

Fulcrum Publishing Society
Board of Directors
MINUTES

Sunday, May 28, 2023
Zoom, 10:00am-1:00pm

Present: Brendan Keane, Simon Coakeley (ex-officio), Keelan Buck, Chaymaa Nadi, Mark Asfar, Bridget Coady (ex-officio), Claire Liu, Avesta Alani

Absent (with reason): Emma Godmere, Amit Shanboug, Kalki Nagaratnam

1. Commencement of Meeting

S. Coulavin commenced the meeting at 10:03am.

2. Kahoot Quiz

S. Coulavin won the Kahoot quiz, created by C. Nadi.

3. Approval of Agenda

K. Buck motioned to approve the May 2023 meeting agenda. C. Liu seconded the motion. The motion passed.

4. Approval of April Meeting Minutes

K. Buck motioned to approve the April Meeting Minutes. C. Nadi seconded the motion. The motion passed.

5. Standing Actions List and Board Work Plan

Nothing was changed in either the Standing Actions List or Board Work Plan.

6. EIC Report

B. Coady presented the EIC report

Edboard Hiring Updates

Managing editor role: A. Benjamin, the former Fulcrum features editor and freelancer, has completed her knowledge and editing tests for the Managing Editor role as of May 15, as well as the interview round of hiring with the ED and EIC on May 19. The FPS is prepared to move

forward with offering A. Benjamin the role. Ideally, her contract should be started by May 29.

Applications for managing roles (Managing Editor and production manager) closed May 26. The FPS received 3 applications for these roles which were recommended for returning EdBoard with familiarity with the style guide/production schedule). The deadline for editors and staff applications is June 2nd.

A. Benjamin will be a part of the hiring of editors and writers once applications close. The production manager, once hired, will be part of hiring multimedia staff and the online editor role. Competitive candidates for staff and editor roles will be contacted closer to the June 2nd deadline to schedule their knowledge and editing tests. As of yesterday afternoon, the FPS had received 11 applications for the staff and editor roles.

A hiring social/open house will take place on May 29th. At least 10 attendees are expected, some of who have already sent in applications and others who haven't.

There have been changes in proposed EdBoard roles and the Ontario minimum wage. The Features Editor position has been eliminated for this term as B. Coady has a vision for the Features section to be filled by the longer form works of all editors/staff/contributors. She believes having two people at the management level with Features experience should help the FPS to develop training for all staff on what makes a piece a feature. She also hopes to use the section to highlight the talents of our multimedia staff with projects like photo essays.

The Features Editor role has been replaced with an Online Editor who would take on the role of Social Media Manager and create two-three pieces of content for the FPS's socials (ie: news recap videos, interactive stories, playlists on Spotify, etc.). The addition of an Online Editor would eliminate the 10-hour-a-week role of the Social Media Manager. B. Coady would like to eliminate the Social Media Manager position and add 5 hours a week to the Production Manager role, as well as two additional weeks for a 30-week contract beginning in late July.

Plans for Editorial Content

In her first month, B. Coady interviewed the former UOSU president, the leader of the Ontario Opposition Marit Stiles as well as Melissa Coenraad, the ONDPs candidate for the Kanata-Carleton by-election. She has contacted a number of campus groups to work on the FPS's media relations and efficiency in reporting their work to students and the U of O community at large. Over June, B. Coady hopes to publish some WordPress backlog and begin summer contributor pitches.

Some top concerns for news coverage this year include participation in student union elections (UOSU's last general election had a 3.8 percent turnout), University of Ottawa administration cuts to programs and rises in tuition, student participation in protests, and the use of AI in university settings.

Summer Projects Ahead

Office cleaning/improvement

So far, there has been initial cleaning and rearranging of layouts. The FPS still needs to buy supplies for the office. B. Coady noted that a water cooler would be useful because the FPS does not have drinkable water in the office. She hopes to make the basement an archive library or meeting room.

New Marketing Materials and Swag

B. Coady would like to print a summer issue to distribute in 101-week kits to first-year students to let them know who we are. She will be contacting RSG's over the summer to have these included in their kits and looking into printing services. Business cards will be created for EdBoard to give sources. The Fulcrum Style Guide will also be updated.

