

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, February 27th, 2022
Zoom, 12:55pm-3:09pm
Meeting #9 2021-2022 Publishing Year

Present: Kalki Nagaratnam, Kate Murray, Brendan Keane, Ludvica Boota (ex-officio), Charley Dutil (ex-officio), Benjamin King, Siena Domaradzki-Kim, Jelena Maric (ex-officio), Sam Coulavin

Partially Present:

Absent (with reason): Amit Shanbhoug

Absent (without reason):

1. Opening of Meeting

B. King opened the meeting at 1:00pm EST.

2. Approval of Agenda

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

3. Kahoot Quiz

B. King led a kahoot quiz on stories from this past month.

4. Approval of January Meeting Minutes

K. Nagaratnam motioned to approve the January Meeting Minutes. B. Keane seconded the motion. The motion passed.

5. Standing Actions List & Forward Agenda

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

6. Editor-in-Chief

Staffing

C. Dutil reported that Gabrielle and Desiree are still adapting into their new positions.

C. Dutil reminded the Board that the Fulcrum will be having the Editor-in-Chief election on March 11th. He indicated that there's a possibility that there might be a co-candidature.

Written Content

C. Dutil stated that two features stood out to him this month: Zoë's piece on the diversification of counsellors on campus, and his piece on LeBlanc.

C. Dutil mentioned that in news, the Fulcrum covered the University's return to campus amidst the "Freedom Convoy" and Omicron. He continued, saying that the Fulcrum also explored the Mental Health and Wellness Committee's annual progress report, the UOSU creation of \$175,000 in scholarships, and broke the news that the University was pledging to divest from all fossil fuel investments by 2023.

C. Dutil noted that sports only restarted a week into February, so Jasmine hasn't been too busy, although the Fulcrum did cover Capital Hoops.

C. Dutil indicated that the arts section was stuck in a similar predicament, and Desiree had to rely on a lot of pieces that could be written in a virtual world.

C. Dutil said that during his two terms, he's been blessed with super hard-working science and tech editors. He continued, saying that the number of articles that Emma produces each month is insane considering she writes 95% of them. C. Dutil added that his two favourite articles from the past were on how new research shows how werewolves survived Pleistocene extinction and learning how spiders talk with researcher Sebastian Echeverri.

C. Dutil praised Sanjida's work, from wholesome pieces to hard-hitting opinions and fun things that everyone can laugh about.

C. Dutil commented that the Fulcrum had a couple of editorials as well: one written by Hailey about the "Freedom Convoy's" annoying presence in Ottawa streets and another written by himself about the new student's code of conduct and how it could jeopardise student press on campus.

Multimedia

C. Dutil stated that Damian has found a niche for the podcast in environmental and political reporting within the City of Ottawa. He added that Damian has also started releasing one-off specials dedicated to environmental journalism and issues, which he really likes.

C. Dutil enthused that Hailey continues to create engaging visuals and content. He specifically highlighted her work on the classic covers, and the one modelled on the 90s layout, which he said looked incredible.

C. Dutil mentioned that Christopher has put out some videos which have received some raving reviews, such as his piece on the ice-carving competition and the Fulcrum's poutine reviews.

C. Dutil informed the Board that on campus he's moved some newsstands around, noting that there's one in Morisset, Cafe Alt, and Second Cup. He said that the ones in the University Centre are missing.

7. Social Media Manager

Facebook

J. Maric began by explaining that recently a lot of things have changed about the Fulcrum's analytics. She clarified that it's the same information, it just looks a little different.

J. Maric informed the Board that post engagement has gone down on the Fulcrum's Facebook page, although the Fulcrum's account gained six page followers. She continued, saying that the Fulcrum's post reach is slightly down from last month, and the Fulcrum's account has had three shares and 12 link clicks so far this month.

J. Maric commented that individual posts have been better in terms of post reach compared to last month. She added that the Fulcrum's Capital Hoops coverage did really well this month as did the Fulcrum's Poutine Review. J. Maric suggested that the Fulcrum should continue to push out content and have staff, Board members, and writers share it to their Facebook feeds so that the Fulcrum can get some more engagement and followers.

Twitter

J. Maric reported that the Fulcrum's Twitter account did really well this month, having gone up in all categories compared to last month. She proceeded to note some specific stats including:

- Impressions went up from 18.2K to 19.7K;
- Profile visits went up from 2,825 last month to 4,639 this month;
- Mentions went up from 18 to 41; and
- Followers went up from one, bringing the total to 4,741

J. Maric indicated that overall, the Fulcrum's tweets have been doing better than last month in terms of impressions and engagement. She noted that the Fulcrum's feature about international students did the best, and that Charley's Leblanc piece, Hailey's opinion piece, and the Fulcrum's video and podcast have all done extremely well too.

Instagram

J. Maric stated that the Fulcrum's Instagram account did great as well. She mentioned that the Fulcrum's Instagram account gained 39 new followers, the Fulcrum's impressions have increased as has Fulcrum's reach. J. Maric continued, saying that both the Fulcrum's profile visits and website clicks have also increased. She commented that overall, the Fulcrum's Instagram account has seen a lot of engagement, growth, and traction.

J. Maric then gave a breakdown of how some of the Fulcrum's stories have done over the past few weeks.

Website

J. Maric informed the Board that overall, all of the Fulcrum's categories have gone up as has the bounce rate, which increased from 0.84% to 1.06%.

8. Executive Director

Finances

Snapshot of Accounts

L. Boota began her report by reviewing the Fulcrum's finances. She noted that there's been a major change in the Fulcrum's investments account, but reassured the Board that things are down everywhere though.

Canada Emergency Business Account (CEBA) Loan

L. Boota informed the Board that the deadline to repay the loan had been extended to December 2023, and that she'll be making the repayment this month.

Human Resources

Canada Summer Jobs

L. Boota stated that the applications for 2022 were submitted for three positions: Multimedia Director, Web/Tech Support, and Administrative Support.

Performance Appraisals

L. Boota mentioned that she sent an email to all staff to schedule their performance appraisal with her, the Editor-in-Chief, and/or the Managing Editor or the Multimedia Director. She noted that this will be done the second week in March.

Sweatshirts

L. Boota said that an email will be sent the last week of February to ask for sizes, colours, and any lettering (name/position) on sleeves. She added that she'll include the Board on the email.

