected candidate shall be

initiated by the President before the proposed start date”.

WHEREAS The start date for both positions was today, January 10, 2022 as the Hiring Committee had already sent the candidates an email and they had forgotten that the candidates have to be ratified by the Board ahead of time.

BE IT RESOLVED THAT The Board approves and ratifies Gabrielle Muzychka’s hiring as a Staff Writer for The Fulcrum Publishing Society and Desiree Nikfardjam’s hiring as the Arts & Culture Editor for The Fulcrum Publishing Society effective January 10, 2022.

Appendices

EIC Board Report Nov. 2021

Staffing

With one of the staff writers resigning in late October, a number of hours have opened up that we have decided to redistribute among the team.

We have redistributed the hours in a way that allows us to fix fundamental issues that we have had with content since the start of the year. A clear example of this is with the Fulcrum Radio Show’s headlines, we have upped both staff writers’ hours and in exchange, they write and read the headlines every week.

Ludvica and I, have also requested an in-camera session later in the meeting to address another staffing issue. For this session, Aly the Fulcrum’s Managing Editor, will be joining us to share her concerns — concerns Ludvica and I share.

Team Bonding

First off, the news team along with Amira had a fun night at the office covering the UOSU’s FGA on Nov. 15. I ordered pizza for all and we had fun all the while doing work!

Last Monday, I brought my kitten Ghost to the office for edboard, this was a very wholesome moment, he bonded with everyone on staff and was super playful.

On Friday, we had a team meeting to choose which stories and pictures we would like to send in for the JHM awards which will take place at Nash in March.

Finally, on Tuesday we will all be going to Clockwork to celebrate our semester, we have an edboard secret Santa, and after we will go out to a nearby bar.

Facebook

Ah, yes the bane of my existence...

On Oct. 22, the Fulcrum's Facebook page was unpublished for, allegedly, breaking **Facebook's page policies**. Which policies? I couldn't tell you.

One thing's for sure we still haven't gotten back our Facebook, this is despite my two attempts to appeal it and my attempts to reach Facebook's client service which doesn't exist.

I am not sure what we should do at this point to be honest. We can wait for the appeal, start a new one or my favourite thing going back to print.

Return to print?

Ludvica and I have started to look into returning to print starting as early as next semester. We will be putting a plan together in the next week or so.

Content

Highlights in news included an update on the pending class-action lawsuit by former physician Vincent Nadon and an explainer on why FNS put karaoke on hold. Jasmine has been amazing with Sports, she has had a lot of help from the intern Jerome. Sanjida continues to impress me with opinions and the same can be said of Emma. Her section has pushed out some really strong articles this month including her [interview](#) with professor André Desrochers on the first massive extinction. Finally, Chris and Damian continue their strong work with videos and the podcast.

631 King Edward Avenue
Ottawa, ON
K1N 6N5

Fulcrum Publishing Society – Board of Directors

Analytics Report

Date: November 24, 2021

Name: Jelena Maric

Overview

1. Twitter
2. Instagram
3. Website

Twitter (via Twitter Analytics)





28 day summary with change over previous period



Overview

- Once again, we have grown in some categories but have went down in some
- We have gained 7 new followers, bringing our total follower count to 4,733
- Our mentions have gone down by 4.5%, compared to 12.5% last month
- Our tweet impressions have gone down from 53.2K to 34.6K
- Profile visits have gone up by 20.8% from 4,070 to 5,378
- We have also tweeted more this month; going from 83 last month to 99

 <p>The Fulcrum @The_Fulcrum · Nov 22</p> <p>#Sports: Retweet your favourite FNS order! ow.ly/PuvJ50GTBXm pic.twitter.com/qUw7oj9rK5</p> <p>View Tweet activity</p>	<p>1,868 46 2.5%</p>
--	--------------------------------

	The Fulcrum @The_Fulcrum · Nov 15 Hey everyone, it's Amira from the Fulcrum! We'll be live-tweeting the UOSU's Fall General Assembly. We are currently waiting for it to start, stay tuned! View Tweet activity	1,671	82	4.9%
	The Fulcrum @The_Fulcrum · Nov 13 The Gee-Gees kicked their way to the U Sports national championship final with an OT win against Victoria on Friday. The Gees will now face the host Queen's in the final as they stunned Laval in their semifinal match on Friday The game will take place tomorrow at 3:30 p.m. pic.twitter.com/rjeaoKgfnJ View Tweet activity	1,180	21	1.8%
	The Fulcrum @The_Fulcrum · Nov 15 Motion for UOSU members to go pee passes. View Tweet activity	1,100	28	2.5%
	The Fulcrum @The_Fulcrum · Nov 4 #News "The Committee is therefore against the exclusion of words, works or ideas in the context of respectful academic presentations and discussions whose educational goal is to promote the dissemination of knowledge." thefulcrum.ca/news/breaking-...	997	82	8.2%