B. Coady thanked K. Nagaratnam, H. Otten, S. Coakeley, and L. Boota for their help the last few weeks in getting everything started. She looks forward to meeting and working with the Board over the 2023-2024 term.

7. ED Report

S. Coakeley presented the ED report

Finances

Winter Student Levy

\$115,637.33 has been received from UOSU. \$7,583.22 has been received from GSAED, deposited April 28, 2023.

Audit

The FPS is waiting to hear back from the auditor to commence the 2022-23 audit process. A preliminary, unaudited P/L statement attached has been attached to the meeting folder. The initial indication is that revenue exceeded expenses in 2022-23 by \$49k, significantly more than budget (\$7k) and slightly higher than \$47k in 2021-22.

Human Resources

EDBoard

The EIC is in the process of staffing her positions. Onboarding will occur as candidates are identified.

Transition

The previous ED, L. Boota, and S. Coakeley overlapped for approximately three weeks and aside from a minor issue with signing authority transfers at TD and the occasional login challenges, everything has proceeded smoothly.

Operations

WSIB

WSIB has been made for this month.

Website

The FPS's webmaster, S. Jaskaran (Jas), has provided a presentation with hosting options and rates. Migration will take about 2-3 days

In the FPS's current monthly plan, they pay \$149 per month plus tax (\$169.49 monthly). This includes software updates, dedicated hosting, SSL certificate, Static IP address, and DNS hosting.

In consultation with Jas, S. Coakeley is leaning to Bluehost which would cost \$13.48 per month for 12 months and then \$33.81 per month or \$17.55 for 36 months and then \$33.81 per month for 100GB of storage. He waits for feedback from The Charlatan, a client of Bluehost, before making a final decision.

8. Treasurer Report

C. Liu presented the Treasurer report

C. Liu is still developing a finalized year-end budget vs. actuals document. She noted that there is a \$15,000 excess of revenue.

K. Buck noted that he has been in contact with someone that may be interested in becoming Treasurer for the 2023-2024 board year. C. Liu will submit a transition report for this new Treasurer. She will submit the transition report as soon as possible before a new Treasurer comes in.

Committee Updates

Committees have not met since the previous Board meeting. As of Wednesday, May 31, 2023, the committees will be dissolved.

9. Revised 2023-2024 Budget

C. Liu motioned to approve the 2023-2024 budget. B. Keane seconded. The motion passed.

10. Scheduling of 2023-2024 Board Meetings

Tradition has been that Board meetings take place the 4th Sunday of every month. K. Buck mentioned that the 4th Sunday of every month at 10AM works with everyone he has spoken to so far.

The first Board meeting of the new term would be Sunday, June 25th, at 10AM.

11. Onboarding Reminders for the 2023-2024 Directors

K. Buck reminded Board members to complete any training materials before Wednesday, May 31. The orientation session will take place Sunday, June 18th, at 4PM.

K. Buck will send calendar invites to clarify anything.

12. Revist Standing Actions List

Complete training materials was added to the Standing Actions List.

13. Other Business

K. Buck thanked the Directors who will not be a part of the 2023-2024 Board for all their hard work with the Fulcrum Publishing Society!

14. In-Camera

K. Buck motioned to move in-camera. M. Asfar seconded the motion. The motion passed.

15. Adjournment

The meeting was adjourned in-camera.