Operations

AGM

L. Boota indicated that the room and accountant have been booked for the Annual General Meeting.

WSIB

L. Boota reported that this payment has been made.

Strategic Plan

Priority Area 6: Partnerships

L. Boota announced that she has connected with the new coordinator of the Digital Journalism program at uOttawa, and is trying to set up a meeting with him about getting some interns next year. She went on to state that Telfer has allowed the Fulcrum to participate in their Connexions Program, which is an internship with Telfer. She explained that the Fulcrum can post their

internship on their site and solicit applications. L. Boota continued, saying that if people apply, the Fulcrum will get an intern.

Website

L. Boota informed the Board that she met with Stephane from FullView Design. Along with Hailey, the Fulcrum's Multimedia Director, and Kalki. She said that they discussed the issues and changes that need to happen for the Fulcrum's website. L. Boota noted that she also mentioned the issue about getting ads on the Fulcrum's website using Google Ads. She commented that Stephane said that they will look at the ads issue and will send a quote to the Fulcrum this week. L. Boota advised that she has not received a quote yet and she's sent a follow up email.

B. King clarified that the Telfer Connections Program are not paid internships, but rather two credits and eight hours a week for the students.

K. Nagaratnam noted that for the Annual General Meeting, if the Fulcrum wants to use a projector, we'll have to pay for a technician.

9. Budget vs Actuals

S. Coulavin briefly reviewed the Fulcrum's budget vs actuals. The following are some of the notes that he made of the changes to some of the lines:

- Google Ads revenue addition to the online advertising line;
- Levy revenue lines don't reflect the whole amount yet. L. Boota added that the Fulcrum is supposed to receive more later in the form of the winter levies;
- CSJ is lower;
- Total revenue is lower than the revised budget;
- Expenses → pretty much on track. Regarding the Board expenses line, S. Coulavin noted that there's enough to pay for tech support at the Annual General Meeting.

K. Nagaratnam commented that she doesn't think this is the most recent version of the revised budget. Need to add more to the Ceridian line and the freelance fund line.

L. Boota stated that she thinks the Fulcrum should adjust these lines offline because there might be some more adjustments that the Fulcrum needs to make. She went on to say that the Fulcrum has the CEBA loan that she's going to call in and also about \$100,000 in investments. L. Boota mentioned that the Fulcrum needs to start allocating this excess money either to staff salaries or something else.

10. President

COVID-19 Pandemic

K. Nagaratnam commented that it seems that we're seeing the light at the end of the tunnel. She continued, saying that as of March 1, capacity limits and proof of vaccination requirements will be lifted in all indoor public settings in Ontario though mask requirements will remain the same. K. Nagaratnam added that uOttawa has not updated its COVID-19 page.

K. Nagaratnam noted that everyone must wear masks and maintain physical distance while in the office, and be fully vaccinated. She said 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 to start planning for the Annual General Meeting. She announced that they decided on the date, Thursday, April 7 from 6-8:20pm and a hybrid format, like the Town Hall Meeting. K. Nagaratnam added that whoever is in Ottawa from the Board and the presenters will meet in a conference room on campus, but the AGM itself will be over Zoom. She continued, saying that in March, the group will have a tech trial meeting together to get comfortable with the agenda and Zoom.

K. Nagaratnam informed the Board that the Terms of Reference with GSAED is signed on both sides now and the Ombudsperson document is ready for the Policy Committee to implement into the Fulcrum's Policies and Bylaws at their next meeting. She proceeded to review what's left to do, including: job posting and job description, the Ombudsperson Volunteer Agreement, Investigations Committee, and The Fulcrum's Principles of Ethical Journalism (this is a summer project with the incoming Editor-in-Chief).

Legal and Capital Assets Committees

K. Nagaratnam indicated that there are no updates to provide.

Finance Committee

K. Nagaratnam mentioned that Ludvica is working on the 2022-2023 budget and will have something to share with the Finance Committee within the next two weeks. She explained that they're aiming to send the proposed budget to the Board and EdBoard for their feedback by mid-March, before it's presented for Board approval at the March Board meeting and then voted on at the AGM.

Human Resources

2022-2023 Staff Positions

K. Nagaratnam stated that the HR Committee worked on the staff structure and determined an amount for the wages and salaries line for the next publishing year, which they sent to Ludvica. She said that the staff structure will be finalised after the HR Committee reviews it with the incoming Editor-in-Chief and Ludvica in March.

Performance Appraisals and Exit Interviews

K. Nagaratnam noted that the second round of appraisals for Charley and Ludvica have been scheduled for March 3, and their exit interviews have been scheduled for April 26.

Board Matters

K. Nagaratnam commented that there are currently three vacant seats on the 2021-2022 Board: University Representative, Fulcrum Alumnus, and Student Representative.

K. Nagaratnam said that in preparation for the Board elections at the Annual General Meeting, the Board screening team created the Call for Applications and Board Application Email Templates documents. She explained that she'll be posting the Call for Applications on LinkedIn and the uOttawa Community Engagement Navigator in March. K. Nagaratnam noted that the committee modified the Board application process around the AGM, and that starting this year, anyone who wishes to present themselves for a Board seat at the AGM must first send their resume, statement of interest, and answers to the screening questions to the screening team for consideration.

K. Nagaratnam continued, saying that another change that the committee proposed to the Policy Committee is the creation of a Nominations Committee, which would be defined as "The Nominations Committee shall be a standing committee of the Board consisting of the President, Chief of Staff, and one (1) director. The committee is responsible for recruiting suitable candidates, reviewing applications for vacant positions on the Board, and assisting with Board onboarding and orientation. They shall strive to ensure a balanced composition of the Board that reflects the diversity of the membership."

In-Camera Matter

K. Nagaratnam stated that the Board will go in-camera at the end of the meeting to discuss the office.

Reminders

K. Nagaratnam reminded the Board that as we begin to approach the end of our terms, she'd like to remind committee chairs and officers to start preparing for their transition reports, which are due May 31. She asked that committee chairs please send her a few highlights of what your committee accomplished this year and goals for next year (3-4 points max for each), which are due March 15. K. Nagaratnam explained that she'll be compiling these highlights into the Board of Directors Report for the AGM.

K. Nagaratnam also made note of the upcoming AGM on April 7th. She said that everyone should have received a calendar invite with the Zoom registration link. K. Nagaratnam asked that people let Kate know if you cannot attend and require a proxy as we'll need to reach a quorum of 25 members.

Calendar Items

Next Board Meeting

K. Nagaratnam stated that the next Board meeting will be on Sunday, March 27th at 1pm.

AGM

K. Nagaratnam said that the Annual General Meeting is scheduled for Thursday, April 7th at 6pm.

K. Nagaratnam wondered if the Fulcrum's logo change (for the 80th anniversary year) should be reflected on the Fulcrum's letterhead. L. Boota offered that it should be a change that's across the board.