Overview:

- A breakdown of our top tweets for the month
- Our initial tweet for our live-tweeting coverage of the UOSU's FGA on the 15th is our top tweet for the month which is great to see
 - Points to students being engaged not only with us, but what happens with UOSU
- Another top tweet was the one about the Gee-Gee's beating Victoria to move onto the finals
- Our story about the committee academic freedom report also did very well
- It's nice to see a mix of sports, breaking news and live tweeting doing well

Instagram (via Later.com)

FOLLOWERS

2,095

FOLLOWERS

22

GROWTH

1.06%

GROWTH RATE

2,100

2,080

25 Oct 27 Oct 29 Oct 31 Oct 2 Nov 4 Nov 6 Nov 8 Nov 10 Nov 12 Nov 14 Nov 16 Nov 18 Nov 20 Nov 22 Nov 24 Nov

Nov 24, 2021

2,095

Followers

IMPRESSIONS

67,465

IMPRESSIONS

7,500

5,000

2,500

25 Oct 27 Oct 29 Oct 31 Oct 2 Nov 4 Nov 6 Nov 8 Nov 10 Nov 12 Nov 14 Nov 16 Nov 18 Nov 20 Nov 22 Nov 24 Nov

Nov 25, 2021

1,932

Impressions

REACH

793

AVG. REACH

2,000

1,000

25 Oct 27 Oct 29 Oct 31 Oct 2 Nov 4 Nov 6 Nov 8 Nov 10 Nov 12 Nov 14 Nov 16 Nov 18 Nov 20 Nov 22 Nov 24 Nov

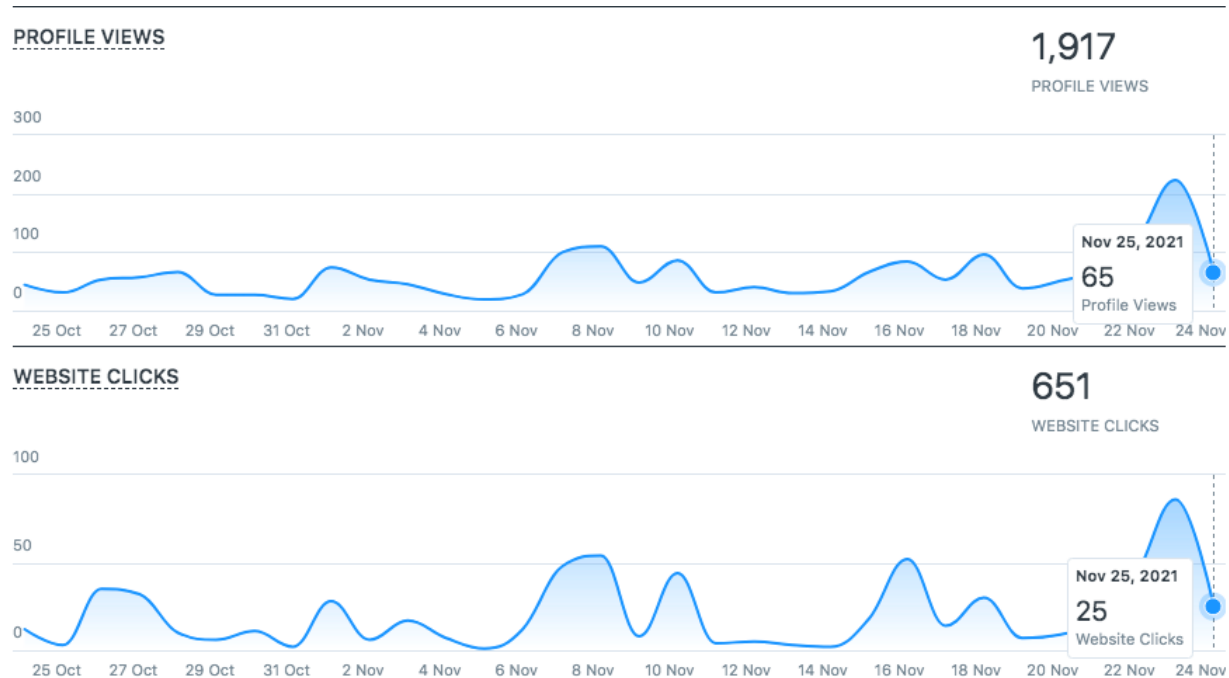
Nov 25, 2021

955

Reach













Overview:

