



## **WLU Student Publications Board of Directors Meeting Minutes**

March 18<sup>th</sup>, 2021 | Remotely, via Zoom

**Attendance:** Aaron Hagey (President and Publisher), Emily Crump (Board Member), Jade Hosick (Board Member/Vice Chair), Victoria Marshall (Board Member/Secretary), Care Lucas (Executive Director), Rosalind Horne (Board Member), Keegan Gingrich (Board Member/Treasurer)

**Absent:** Arshy Mann (Board Member)

**Gallery:** Kurtis Rideout (Advertising Manager)

### **1. Call Meeting to Order**

Call to Order at 12:04 p.m.

### **2. Approval of Agenda**

**Motion:** Jade Hosick

**Second:** Keegan Gingrich

All in favor, motion passes. The agenda is approved.

### **3. Approval of minutes (January 28<sup>th</sup>, 2021)**

**Motion:** Keegan Gingrich

**Second:** Jade Hosick

All in favour, motion passes. The minutes from January 28<sup>th</sup> are approved.

### **4. Chair's Report**

#### **AGM**

- Considering the potential challenges with its virtual format, it went smoothly. Attendance was high.

#### **Department hiring**

- Department head hiring has now closed, with staff hiring scheduled for completion in May.
- Two new directors have been elected to the Board, and current directors are encouraged to reach out to them.

#### **President and Publisher Vacancy**

- May be a legal issue for WLUSP
- A general meeting will be held mid-April to discuss bylaw changes or other concerns that need to be presented to the membership.

### **5. Executive Director's Report**

## **Operations and office updates**

- Access to the office is available on a needs-only basis for WLUSP staff
- As of now, grad photo appointments are able to run again.
- Care's contract as ED has been extended for one year.
- Potential plans for a new office space are being considered with this in mind, and the Waterloo office's location is likely to be moved within the year.

## **Grants and Funding**

- The municipal grant from the City of Waterloo has been approved and will go towards running a virtual Steel Rails.
  - Care is meeting with a municipal liaison to discuss when planning for the event can begin
  - Given the virtual environment, a marketing-focused approach will be taken with the goal of encompassing broader aspects of arts and culture
  - Aim to include all publications, not just TCE

## **Web Redesign Updates**

- Brian Stevens is coming on board to assist with web development and improving the WLUSP online interface.
- Kurtis Rideout is working on a branding guideline to ensure the new web interface and any potential changes to it remain consistent with WLUSP's brand. This guideline will be passed onto future web staff and Boards of Directors as a resource.

## **The Community Edition**

- Has resumed print with a lowered circulation
- Advertising efforts have been successful so far and the April issue is currently expected to hold several promising advertising contracts.
- EIC Melissa Embury has announced her planned departure from TCE but will remain on board until a suitable replacement is found.
  - Some candidates have expressed interest, and hiring will likely begin as soon as possible so the successor's training can begin before September.

## **Exciting news from Care**

- Care is expecting a baby in September, and is making necessary adjustments to ensure WLUSP remains viable.

## **6. Discussion of the President & Publisher Vacancy**

### **3 potential scenarios:**

- Should any interested candidates submit a nomination package, they will be allowed to speak at April's general meeting and a vote will proceed
  - This option will forego a formal election period
- Should no candidates apply for the position by May 1<sup>st</sup>, WLUSP may lose its status as a non-profit organization

- Should a potential candidate step forward but be considered unsuitable for the role within its current scope of responsibilities, the role of president may be modified in accordance with the WLUSP bylaws.

### **Precautions in the Event of a Continued Vacancy**

- In the event that no candidates apply, governance-related duties (including moderation of the Board, presidential signing duties [including cheques]) may be passed down to the incoming Board's vice chair and treasurer.
  - It's not yet known if secondary roles can be assigned to incoming Board members before their term begins, but this will be clarified.
- Care Lucas clarifies that WLUSP will not lose its status as a non-profit without a president, but to ensure this is not an issue in the future, bylaws will be amended to allow for the Board to take on presidential duties in appropriate situations going forward.
- To keep the momentum going, electing a vice chair will be the incoming Board's first order of business.
- Care draws attention to the language of the bylaws: "shall" have a president is not the same as "must"

### **Concerns of Public Speaking from Potential Candidates**

- AGM and its public speaking requirement has been a source of concern among previous presidential candidates, and can make the event tense at times.
- Aaron Waitson asserts the importance of public speaking in the role despite these concerns.
- In response, Emily Crump suggests pre-written questions be submitted as opposed to live ones to ensure candidates feel more at ease. Victoria Marshall suggests doing this and potentially a live Q&A with the current Board to meet somewhere in the middle.
- Rosalind Horne suggests candidates submit a pre-recorded video instead, and Aaron believes this is a viable option.
- No conclusion is reached on how this will be approached, but it will be revisited when/if candidates express interest in the position.

### **Technicalities of Advertising and Filling the Position**

- Rosalind suggests external advertising as a solution, and Care says positions have been updated on Navigator and are currently visible to WLU students.
- Posting on LinkedIn and Indeed can move forward should the position be vacant after May 1<sup>st</sup> when an election process can no longer proceed.
  - Note that within WLUSP bylaws, only after May 1<sup>st</sup> can a president be hired as opposed to elected
- Keegan Gingrich suggests appealing to students within particular departments about the opportunity, including political science.
  - Potential issues about students' lack of knowledge of WLUSP are discussed by Aaron, but Care reiterates that finding a passionate and capable candidate is still possible and could be beneficial
  - Rosalind and Victoria agree that finding an external candidate may ease tensions previously experienced within the organization when a president is elected/hired internally

- Keegan and Victoria suggest appealing to students involved in WLU media outside of WLUSP, but Aaron remains concerned about potential candidates' lack of knowledge of the organization
- Emily suggests sending a survey to WLUSP's membership online to ask how they would like the process of electing/hiring a president to unfold, and Aaron believes this is a good idea.
- Emily further proposes a database of articles and information on transition docs to help candidates fill their knowledge gap after starting the position.

#### **Division of Powers in the Event of Role Modification**

- In the event of filling the position after May 1st with responsibility modifications, the division of powers is as follows:
  - Chair's duties will go to the Vice Chair (this is already in the bylaws)
  - Publisher's duties will be dissolved between administration and department heads, giving them more authority over print and circulation (potentially a benefit)
  - Presidential duties will be distributed between the HR department and the ED

#### **Final Proposition**

- Aaron and Care will work on drafting bylaws for the general meeting to prepare for any of the three above scenarios.
- Directors will not be involved but will be made aware of the bylaw drafts before the general meeting.

#### **Motion to approve the proposition:**

**Motion:** Keegan Gingrich

**Second:** Jade Hosick

All in favour, motion passes. Aaron and Care will draft bylaws in preparation for the next general meeting without requiring approval of the directors.

#### **7. Setting a General Meeting Date**

- A general meeting will be held before April 15<sup>th</sup> to avoid clashing with students' exam schedules, and will be either April 13<sup>th</sup> or 14<sup>th</sup>
- Emily suggests sending a survey to WLUSP's staff and volunteers to seek their preference, and Aaron agrees this is a good idea.

#### **8. Adjournment**

##### **Motion to adjourn:**

**Motion:** Victoria Marshall

**Second:** Keegan Gingrich

All in favor, motion passes. The meeting is adjourned at 1:28 p.m..

\*\*\*\*\* Last official entry \*\*\*\*\*