11. Inter-Board Health and Wellness Committee

Board Newsletter

K. Nagaratnam announced that the final newsletter for this publishing year will be sent in mid-March, and will be about the 80th anniversary, Trivia night, CCRF, Annual General Meeting, and the 2022-2023 budget.

Fulcrum Charity Drive

K. Nagaratnam mentioned that the UOSU Food Bank accepted to be the donee of the Fulcrum's charity drive. She explained that the coordinator let her know that donations can go directly to the Food Bank, and noted that cheques or gift cards are welcome and that they're going to use them to buy items that run out quickly like milk, eggs, bread, and meat.

K. Nagaratnam indicated that Ludvica emailed FnS and had no luck getting a hold of time. She continued, saying that she's going to try giving them a call instead. K. Nagaratnam said that the Fulcrum is aiming to hold the trivia on a Saturday afternoon (either March 19th or 26th), which gives everyone around a month to donate. She commented that the items to win are a cash prize (winner of the 50/50 raffle ticket, which is only available to in-person attendees) and a gift card to FnS (winner of the Kahoot quiz). K. Nagaratnam continued, saying that at the end, the Fulcrum will post a thank you message on the Fulcrum's socials with the amount that everyone helped raise. She added that Charley is drafting the trivia questions and promo text for the Fulcrum's socials.

Revamp Health and Safety Stress Survey

K. Nagaratnam explained that starting in 2019, EdBoard members are asked to fill out an anonymous survey organised by the Inter-Board Committee. She explained that the survey used to have 28 questions, but brought it down to 18 this year. K. Nagaratnam informed the Board that during the meeting, the committee reviewed the current list of questions and revamped the survey based on what data makes sense to collect as the employer (i.e. the information collected is useful to know and can lead the Fulcrum to make actionable change, if needed). She proceeded to the new list of questions, which can be viewed in full in the Inter-Board Committee report in the Appendices section of these meeting minutes. K. Nagaratnam noted that in April, the committee will be looking at some professional development opportunities.

What's Next?

K. Nagaratnam stated that over the next few months, the committee will work on:

1. Health and Safety Requirements for a Not-for-Profit Organization (rep, training, policies)
2. Professional Development and Training at the Fulcrum (free/paid, editorial/skill, conferences/course/materials)
3. Board Social - Grammy Night

12. Policy Committee

B. Keane explained that the committee mostly made some minor edits throughout the documents, changed some wording, added some sub-points and some points to the Appendices to reflect the new podcast producer position, and added a Nominations Committee to Section 4 of the Policy Manual. 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.

B. King commented that he doesn't remember the procedure for the editorial constitution. K. Nagaratnam went over the procedure and said that the Board will vote on the Editorial Constitution at next month's Board meeting.

Regarding the Nominations Committee, K. Nagaratnam clarified that in the past, it would have been under the purview of the Human Resources Committee to handle Board applications and recruitment. She explained that now, the process is being formalised so that it's another committee that will handle it as it worked well doing so this past year.

B. Keane motioned to approve the addition to the Nominations Committee to Section 4 of the Policy Manual. K. Nagaratnam seconded the motion. The motion passed. B. Keane motioned to approve the remaining changes to the Bylaws and the Policy Manual as an omnibus. K. Murray seconded the motion. The motion passed.

13. Marketing Committee

Fulcrum 80th Logo

K. Murray announced that the Fulcrum's special 80th logo has been chosen, ratified by the Board, and officially launched across the Fulcrum's socials! She took the time to thank Hailey for all of her hard work on it.

Newsstands Project

Project Task and Timeline

K. Murray informed the Board that she created a project task list and timeline on Google Docs for the project in order to keep track of the committee's deadlines and stay organised. She explained that most of the logistical deadlines are scheduled to be completed before the end of May so that the committee has everything organised well ahead of the announcement of the contest in August, and so that the committee can spend the summer months in part preparing for 101 week in September.

Application Method

K. Murray reported that the committee received the final estimated quote for the last application method (plexiglass option), and discussed the pros and cons of each option. She stated that she'll be in contact with the Ottawa Tool Library regarding the plexiglass option, and depending on

what information we hear back from them, the committee will choose the final option for the application method.

Email Templates

K. Murray mentioned that she created a Google Doc that included every possible email template that she could think of for the project, which the team reviewed and made some suggestions.

Winter Event

K. Murray commented that the Fulcrum 80th anniversary-themed trivia night is still a go. She said that at the time of the meeting, Ludvica had reached out to FnS about a date for the event and was waiting to hear back from them. K. Murray noted that once FnS confirms a date, graphics for the Fulcrum's socials can be made. She added that the committee decided on a \$25 gift card to FnS for the prize winner.

14. Ratification of Chief Returning Officer

K. Nagaratnam explained that the Chief Returning Officer is the Chair of the Annual General Meeting, and that the Fulcrum's Bylaws state that this individual is to be selected by the President and ratified by the Board before the Annual General Meeting. She added that in the past, the Fulcrum has had the General Manager be the Chair of the Annual General Meeting, which is why she's proposing to ratify the Fulcrum's Executive Director, Ludvica Boota as the Chief Returning Officer for this year's Annual General Meeting.

K. Nagaratnam motioned to ratify Ludvica Boota as the Chief Returning Officer. S. Coulavin seconded the motion. The motion passed.

15. Revisit Standing Actions List and Forward Agenda

B. King revisited the standing actions list and made the additional changes.

16. Other Business

There was no other business.

17. In-Camera Session

K. Nagaratnam motioned to move in camera with everyone present (Board members and Ludvica). B. Keane seconded the motion. The motion passed.

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

K. Nagaratnam motioned to adjourn the meeting at 3:09pm. The motion passed.

Appendices

631 King Edward Avenue
Ottawa, ON
K1N 6N5

Fulcrum Publishing Society – Board of Directors

Editor-in-Chief Report

Sunday, February 27th, 2022 1:00pm - 3:30pm

Zoom



By: Charley Dutil

Officer Report

1. Staffing

- Desiree and Gabrielle are doing really well in their new role
- We are back in the office!
- Possible there will be a candidature featuring co-EICs
- EIC election on March 11, 2022.