- Followers have continued to grow steadily which is great to see
- We've gained 22 new followers in the past few weeks, having 2,095 followers now
- Our impressions have gone down from 107,834 to 67,465 this month
- Our average reach has gone from 1093 last month to 793 this month



Overview:

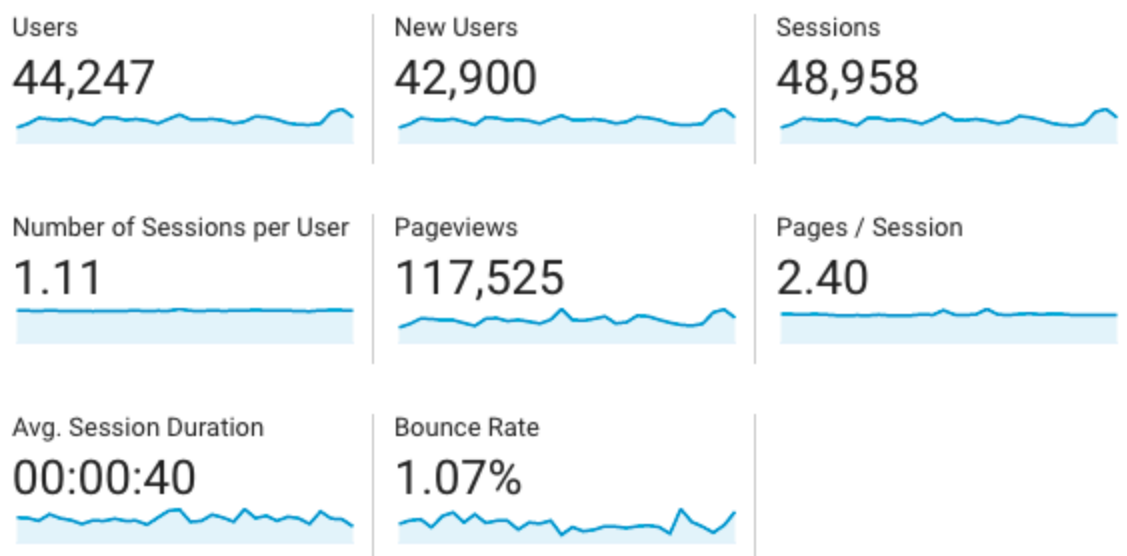
- We've seen quite a bit of fluctuation in website clicks and a bit in profile visits
- We've averaged 1,917 profile visits and 651 website clicks
- Last month:
 - Profile visits: 1,204
 - Website clicks: 264

	NOV 25, 2021 6:57 PM Fun Sh*t: Ranking my most memorable...	1.72%	2,097	357	328	36	0	0
	NOV 25, 2021 2:04 PM Live from the archives: Setting the satellite...	0.96%	2,094	352	328	20	0	0
	NOV 24, 2021 7:01 PM #News: Wednesday night karaoke at Fath...	7.60%	2,093	1,375	1,279	159	0	7
	NOV 24, 2021 4:29 PM Fulc faces: Introducing the people behind th...	1.82%	2,092	595	550	38	0	0
	NOV 24, 2021 1:02 PM #Sports: Gee-Gees put up three in the third t...	1.15%	2,090	459	428	24	0	0
	NOV 24, 2021 12:02 PM #DearDi: First date dentist * He licked m...	1.77%	2,090	780	713	35	2	0
	NOV 23, 2021 8:06 PM Last week, we reported that the University of...	7.40%	2,081	2,325	2,184	154	0	14
	NOV 23, 2021 4:30 PM #Sports: Gee-gees volleyball team wins...	2.31%	2,081	772	696	48	0	1
	NOV 19, 2021 7:06 PM BREAKING: The University of Ottawa...	4.57%	2,080	1,292	1,177	94	1	2
	NOV 19, 2021 3:25 PM All aboard the omnibus! This week's...	3.99%	2,080	1,150	872	80	3	3
	NOV 19, 2021 1:09 PM On this week's show, Amira Benjamin...	0.87%	2,080	426	375	18	0	0
	NOV 19, 2021 9:01 AM #News: University refusing to post notic...	2.16%	2,080	1,010	942	44	1	2

Overview:

- Overall, our posts on Instagram have been performing quite well, and we once again have a mix of stories and pieces that are doing well
- Sanjida's piece about cat calling, our breaking news story, our cover, our FNS piece and a follow up piece on Nadon have all done very well