16. Appendix

Fulcrum Publishing Society – Board of Directors

Bridget Ring Coady, Editor-in-Chief Report

Sunday, May 28th, 2023 10:00 a.m. *via Zoom*

1. Edboard hiring updates

- a. Managing editor role: Amira Benjamin (former Fulcrum features editor and freelancer) has completed her knowledge and editing tests (May 15) as well as the interview round of hiring with Simon and I (May 19). We are prepared to move forward with offering her the role. Ideally, her contract should be started by May 29. Applications for managing roles (ME and production manager) closed May 26, we recieved 3 applications for those two roles (which were recommended for returning edboard with familiarity with the styleguide/production schedule). b. The deadline for editors and staff applications is June 2nd.
 - i. Amira will be a part of the hiring editors and writers once applicaitons close.
 - ii. The production manager will be part of hiring multimedia staff and the online editor role.
 - iii. Competitive candidates for staff and editor roles will be contacted closer to the June 2nd deadline to schedule their knowledge and editing tests. As of yesterday afternoon we had recieved 11 applications for the staff and editor roles.
- c. Hiring social/open house, May 29th - at least 10 attendee's expected — some of who have already sent in applications and others who haven't yet.
- d. Changes in proposed edboard roles (and the Ontario minimum wage) i. The Features editor position has been eliminated for this term as I have a vision for the features section to be filled by the longer form works of all editors/staff/contributors. I believe that having two people at the management level with features experience (Amira and myself) should help us develop training for all staff on what makes a piece a feature. I also hope to use the section to highlight the talents of our multimedia staff with projects like photo essays.
 - ii. I replaced that role with an online editor who would take on the role of social media manager as well as create two or three pieces of content for our socials (ie: news recap videos, interactive stories, playlists on Spotify, etc)
 - iii. The addition of an online editor would eliminate the 10 hour a week role of social media manager. I'd like to eliminate that position and add 5 hours a week to the production manager role, as well as 2 additional weeks for a 30 week contract beginning in late July.

2. Plans for editorial content

- a. In my first month I interviewed the former UOSU president, the leader of the Ontario Opposition Marit Stiles as well as Melissa Coenraad (the ONDPs candidate for the Kanata-Carleton by-election), and have contacted a number of

campus groups to work on our media relations and efficiency on reporting their work to students and the U of O community at large.

- b. Over June I hope to publish some of our wordpress backlog and begin our summer contributor pithces.
- c. Some of my top concerns for news coverage this year includes: participation in student union elections (UOSU's last general election had a 3.8 per cent turnout), U of O administration cuts to programs/rises in tuition, Student participation in protests and the use of AI in university settings.

3. Summer projects ahead

- a. Office cleaning/improvement
 - i. Done: initial cleaning and rearranging of layouts
 - ii. To do: Buy supplies for the modern office. A watercooler would be usefull because we don't have drinkable water in the office. Hoping to make the basement an archive library/meeting room.
- b. New Marketing materials and swag
 - i. I'd like to print a summer issue to distribute in 101 week kits, giving first year students know wh owe are and can see what current campus news is and how to keep up with us. Contacting RSG's over the summer to have these included in their kits and looking into printing services.
 - ii. Businessss cards for edboard to give sources.
- c. Updating the Fulcrum's style guide

Thanks to Kalki, Hailey, Simon and Ludvica for all thier help the last few week getting everything started. I look forward to meeting and working with you all over this term. Hope you have a nice day.

Fulcrum Publishing Society – Board of Directors

Executive Director's Report

Sunday, May 28, 2023

Simon Coakeley



1. Finances

Snapshot of Accounts

The below financial information is accurate as of May 17, 2023.

	April 2023	May 2023	Difference
TOTAL	\$653,470.91	\$649,075.29	\$(4394.90)

Chequing (TD)	\$494,939.81	\$491,093.64	\$(3846.17)
Investments (RBC)	\$97,286.20	96,736.75	\$(549.45)
PayPal Balance	\$1,244.90	\$1,244.90	0
Canada Business Loan (COVID-19)	\$60,000	\$60,000	0

Winter Student Levy

UOSU: \$115,637.33

GSAED: \$7583.22 (deposited Apr. 28, 23)

Audit

Waiting to hear back from auditor to commence 2022-23 audit process.

Preliminary, unaudited P/L statement attached. Of note, initial indication is that revenue exceeded expenses in 2022-23 by \$49k, significantly more than budget (\$7k) and slightly higher than \$47k in 2021-22.

2. Human Resources

EDBoard

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Transition

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3. Operations

WSIB

Made for this month.

Website

Our webmaster, Sandhu Jaskaran (Jas) has provided a presentation with hosting options and rates.

Migration will take about 2-3 days

Fulcrum Current Monthly Plan

Monthly Plan: \$149/month +tax = \$169.49

Includes: Software updates, dedicated hosting, SSL certificate, Static IP address, DNS hosting

In consultation with Jas, I am leaning to Bluehost (The Charlatan is one of their clients), which would cost \$13.48 per month for 12 months and then \$33.81 per month or \$17.55 for 36 months and then \$33.81 per month for 100GB of storage. I am waiting for feedback from The Charlatan before making a final decision.