2. Written Content

- Two features stood out to me this month. Zoë's passionate work on the [diversification of counselors on campus](#) piece made it one of the most heartfelt articles we've published this year. I also felt like giving myself a shout-out for the [LeBlanc piece](#) which I think was very interesting and disturbing.
- In news, we covered the University's return to campus amidst the "[Freedom Convoy](#)" and [Omicron](#). We also explored the [Mental Health and Wellness Committee's annual progress report](#), the [UOSU creation of \\$175,000 in scholarships](#) and finally, we broke the news that the [University was pledging to divest from all fossil fuel investments by 2023](#).

-Sports only restarted a week into February so Jasmine hasn't been that busy. However, for old time's sake, we did cover [Capital Hoops](#) together!

-Arts was stuck in a similar predicament and Desiree had to rely on a lot of pieces that could be written in a virtual world. This is why we had a lot of pieces on [clubs](#), [movies](#), [upcoming music festivals](#) and [up and coming artists](#).

-During my two terms, I have been blessed with super hard-working science and tech editors. The number of articles Emma pumps out every month is insane considering she writes 95 per cent of them. Here are my two favourites from the last month: [New research shows how wolves survived Pleistocene extinction](#) & [Learning how spiders talk with researcher Sebastian Echeverri](#).

-I know we aren't supposed to pick favourites, but I'm a Sanjida stan... She can truly do it all from [wholesome pieces](#) to [hard-hitting opinions](#) to [fun sh*t](#) we all can laugh too. I also hear that she has been helping Dear Di with certain pieces...

-Finally, we had a couple of editorials. One written by Hailey about the ["Freedom Convoy's"](#) annoying presence in our streets, and one written by myself about the new student's code of conduct and how it could [jeopardize student press on campus](#).

3. Multimedia

- Damian has found a niche for the podcast in environmental and political reporting within the City of Ottawa. Although it took me a while to cozy up to this, I can understand the necessity and uniqueness of our podcast. He has also started releasing one-off specials dedicated to environmental journalism and issues which I really like!
- Hailey continues to create engaging visuals and covers. I want to specifically highlight her work on the classic covers. I thought the one modeled on the 90s layout looked incredible!
- Finally, Christopher has put out some videos that have gotten some raving reviews — his piece on the Ice-carving competition was really well done! And of course, we love our poutine reviews!

631 King Edward Avenue
Ottawa, ON
K1N 6N5

Fulcrum Publishing Society – Board of Directors

Analytics Report

Date: February 24, 2022

Name: Jelena Maric




Overview

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






Facebook (via Facebook Insights)

Page Overview

Discovery










 Post reach	431
 Post engagement	156
 New Page Followers	6

Interactions

 Reactions	42
 Comments	4
 Shares	3
 Photo Views	14
 Link Clicks	12

Overview:

- We have received an additional 6 page followers in the past few weeks, and our post engagement has gone down compared to last month; from 199 to 156 this month
- Our post reach is slightly down from last month, 431 this month to 682 last month
- We've has 3 shares and 12 link clicks so far this month

	The Fulcrum Radio Show: Ottawa Police Board Special * Our regular program is on... Thu, Feb 24	Post Reach	Engagement
		7	0
	For their first poutine review of 2022, the Fulcrum crew visited Burger Lovers, a... Sun, Feb 20	Post Reach	Engagement
		11	8
	Hunt Club is a road in the south of Ottawa that runs east to west spanning the city. Th... Wed, Feb 23	Post Reach	Engagement
		7	0
	Ravens hand Gee-Gees first loss of the year in Capital Hoops Classic * The Capital... Fri, Feb 18	Post Reach	Engagement
		12	0
	-- Wed, Feb 23	Post Reach	Engagement
		11	0
	#Sports: Gee-Gees unable to win third straight Capital Hoops Classic title in loss at... Fri, Feb 18	Post Reach	Engagement
		12	2
	The phrase, "if you have nothing nice to say, say nothing at all," was first said... Wed, Feb 23	Post Reach	Engagement
		14	0
	#Sports: Gee-Gees unable to win third straight Capital Hoops Classic title in loss at... Fri, Feb 18	Post Reach	Engagement
		11	1
	"Our history is who we are. And if you're going to talk about academic freedom, yo... Mon, Feb 21	Post Reach	Engagement
		8	0

Overview:

- Our individual posts have been better in terms of post reach when compared to last month
- We see our Capital Hoops coverage going well, and our Poutine Review which is great to see
- We should aim to continue to push out content and have staff, board members and writers share it to their Facebook feeds so we can get some more engagement and followers








Twitter (via Twitter Analytics)

28 day summary with change over previous period



Overview:

- We have gone up in all categories compared to last month, which is great to see
- Our impressions went from 18.2K to 19.7K
- Our profile visits went up from 2,815 last month to 4,639 this month
- Our mentions went up from 18 to 41
- Our followers went up from one, bringing the total to 4,741

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	The Fulcrum @The_Fulcrum · Feb 21			2,901	103	3.6%
	#Features: International students pay twice the amount of tuition fees that domestic students pay, and yet, their identities are not represented in the classroom.					
	thefulcrum.ca/features/profe...					
	View Tweet activity					
	The Fulcrum @The_Fulcrum · Feb 7			771	49	6.4%
	Without the mandatory meal plan, the University of Ottawa charges students living in its LeBlanc residence between \$7,093 and \$8,464 for the year depending on their room's size — a steep price to pay for the appallingly poor condition of the residence.					
	thefulcrum.ca/features/it-ho...					
	View Tweet activity					
	The Fulcrum @The_Fulcrum · Feb 7			720	52	7.2%
	You claim you're 'fighting for our freedoms', and yet, you're verbally attacking those who disagree with your opinions.					
	thefulcrum.ca/opinions/opini...					
	View Tweet activity					
	The Fulcrum @The_Fulcrum · Feb 2			625	14	2.2%
	#Video: Ottawa Tool Library offers accessible resources, skills and knowledge to everyone, regardless of ability or...					
	The Fulcrum @The_Fulcrum · Feb 4			578	20	3.5%
	Today on the @The_Fulcrum Radio Show! @DamianPiper interview's #Ottawa #architect @Toon_Dreessen and paleontologist Dr. Jordan Mallon from the @MuseumofNature joins Emma Williams to talk about dinosaurs.					
	++ Tons more! pic.twitter.com/w6UvPUNqX					
	View Tweet activity					
	The Fulcrum @The_Fulcrum · Feb 18			537	17	3.2%
	The Capital Hoops trophy will no longer be on display at the campus store...					
	thefulcrum.ca/sports/ravens-...					
	View Tweet activity					
	The Fulcrum @The_Fulcrum · Feb 14			501	28	5.6%
	#BREAKING: @uOttawa Senate has adopted the policy on student rights and responsible conduct.					
	A motion for the creation of a committee of students and administrators that will oversee the policy as proposed by @seuo_uosu this weekend has also passed.					
	Story to come. pic.twitter.com/5zCvCijXoN					
	View Tweet activity					