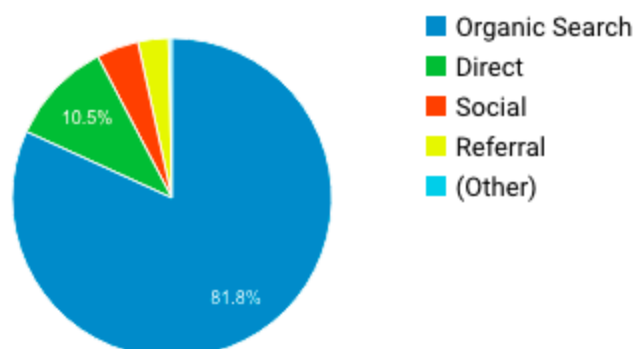
Website (via Google Analytics)



Overview:

- Overall, all of our categories have gone down
 - Users last month: 44,783 to 44,247 this month
 - Sessions last month: 50,963 to 48,958 this month
 - Pageviews last month: 124,095 to 117,525 this month
- Bounce rate has gone down from 0.98% to 1.07% this month

Top Channels



Page Title	Pageviews	% Pageviews
1. Nasty women: Red Scare and their unique ability to make everyone angry - The Fulcrum	5,302	20.22%
2. A brief history of pornography until 1910 - The Fulcrum	2,526	9.63%
3. Students with poor Internet left behind in online learning atmosphere - The Fulcrum	1,654	6.31%
4. The Fulcrum	1,305	4.98%
5. The benefits and drawbacks of masturbation during COVID-19 - The Fulcrum	1,099	4.19%
6. Dear Di: How do I assert dominance as a woman in the bedroom? - The Fulcrum	918	3.50%
7. University refusing to post notice of certification for Nadon victims' pending class action lawsuit on its webpage, suit now seeking \$500 million - The Fulcrum	674	2.57%
8. Five foods to avoid during exams - The Fulcrum	434	1.65%
9. CUP Wire: Ryerson University announces name change, approves standing strong task force recommendations - The Fulcrum	427	1.63%
10. The Fulcrum's porn personality quiz - The Fulcrum	361	1.38%

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Fulcrum Publishing Society – Board of Directors

Executive Director's Report

Sunday, November 28th, 2021

Ludvica Boota

1. FinancesSnapshot of Accounts

The below financial information is accurate as of 11:00 AM on Friday, November 26, 2021.

	October 2021	November 2021	Difference
TOTAL	512,140.95	486,808.01	25,332.94
Chequing (TD)	344,750.72	318,013.77	26,736.95
Investments (RBC)	\$103,223.30	104,915.57	1,692.27
PayPal Balance	\$4,166.93	\$3,878.67	2,88.26
Canada Business Loan (COVID-19)	\$60,000	\$60,000	\$0

Student Levy

The fall student levy is expected around Dec 15, 2021 from both UOSU and GSAED.

Signing Officer Change

I met with TD on November 19th and the change in signing authority is complete. To get a corporate card, all three signing authorities need to meet with TD. We are working on a date.

For RBC, the change in signing authority complete.

Opened Visas and Debit Cards:

TD is looking into two opened visa cards, including one that was recently charged \$305.66 by iPage.com. I am waiting to hear back on closing these accounts.

TD closed four different bank cards, one that dated back to 2015. There is only one debit card on the account now and it is under my name.

Advertising

Before we can even attempt to tackle this issue, we first need a working website. This is a work in progress.

Audit

CRA deposited the GST return into our account in the amount of \$1,941.75.

2. Human Resources

ResignationTwo Employee have resigned:

Salama El hajj effective Oct 26

Zofka Svec effective November 26

Fall Performance Appraisals

We created a formal performance appraisal document that the EIC, with input from both the ME and MD, filled out for each employee. Appraisals were completed on November 11 and all employees received a copy of their appraisal. I sat in on the marathon appraisal day.

Employee Appreciation - Holiday Dinner

The Holiday dinner is scheduled for November 30th at 7 PM at the Clock Tower Pub on Rideau.

As an employee appreciation initiative, each employee will receive \$25 to go towards their dinner. I will be attending and putting the bill on my visa card.

Those who do not live here (Aly, Jelena, and Zoe) were offered \$25 to go towards their sweatshirts in place of dinner.

Total cost for employee appreciation: \$ 425

Ceridian Employee Self Service Accounts

Half the staff still have not accessed their Ceridian accounts. I will make a surprise visit to the January Edboard meeting to go through activating your account on Ceridian, show them how to access their pay stubs and T4's and explain why it is important. Then I will reset the passwords again.

Training Certificates

Two staff members still have not completed the training. I will be speaking to the EIC about this and how to move forward.

Staff Sweatshirts

We have decided that this will wait until the new 80th-year logo is created before ordering the sweatshirts. Everyone is excited!

3. Operations

HUB insurance

Media insurance has been paid for the year.

4. Strategic Plan

Based on the Town Hall in November, I will review the strategic plan to revise for the upcoming year.

5. Website

I spoke with Stephane about the billing issue, he has not been billing us since June and will prepare a cheque for December to pay in full \$1, 776.86.

Website Hosting: \$1,186.73 (\$169.49 /month * 7 June to Dec)

Header/Footer Invoice: \$590.43

Kalki is reaching out to Stephan to schedule a meeting with him to discuss the upgrade to the server, costs, and the service that they will provide.

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President's Report

Sunday, November 25th, 2021

Zoom

Meeting #7 of 2021/22 Publishing Year




Kalki Nagaratnam

1. COVID-19 Pandemic

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, and be fully vaccinated. Individuals are encouraged to complete the [COVID-19 Daily Health-Check-In](#) before entering the office.

2. Executive Committee

The committee met a few times during the month to plan the Fall Town Hall Meeting. We sent the Ombudsperson role revamp document to Ludvica, Charley and team this month to review and add their comments, which they have done.  **Ombudsperson Role at the Fulcrum** The committee will address their feedback and start drafting the posting/agreement with the Ombudsperson's day-to-day responsibilities. Ben is preparing a mid-year Board check-in survey that he will share with the directors in the next week.

3. Legal Committee

No updates to provide.

4. Capital Assets Committee

No updates to provide.

5. Finance Committee

The next quarterly Finance Committee meeting is on Thursday, January 6th at 5pm. We will review the budget vs. actual and see if modifications need to be made to the current budget. Budget season begins in January. The final draft of the 2022-2023 budget will be presented at the March Board meeting, ahead of the AGM in April.

6. Human Resources Committee

Performance Appraisals

The committee held performance appraisals for Ludvica and Charley this past week.

HR Committee Proposal

We have a proposal to present to the Board involving three employees' hours.

2022-2023 Staff Positions

With the budget planning starting soon, the HR Committee will need to determine the wages and salaries line of the budget and the staff positions we will need for the next publishing year. We will hold an initial meeting with Ludvica and Charley in January to get their input.

7. Canada Summer Jobs

I will complete the payment claim forms for each employee funded through the program and that wraps up our CSJ project for this year. We plan to apply again in 2022. Applications should open mid-end January. I have sent Ludvica a copy of the form we submitted last year to help her with the application process.

8. Memorandum of Agreement with GSAED

GSAED's legal counsel finished reviewing the draft MOA (now Terms of Reference)

■ MOA - GSAED-Fulcrum Draft November 10, 2021.pdf that we created based on our current agreement with UOSU. I would like the Board to review the changes.

9. Fall Town Hall Meeting

We had our first-ever Town Hall and first hybrid meeting organized by the Board on Sunday, November 21st. It was a productive meeting and we received good feedback and suggestions on the Content and Internal Culture priority areas from the Strategic Plan that we will look to implement in 2022. A special thank you to Ludvica for moderating the event and Brendan and Kate for your help with planning. Thank you to everyone who took the time to attend.

☰ Town Hall Meeting Notes (Nov 2021)


Moving forward, we are considering holding an annual Town Hall for the Board and staff in November, and reserving the Strategic Planning Session as a Board-only annual retreat in late August/early September.

10. Board Matters

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

- University Representative
- Fulcrum Alumnus
- Student Representative

Amit sent me a Board matrix template and the screening team will look into tailoring it to better track the expertise of the current Board members.

 Fulcrum Board Competency Matrix 2021-2022.xlsx . We believe it could be a useful tool to take a targeted recruitment approach and diversify the skill-set of our Board. As always, if you know anyone who may meet the criteria for these positions, please encourage them to apply!

In-Camera Matter

We will go in camera at the end of the meeting to discuss the office and the HR Committee's proposal.

11. Reminders

Please complete the survey Ben will send out. He will present the results at the January Board meeting. We will not have meetings in December! Have a good Fulcrum-free winter break.

12. Calendar Items

Finance Committee Meeting

Thursday, January 6th at 5pm

Next Board Meeting

Sunday, January 23rd at 1pm

631 King Edward Avenue
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Fulcrum Publishing Society – Board of Directors

Inter-Board Health and Wellness Committee Meeting

Thursday, November 18th, 2021 4:00pm - 5:00pm

Zoom



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

Committee Report

1. Health and Safety Stress Survey

Ludvica sent the H&S Stress Survey to EdBoard (15 staff members in total) on November 8th. We received 12 responses – a response rate of 80%! The results were presented at the Fall Town Hall Meeting, and the presentation will be added in the next newsletter. Many of the suggestions were around staffing. The HR Committee will look into them with Charley and Ludvica next semester as we begin planning staff positions for the 2022-2023 publishing year.