Overview:

- Overall, all of our tweets have been doing better than last month in terms of impressions and engagement which is great to see
- We once again have a mixture of different stories and content that's done well
- Our feature about international students did the best, with Charley's Leblanc piece, Hailey's opinion, our video and podcast doing extremely well too
- Once again, it's great to see people and students engaging with a variety of our content

Instagram (via Later.com)

FOLLOWERS

2,169

FOLLOWERS

39

GROWTH

1.83%

GROWTH RATE

2,175

2,150

2,125

23 ... 25 Jan 27 Jan 29 Jan 31 Jan 2 Feb 4 Feb 6 Feb 8 Feb 10 Feb 12 Feb 14 Feb 16 Feb 18 Feb 20 Feb 22 Feb

IMPRESSIONS

80,891

IMPRESSIONS

10,000

5,000

0

23 ... 25 Jan 27 Jan 29 Jan 31 Jan 2 Feb 4 Feb 6 Feb 8 Feb 10 Feb 12 Feb 14 Feb 16 Feb 18 Feb 20 Feb 22 Feb

REACH

935

AVG. REACH

3,000

2,000

1,000

23 ... 25 Jan 27 Jan 29 Jan 31 Jan 2 Feb 4 Feb 6 Feb 8 Feb 10 Feb 12 Feb 14 Feb 16 Feb 18 Feb 20 Feb 22 Feb

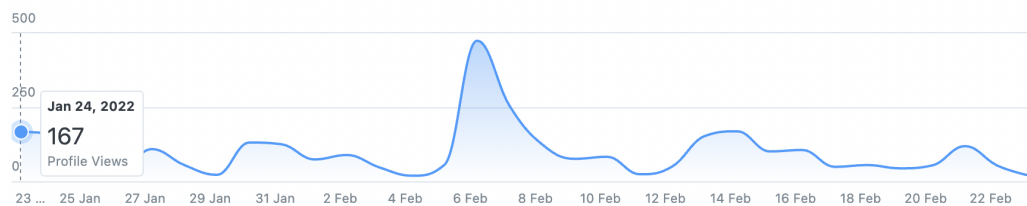
Overview:

- This past month we have done great on Instagram as a whole
- We gained 39 new followers, going from 2,125 followers last month to 2,169 this month
- Our impressions have increased from 27,921 last month to 80,891 this month
- Additionally, our reach has gone from 436 to 935 this month

PROFILE VIEWS

3,128

PROFILE VIEWS



WEBSITE CLICKS

4,299

WEBSITE CLICKS



Overview:

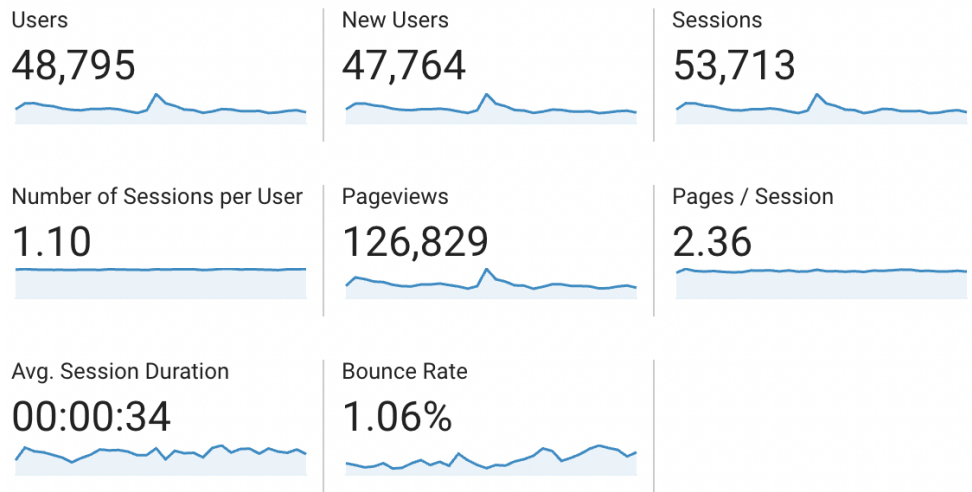
- Our profile views have also increased and our website clicks have been the best we have seen all year, at a high of 4,299 clicks
- Overall, we have seen a lot of engagement, growth and traction

Post	Engagement	Followers	Impressions	Reach	Likes	Comments	Saves
 side-walking clearing...							
 FEB 17, 2022 3:33 PM Breaking: University of Ottawa pledges to...	10.95%	2,164	1,869	1,531	236	1	7
 FEB 17, 2022 9:30 AM #Opinion: Micro-credentials: The new...	0.83%	2,164	495	450	18	0	0
 FEB 16, 2022 5:37 PM #News: UOSU creates \$175,000 scholarship...	1.25%	2,162	553	493	27	0	2
 FEB 16, 2022 3:20 PM #Opinion: An absence of equity in athletics ...	2.36%	2,162	906	714	51	0	1
 FEB 15, 2022 5:22 PM The cover for the Fulcrum's 16th issue ...	4.03%	2,161	1,314	1,016	86	1	5
 FEB 15, 2022 9:30 AM #News: Students respond to U of O's...	2.22%	2,158	887	832	48	0	1
 FEB 14, 2022 10:18 PM #Tomato: Best date spots around campus...	2.50%	2,159	979	906	54	0	1
 FEB 14, 2022 7:01 PM #DearDi: Dear Di, how do I choose a guy? *L...	0.93%	2,159	614	548	20	0	0
 FEB 8, 2022 9:02 AM #News: Immunocompromised...	5.80%	2,154	1,454	1,341	125	0	3
 FEB 8, 2022 12:20 AM #News: Nomination period opens for UOS...	1.12%	2,148	702	617	24	0	1
 FEB 7, 2022 3:31 PM #Feature: 'It honestly builds character'...	18.34%	2,154	3,817	3,211	378	17	22
 FEB 7, 2022 9:03 AM #Editorial: An open letter to the 'Freed...	4.50%	2,134	1,438	1,282	96	0	4

Overview:

- Here's a breakdown of how some of our stories have done over the past few weeks
- As we can see, Charley's Leblanc story did incredibly well on Instagram as well
- We see breaking news doing well, our tomato, news about immunocompromised students, our editorial and Sanjida's opinion piece all doing very well.
- As I always say, it's great to see students engaging with different stories we put out