[Link to survey](#)

[Link to presentation](#)

Over the summer, we will explore how the survey questions could be revised.

2. Health and Safety Representative

Damian has completed the Workplace Safety and Prevention Services' Health and Safety Representative training course (~8 hours long). Apart from reporting any health and safety issues they see at the office, the H&S Rep is most likely not going to have other tasks this term.

Over the summer, we will explore the role of the Health and Safety Representative and our requirements as a corporation when it comes to health and safety.

3. Board Newsletter

We sent out our second Board newsletter on November 9th. In this issue, we covered the Town Hall Meeting, H&S Survey, Strategic Plan and Board Committees. Here are the analytics:

23 Recipients

Audience: The Fulcrum Newsletter (Tags: [boardnewsletter](#))

Delivered: Tue, Nov 9, 2021 3:51 pm

Subject: FPS Board News: November 2021

[View email](#) · [Download](#) · [Print](#) · [Share](#)

20 Opened	6 Clicked	0 Bounced	0 Unsubscribed
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Feedback

Successful deliveries	23 100.0%	Clicks per unique opens	30.0%
Total opens	44	Total clicks	8
Last opened	11/21/21 10:49AM	Last clicked	11/21/21 12:19PM
Forwarded	0	Abuse reports	0

Analytics from last time:

24 Recipients

Audience: The Fulcrum Newsletter (Tags: [boardnewsletter](#))

Delivered: Tue, Sep 28, 2021 12:24 pm

Subject: FPS Board News: September 2021

[View email](#) · [Download](#) · [Print](#) · [Share](#)

19 Opened	1 Clicked	0 Bounced	0 Unsubscribed
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Successful deliveries	24 100.0%	Clicks per unique opens	5.3%
Total opens	47	Total clicks	1
Last opened	10/4/21 4:05PM	Last clicked	10/1/21 9:41AM
Forwarded	0	Abuse reports	0

The next newsletter will go out in January. The committee discussed topics to cover: recap of town hall with links to all the presentations, 80th anniversary (preview of upcoming events we have planned, e.g., launch of 80th anniversary logo (thank Hailey), basketball tournament).

4. Fulcrum Charity Drive

Context

We updated Section 6.6b of our Policy Manual in the summer:

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.

General Idea

A Fulcrum Basketball Tournament night hosted at one of the uOttawa gyms and open to Fulcrum contributors, freelancers, staff, directors and alumni. Each team picks a charity they will represent (from a predetermined list) and the Fulcrum will donate to the charity represented by the winning team. A fundraising campaign will precede and lead up to the tournament where we will encourage the uOttawa community to help us reach and smash our fundraising target! Marketing-wise, the tournament could be filmed into something like the [“The Fulcrum tries cheerleading”](#) video, sports article, TikTok, and we have the option to make this an annual Fulcrum event.

Date

Original date: end of January

New date: first week of March on a Saturday mid-afternoon (1pm)

Reasoning: to have it during our 80th anniversary celebrations, gives us more time to plan (2 more Inter-Board meetings), and enough time to hold a fundraising campaign.

To offset expenses from this event, we could see if FnS can sponsor us and we will make a reservation at FnS for the winning team with a gift certificate.

Rental cost for booking uOttawa gym: <https://www.geegees.ca/en/facility/gymnasium-montpetit>.

Attendees

Staff, Board, Contributors/Freelancers, and Alumni.

Attendance is not mandatory. The tournament is open to whoever wants to participate from the eligible list of attendees above. Most people should register ahead of time where they can declare their skill-level. We can accomodate a few drop ins on the day of. At the next meeting, the committee will decide whether the teams should be selected by us or not, and the minimum/maximum number of attendees - depends on the size of the gym we book.

Format of the Game

The committee will decide on the format of the game at the next meeting after getting a better idea of the gym space and cost. It will be 5 vs. 5 or 3 vs. 3, consist of a short warm up game, then

teams will play a quarter vs. each other. The winners will advance to play the final game. Four games in total.

Donation Amount

The Board allocated \$150.00 towards the Melanie Wood Charitable Fund at the last Board meeting - the fundraising target. The committee supports the idea of taking a donation matching approach. It helps us increase the total amount we will donate to the charity without having to donate more ourselves.

i.e., 100% of the funds donated by anyone would go towards the charity, and the Fulcrum will match 1:1 (double) the donation made, up to a maximum of \$150.

Fundraising Campaign Period

Feb 1st - until the day of the tournament.

How are we accepting donations? PayPal through the Donate page on our website:

<https://thefulcrum.ca/donate/>.

Charities

Good resource: <https://www.canadahelps.org/en/explore/charities/city/ottawa/>

1. Cornerstone Housing for Women
2. Ottawa Food Bank → University of Ottawa Food Bank
3. Volunteer Ottawa
4. Ottawa Community Housing Foundation
5. Ottawa Network for Education
6. Big Brothers Big Sisters Ottawa
7. Distress Centre of Ottawa and Region
8. Youth Services Bureau of Ottawa Charitable Foundation
9. Start2Finish

The committee tried narrowing down this list, but realized we should look for more charities focused on serving university students, if possible. We looked through the Community Engagement Navigator and found that most of the organizations on it were uOttawa clubs.

We would like the Board to review this list and help us narrow it down to ~7 charities. I will present a motion to approve the official list of charities for the 2022 Fulcrum Charity Drive.

Next Steps (what should be done by the next meeting?)

Decide on the gym size and get quotes from uOttawa

Get in touch with FnS about sponsorship - with Marketing Committee

Prepare sign up form and promo materials - with Marketing Committee

Invite Jelena and Jasmine to the next committee meeting to help finalize advertising and format of the tournament.

Next Committee Meeting

Thursday, January 20th at 4pm

631 King Edward Avenue
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Fulcrum Publishing Society
Marketing Committee Report
Presented by: Kate Murray
Sunday, October 24th, 2021



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

Notes from the meeting: [Fulcrum Marketing Committee Agenda November 2021 - Google Docs](#)

Newsstands Project

- Exploring three options for the newsstands: painting the art directly on top of the newsstands, plexiglass, and a film option, which would protect both the bottom of the box and the artwork. Going to be pricing all three options and might even use all three for the different boxes instead of just going one route

Fulcrum 80th Anniversary Logo

- Hailey, the Fulcrum's Multimedia Director, will be designing two mock-ups for the Fulcrum's celebratory 80th year anniversary logo.
- Mock-up's will be submitted by November 30th
- Staff will vote on the options at their last EdBoard meeting in December, I'll prepare an email motion for the Board to ratify the logo that was voted on by the staff

- Committee will discuss how to splash out this on our socials at our next meeting in January, in time for the February launch of the 80th anniversary logo
- Will be paying Hailey somewhere in the \$150-200 range for her work (Ludvica consulted some independent graphic designers that she knows and this is the figure that they suggested for the project given our parameters)

Next committee meeting: January 13th, 2021 at 5:00pm

Fulcrum Publishing Society – Board of Directors
Policy Committee Report (Sunday, November 28, 2021)



October/November Policy Committee Meeting(s): Monday, October 25, 2021; Monday, November 22, 2021

Present: Brendan Keane (Chair), Kalki Nagaratnam, Ben King; Brendan Keane, Kalki Nagaratnam, Kate Murray, Ludvica Boota

October's Meeting

Expense Reimbursement Policy

- To be added to Section 5: Financial Governance in the Policy Manual
- *5.19 Expense Reimbursement Employees must obtain written approval from the Executive Director before incurring any eligible expenses incurred on behalf of the Corporation in the performance of their duties. All expenses will require a receipt or invoice and must be submitted to the ED by email within thirty (30) days of incurring the expense(s). If the receipt has been lost, a signed Lost Receipt Declaration Form shall be submitted to the ED if the expenditure indicated on the form is below fifty (50) dollars. If the amount of the expenditure indicated on the Lost Receipt Declaration Form is more than fifty (50) dollars, only fifty (50) dollars of the expenditure amount shall be reimbursed.*
- The intent of this is to incentivise employees to keep and send receipts or invoices in a prompt manner for the purpose of reimbursement. If a receipt happens to be lost, then the employee may declare it as lost and be reimbursed an amount up to fifty dollars.

Policy Manual

Section 8: Disciplinary Procedures

8.3 Human Resources Committee. The Human Resources Committee is a standing committee of the Board consisting of the President, Vice President, and one (1) ~~and at least two (2)~~ directors. ~~The committee shall select a chair from its numbers. It shall have the authority to discipline, but~~

not dismiss any employee. However, the committee may recommend dismissal of any employee to the Board.

8.7 Emergency Removal Procedures. Under extreme circumstances the Board shall have the authority to terminate immediately the employment of any employee.

- The President and at least one (1) other member of the Board must notify the employee of the issue.
- Immediately following the notification, the employee shall be *temporarily* suspended of *their* duties, title, and access. All actions required to ensure the suspension of access must be overseen by the President or Vice President.
- . . .

8.8 Dismissal Procedures. Dismissal of all employees will be conducted by the President and one (1) other director of the Board.