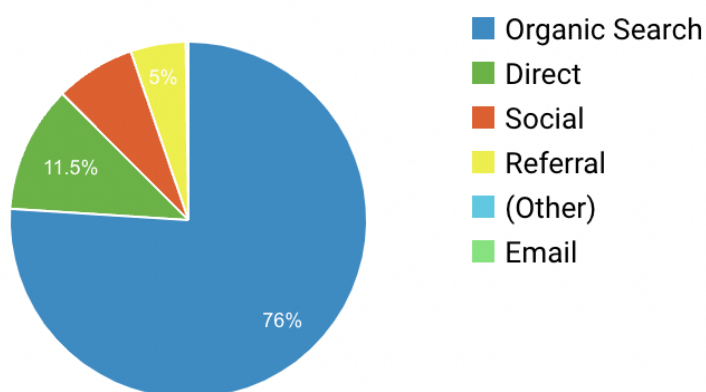
Website (via Google Analytics)



- Overall, all of our categories have gone up which is great
 - Users last month: 41,676 to 48,795 this month
 - Sessions last month: 44,766 to 53,713 this month
 - Pageviews last month: 102,397 to 126,829 this month
- Bounce rate has gone from 0.84% to 1.06%

	Page Title	Pageviews	% Pageviews
1.	The benefits and drawbacks of masturbation during COVID-19 - The Fulcrum	3,057	13.47%
2.	A brief history of pornography until 1910 - The Fulcrum	2,333	10.28%
3.	Students with poor Internet left behind in online learning atmosphere - The Fulcrum	1,208	5.32%
4.	The Fulcrum	1,125	4.96%
5.	Dear Di: How do I assert dominance as a woman in the bedroom? - The Fulcrum	1,036	4.56%
6.	Nasty women: Red Scare and their unique ability to make everyone angry - The Fulcrum	1,017	4.48%
7.	The Fulcrum's porn personality quiz - The Fulcrum	534	2.35%
8.	Five foods to avoid during exams - The Fulcrum	500	2.20%
9.	Professor Donatille Mujawamariya pushing University to diversify faculty to better represent racialized students - The Fulcrum	457	2.01%
10.	Breaking: University of Ottawa pledges to divest from fossil fuels by 2023, will end all indirect holdings by 2030 - The Fulcrum	334	1.47%

Top Channels



631 King Edward Avenue
Ottawa, ON
K1N 6N5

Fulcrum Publishing Society – Board of Directors
Executive Director's Report
Sunday, February 27th, 2022
Ludvica Boota

1. Finances

Snapshot of Accounts

The below financial information is accurate as of 3:30 PM on Saturday, February 25, 2022.

	January 2022	February 2022	Difference
TOTAL	\$583,115.60	\$482,384.57	\$100,731.03
Chequing (TD)	\$418,689.13	\$320,148.65	\$98,540.48
Investments (RBC)	\$101,690.90	\$99, 818.34	1,872.56
PayPal Balance	\$2,735.57	\$2,417.58	\$317.99
Canada Business Loan (COVID-19)	\$60,000	\$60,000	\$0

Canada Emergency Business Account (CEBA)

The deadline to repay the loan has been extended to December 2023. I will be making the repayment this month.

2. Human Resources

Canada Summer Jobs

The Application for . Applications for 2022 were submitted for three (3) positions: Multimedia Director, Web/Tech Support, and Administrative Support.

Performance Appraisals

I have sent an email to all staff to schedule their performance appraisal with me, the EIC and/or ME or MD. This will be done the second week in March.

Sweatshirts

An email will be sent the last week of February to ask for sizes, colors and any lettering (name/position) on sleeves. I will include the Board on the email.

3. Operations

AGM

The room and accountant has been booked for the AGM.

WSIB

Payment was made.

4. Strategic Plan

Priority Area 6: Partnerships

I have made connections with representatives from both the Digital Journalism and the Telfer school of Management. I approached them about internship opportunities.

The Fulcrum was accepted to the Connexions Program, which is an internship with Tefler.

I am waiting to hear back from the Digital Journalism program.

5. Website

I met with Stephane from FullView Design along with Hailey and Kalki. We discussed the issues and changes that need to happen for the site. I also mentioned the issue about getting ads on the site using Google Ad's. Stephane said they will look at the ads issue and will send a quote this month. I have not received a quote yet and sent a follow up email.

631 King Edward Avenue
Ottawa, ON
K1N 6N5

Fulcrum Publishing Society – Board of Directors

President's Report

Sunday, February 27th, 2022

Zoom

Meeting #9 of 2021/22 Publishing Year



Kalki Nagaratnam

1. COVID-19 Pandemic

Are we starting to see the light at the end of the long tunnel? Possibly. As of March 1, capacity limits and proof of vaccination requirements will be lifted in all indoor public settings in Ontario, though mask requirements will remain the same. uOttawa has not updated its COVID-19 page.

“Everyone must wear masks and maintain physical distance while in the office, 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 to start planning for the AGM. We decided on the date, Thursday, April 7, 6:00pm - 8:20pm, and format, hybrid - like the Town Hall Meeting. Whoever is in Ottawa from the Board and the presenters will meet in a conference room on campus, but the AGM itself will be over Zoom. In March, we will have a tech trial meeting together to get comfortable with the agenda and Zoom.

In other news, the [ToR - GSAED-Fulcrum.pdf](#) is signed and the [Ombudsperson Role at the Fulcrum](#) is ready for the Policy Committee to implement into our Policies and Bylaws at their next meeting. What's left to do: job posting and job description, [Ombudsperson Volunteer Agreement \(2022-2023\)](#), Investigations Committee, and The Fulcrum's Principles of Ethical Journalism (this is a summer project with the incoming EIC).

3. Legal Committee

No updates to provide.

4. Capital Assets Committee

No updates to provide.

5. Finance Committee

Ludvica is working on the 2022-2023 budget and will have something to share with the Finance Committee in the next two weeks. We aim to send the proposed budget to the Board and EdBoard for their feedback by mid-March, before it is presented for Board approval at the March Board meeting.

6. Human Resources Committee

2022-2023 Staff Positions

The HR Committee came up with the staff structure and determined an amount for the wages and salaries line for the next publishing year that we sent to Ludvica. The staff structure will be finalized after we review it with the incoming EIC and Ludvica in March.

Performance Appraisals and Exit Interviews


The second round of appraisals for Charley and Ludvica have been scheduled for March 3, and their exit interviews have been scheduled for April 26.