- a. Immediately following their dismissal, employees must receive a *payment cheque* for all unpaid monies and vacation pay owed to the employee as well as any termination pay required by law.
- b. The employee must also receive a letter of dismissal outlining the reason for dismissal (“without cause” is considered a reason in this context), a breakdown of all monies paid to them, and the signatures of the President and at least one (1) director of the Corporation. The *Corporation Fulerum* retains the right to withhold a final paycheck until all outstanding assets are returned. If any of the procedures herein are in contradiction to an employee's contract, the contract shall prevail.
- c. If the employee is owed other monies that cannot be paid immediately, a statement of monies owed must be presented to the employee along with a letter indicating how they are to receive those funds, and any stipulations that may lead to them receiving fewer monies than indicated. If available, they should also receive a record of employment.
- d. The President *and/or ED* is charged with acquiring any and all property of the Corporation, *or in the charge of the Corporation* that is currently in the possession of the employee prior to the employee leaving the headquarters of the Corporation. Dismissed employees must be monitored by *the ED any business member of the Fulerum* at all times while they are in the Corporation's headquarters.
- e. . . .

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Section 8: Officers

8.06 Chief of Staff. The Chief of Staff shall act as sSecretary of all meetings of directors and members and shall have charge of the minute books of the Corporation and the documents and registers required to be maintained under the Act. Tthey shall give or cause to be given notices of all meetings of members and of the Board. They shall be custodian of the seal of the Corporation and shall affix the same to any instrument requiring the same. They will certify all documents of the Corporation that require certification.

8.10 Treasurer. The Treasurer is responsible for the oversight of corporate liquidity, investments, and risk management related to the Corporation's financial activities. The Treasurer must review the Executive Director books and financial records, meet with the Executive Director, and make an independent presentation of the Corporation's ~~Fulcrum's~~ financial position quarterly.

November's Meeting

Policy Manual

Section 9: Transitions

9.1 Transition Reports. All Editorial Board members must submit a transition report to the Executive Director **and/or Editor-in-Chief** by April 30. Executives of the Board and committee chairs must submit a transition report to the President by May 31.

Quick question here: are transition reports to be reported to the ED or the EIC?

Section 10: Advertising Policy

10.4 Excessively Delayed Payments. If after two (2) months from the date of the last expected payment, no payment has been received for that time period and no payment plan has been agreed upon, no further advertising contracts may be signed and no advertisements required by any standing contracts may be published.

- a. As soon as payment has been received or a payment plan (for debt owed) has been agreed upon, then advertisement may resume and new advertising contracts may be signed.
- b. If a payment plan has been agreed to, but not upheld by the client, then the Fulcrum *Publishing Society* reserves the right to cancel any open contracts and/or pursue collections.

Section 11: Technology Policy

11.4 Cybersecurity. ~~Cybersecurity is important for a digital media Corporation.~~ The Editor-in-Chief and the Executive Director are stewards of information security and are responsible for creating and maintaining procedures for employees to protect the Corporation's digital assets. The President is responsible for ensuring cybersecurity and best practices amongst the Board of Directors.

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Section 10: Auditors

10.01 Appointment of Auditor. The Board shall choose, through a resolution, three (3) or more auditors to present to the membership at a meeting of the members. The Executive Director is responsible for presenting the profiles of auditors to be considered at least once every three (3) years. The membership shall, by a majority vote, decide on one of the three (3) auditors to hold

office until such time that the Board decides to present a successor to the membership.

Section 11: Notices

11.02 Signature to Notices. The signature to any notices or demand may be written, stamped, typewritten or printed., ~~or partly written, stamped, typewritten or printed.~~

11.04 Proof of Service. A certificate of the President, ~~a~~ Vice President, ~~the~~ Chief of Staff or any other officer of the Corporation in office at the time of the making of the certificate in relation to the mailing or delivery of any notice to or demand upon any member, director, officer or auditor or in relation to the publication of any notice or demand shall be conclusive evidence thereof and shall be binding on every member, director, officer or auditor of the Corporation as the case may be.

11.06 Primary Method of Giving Notice. If it is deemed by the Board that the methods of giving notice as described through Section 11.01 to Section 11.05 of this Bylaw is not feasible then any notice published in the Fulcrum shall be considered the primary and preferred method to give notice to membership of the Corporation only. That is provided that the notice is published in the Fulcrum a minimum of two (2) weeks online directly ~~preceding~~ ~~proceeding the date or~~ date(s) of the requested attendance of the membership. This method may also be accompanied by some other form of notice to the membership, such as publication of the notice in *any method that the Board deems appropriate*. ~~other University of Ottawa publications, posters placed on the University of Ottawa campus, or any other method that the Board deems appropriate.~~