7. Board Matters

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

- University Representative
- Fulcrum Alumnus
- Student Representative

In preparation of the Board elections at the AGM, the Board screening team created the

 [Call for Applications: FPS Board of Directors 2022-2023 \(AGM\)](#) and

 [Board Application Email Templates](#) . I will be posting the Call for Applications on LinkedIn and the uOttawa Community Engagement Navigator in March. We modified the Board application process around the AGM. Starting this year, anyone who wishes to present themselves for a Board seat at the AGM, must first send their resume, statement of interest, and answers to the screening questions to the screening team for consideration.

Another change we proposed to the Policy Committee is the creation of a Nominations Committee. “The Nominations Committee shall be a standing committee of the Board consisting of the President, Chief of Staff, and one (1) director. The committee is responsible for recruiting suitable candidates, reviewing applications for vacant positions on the Board, and assisting with Board onboarding and orientation. They shall strive to ensure a balanced composition of the Board that reflects the diversity of the membership.”

In-Camera Matter

We will go in camera at the end of the meeting to discuss the office.

8. Reminders

As we begin to approach the end of our terms, I would like to remind committee chairs and officers to start preparing their transition reports - due May 31. Committee chairs, please send me a few highlights of what your committee accomplished this year and goals for next year (3-4 points max. for each) - due March 15. I will be compiling these highlights into the Board of Directors Report for the AGM.

AGM is on April 7th! You should have received a calendar invite with the Zoom registration link. Please let Kate know if you cannot attend and require a proxy. We need to reach a quorum of 25 members.

9. Calendar Items

Next Board Meeting

Sunday, March 27th, at 1pm

AGM

Thursday, April 7th, at 6pm

631 King Edward Avenue
Ottawa, ON
K1N 6N5

Fulcrum Publishing Society – Board of Directors

Inter-Board Health and Wellness Committee Meeting

Thursday, February 17th, 2022 4:00pm - 5:00pm

Zoom



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

Committee Report

1. Board Newsletter

The next and final newsletter for this publishing year will be sent in mid-March, and will be about the 80th anniversary, Trivia Night, CCRF, AGM, and the 2022-2023 budget.

2. Fulcrum Charity Drive

The UOSU Food Bank accepted to be the donee of our charity drive. The coordinator let me know that donations can go directly to the Food Bank. “Cheques or gift cards are welcomed. We’re going to use them to buy items that run out quickly like milk, eggs, bread, and meat.”

Ludvica emailed FnS and had no luck getting a hold of them. She is going to try giving them a call instead. We aim to hold the trivia on a Saturday afternoon (March 19 or 26) which gives everyone ~a month to donate. Items to win: cash prize (winner of 50/50 raffle ticket - only available to in-person attendees) and a gift card to FnS (winner of Kahoot). At the end, we will post a thank you message on our socials with the amount everyone helped raise.

Charley is drafting the trivia questions and promo text for our socials.

3. Revamp Health and Safety Stress Survey

Starting 2019, EdBoard members are asked to fill out this anonymous survey organized by the Inter-Board Committee. We used to have 28 questions, but brought it down to 18 this year. During the meeting, the committee reviewed the current list of questions and revamped the survey based on what data makes sense for us, as the employer, to collect (i.e., the information collected is useful to know and can lead us to make actionable change, if needed).

New List of Questions (total 15)

1. How satisfied are you with your job at the Fulcrum?
2. How satisfied are you with the culture of the Fulcrum workplace?
3. Are you satisfied with the job-related training you have received?
4. Have you been using the Fulcrum office for work?
5. Do you feel safe using the office for work?
6. Has your job description or list of official job tasks changed since you started working at the Fulcrum?
7. If your job description has changed, how has it changed? (Please check all that apply)
8. Are you working more than your contracted hours per week?
9. What do you think are the main causes of stress at your workplace? (Please check all that apply to you)
10. In your opinion, since starting your work at the Fulcrum, has the quality of your work suffered because of workplace stress?
11. Do you know that you can take unpaid time off work for stress-related reasons?
12. In the past semester, have you ever raised stress concerns with any of the following? (Please check all that apply)
13. To your knowledge, if recommendations have been made, has the Fulcrum acted on them and made changes in your workplace to address stress problems?
14. What suggestions do you have for addressing stress problems in your workplace?

15. Please use the space below to write any remarks you might have about stress that you feel have not been addressed in this questionnaire or any additional comments you might have about your answers.

4. What's Next?

Over the next few months, the committee will work on

1. Health and Safety Requirements for a Not-for-Profit Organization (rep, training, policies)
2. Professional Development and Training at the Fulcrum (free/paid, editorial/skill, conferences/course/materials)
3. Board Social - Grammy Night

Next Committee Meeting

Thursday, March 17th at 4pm

Fulcrum Publishing Society – Board of Directors
Policy Committee Report (Sunday, February 27th, 2022)



January/February Policy Committee Meeting(s): Thursday, January 27, 2022; Thursday, February 24, 2022

Present: (January) Brendan Keane (Chair), Kalki Nagaratnam, Charley Dutil, Benjamin King;
(February) Brendan Keane, Kalki Nagaratnam

January

Editorial Constitution

- At January's meeting, we reviewed the Editorial Constitution
- The preamble was moved to Section 2
- "Majority" was changed to "two-thirds ($\frac{2}{3}$)" vote in Section 3.03
- Section C 1.4 was changed to 3.05 of the Constitution in Section 4.04
- Edits to Section 4.09
 - Any staff member or contributor who continues with racist, sexist, homophobic **behaviour**, or **any form of harrassment**, after being informed of the inappropriateness of that behaviour by any staff member may be subject to impeachment and/or removal from the office. It is recommended that the **Human Resources Committee** be used to assist in solving problems.
- Added to Section 8.03
 - c) Stipulations on how to submit an application

- d) Contact info for the chair of the Elections Committee
 - e) A sampling of duties included in the job description
- Moved Section 8.08 to Section 8.07
 - 8.07. Chair of the Elections Committee. The Editor-in-Chief of the Fulcrum will serve as the chair of the Elections Committee. In the event the current Editor-in-Chief is running for re-election, the Managing Editor will serve as the Chair. If the Managing Editor is also vying for the Editor-in-Chief position, the Editorial employee with the most experience shall be appointed Chair of the committee. The Chair will be responsible for overseeing the Elections Committee and ensuring it fulfills all responsibilities provided for in this Constitution. During the Editor-in-Chief elections, the Chair's vote will be the tie-breaker vote in case of a tie.
- Edits to the Section 8.08
 - Deleted: unless running for re-election, in that case, the Managing Editor shall appoint the members of the election committee. If the Managing Editor is also vying for the Editor-in-Chief position, the Editorial employee with the most experience shall appoint the members of the election committee.
- Edits to Section 8.10
 - Deleted: In the event the current Editor-in-Chief is running for re-election, the Managing Editor shall draft and mark the test in conjunction with the Elections Committee.
- Edits to Section 8.12
 - Deleted: The Ombudsperson has the power to call the Investigationve Committee to look into the matter if the Ombudsperson deems it necessary. If the Investigationve Committee is not called by the Ombudsperson, then within three (3) (three) days of receiving the complaint, the Ombudsperson will prepare a report that will be made public to the staff. If the report contains any names of individuals, then the report will first be provided to the Board, who will determine the legality of making the report public. After the Board receives the report from the Ombudsperson, the Board may call the Investigative Committee if the requirements are met under the Bylaws. This appeal must be made within one week of the end of the elections process.
- Added to Section 9.06
 - c) Stipulations on how to submit an application;
 - d) Contact info for the chair of the Hiring Committee;
 - e) A sampling of duties included in the job description;
- Moved Section 9.18 to to Section 9.07
- Added to Section 11.03
 - a) Is deemed **abusive, hateful, homophobic, discriminatory, malicious, aggressive, threatening, violent, sexist, harassing, inflammatory, indecent, tortious, defamatory, knowingly false, misleading, deceptive, vulgar, obscene, offensive, sexually explicit, profane, or otherwise objectionable**
- Added to Section 12.03
 - The Editor-in-Chief reserves the right to decline the author's request.
- Added to Section 13.03
 - b) This restriction applies only for the duration of their term and excludes Pivik.

- Edits to Section 13.04
 - a) Members of the Editorial Board shall not sit on the Board of Directors of the UOSU **or GSAED**, nor on the Executive Committees of Recognized Student Governments.
 - b) Membership in a student association must be disclosed to the Editor-in-Chief and **the severity of a conflict of interest shall** be assessed at the discretion of the Editor-in-Chief.
- Edit to Section 13.05
 - Anyone running for a position on the UOSU **or GSAED** executive...
- Edits to Section 14.01
 - All editors will compose a transition report before the end of their term in April to provide to their **successor** (unless they are incumbent). Transition reports may include, but are not limited to, a weekly semi-detailed schedule, problems encountered, time commitments to the job, general advice on editor–volunteer relations, tips on how to make their jobs easier, and **advice** they wish that they had **received at the start of their term**
- Appendix A
 - Added to Videographer and Podcast Producer sections:
 - Hold at least two (2) office hours per publishing week, outside of production duties. Office hours must be scheduled during regular business hours. These can be held online should the need arise.
 - Offer training to anyone applying for the position for the upcoming Publishing Year.
 - Write an end of term transition report
- Minor changes made to the document:
 - Titles for some sections were shortened
 - Minor wording changes across the document
 - Minor edits throughout the document

Policy Manual

- No changes were made to the Policy Manual this month

Bylaws

- Only minor changes were made to Bylaw 2:
 - In Section 1.01: Rights and Powers, One is changed to 1 to comply with the language in the rest of the document
 - A spacing error is deleted in Section 1.02: Mandates
 - In section 4.03 “section four (4)” was changed to “Section three (3)”

February

Nominations Committee

- Added a new committee to section 4

- 4.11 Nominations Committee. The Nominations Committee is a standing committee of the Board consisting of the President, Chief of Staff, and one (1) director. The committee is responsible for recruiting suitable candidates, reviewing applications for vacant positions on the Board, and assisting with Board onboarding and orientation. They shall strive to ensure a balanced composition of the Board that reflects the diversity of the membership.
- This committee will be formed in May when the rest of the committees are formed

Policy Manual

- Changes to grammar and punctuation throughout Section 15: Code of Conduct
- Some utterances of “Fulcrum” were changed to “Corporation” on case-to-case basis
- “Excessively” was removed from section 15.2.2
- Added “(as outlined in section 15.4.3)” to section 15.4.2
- Added “provided that the complaint is not against the latter” and “if the director is on the Executive Committee, they will be excused from their position” to section 15.4.3
- Added section title “Amendments” to section 15.8.1

Bylaws

- Changes to grammar and punctuation throughout sections 2-7 of Bylaw 2
- Changed utterance of “Fulcrum” in section 4.04 to “Corporation”
- Removed “to the newspaper” from section 4.03
- Changed “newspaper” to “news outlet” in section 5.05
- Added section title “Responsibilities” to 6.01
- Changed “first” to “next” in section 7.01

631 King Edward Avenue
Ottawa, ON
K1N 6N5

Fulcrum Publishing Society
Marketing Committee Report
Presented by: Kate Murray
Friday, February 25, 2022



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

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

Fulcrum 80th Logo

The Fulcrum's special 80th anniversary logo has been chosen, ratified by the Board, and has officially launched across the Fulcrum's socials!

I'd like to take this time to give a huge thank you to Hailey for all of her work on this!

Newsstands Project

Project task and timeline - I created a [project task list and timeline](#) on Google Docs for the project in order to keep track of our deadlines and stay organized. Most of the logistical deadlines are scheduled to be completed before the end of May so that the committee has everything organized well ahead of the announcement of the contest in August, and so that the committee can spend the summer months in part preparing for 101 week in September.

Application method - The committee got the final estimated quote for the last application method (plexiglass option) and discussed the pros and cons of each option. I'll be in contact with the uOttawa Tool Library re: the plexiglass option, and depending on what information we hear from them, we'll (finally :)) choose the final option for the application method.

Email templates - I created a Google Doc for every possible [email template](#) that I could think of, which the team reviewed and made some suggestions.

Winter Event

The Fulcrum 80th anniversary-themed trivia night is still a go. At the time of the meeting, Ludvica had reached out to FnS about a date for the event and was waiting to hear back from them. One FnS confirms a date, graphics for the Fulcrum's socials can be made. The committee decided on a \$25 gift card to FnS for the prize winner.

For the next meeting:

- How much do we want to pay the winners? Does anyone know any artists/creatives whom we could get their advice on an amount for this?
- Rough budget estimate for the project
- Between now and March/April's meeting, Charley will be choosing some notable news stories from the archives that we can use as prompts for the contest
- Explore possibilities for the Fulcrum Alumnus spot on the contest selection committee