

Call to Order – 11:11 am, June 11, 2015 | MBC 2296

1. Territory Acknowledgement

The Advocacy Committee acknowledged that the meeting was being conducted on the traditional and unceded territories of the Coast Salish peoples, which included the Squamish, Musqueam, Stó:lo, and Tsleil-Waututh people to the current knowledge of the Society.

2. Roll Call of Attendance

Committee Composition

Vice President External Relations (<i>chair</i>).....	Kathleen Yang
Vice President Student Life	Deepak Sharma
Vice President University Relations.....	Brady Yano
Board of Directors Representative	Arr Farah
Board of Directors Representative	Christine Dyson
Councilor	Erwin Kwok
Councilor	Blaise Crisologo
Out On Campus Representative.....	Russell Kanim (<i>late-administrative</i>)
Women’s Centre Representative	
Board of Governors Representative	Deven Azevedo
Senate Representative	
Student At-Large	John Ragone
Student At-Large	Muhsin Suleiman

Society Staff

Campaigns, Research, and Policy Coordinator	Pierre Cassidy
Communications Coordinator.....	Irma Arkus
Minute Taker	Dion Chong

Guests

Member.....	Ibrahim Hafeez
Member.....	Arjun Mundy

Regrets

Councilor	Alicia Blimkie
Councilor	Amir Ali

3. Adoption of the Agenda

MOTION ADV 2015-04-02:01

Yano

Be it resolved to adopt the agenda as presented.

Added: SFSS Visibility Campaign, motion to Open Textbook Working Group

Postponed for one week: Communications Office—Next Steps for Campaign

CARRIED AS AMENDED

4. Ratification of Regrets

MOTION ADV 2015-04-02:02

Sharma

Be it resolved to ratify regrets from:

Councilor Alicia Blimkie (*work*)

Councilor Amir Ali (*lab—academic*)

CARRIED

5. Discussion

a. BC Open Textbook Summit

A few weeks ago, a number of Board and Staff attended the BC Open Textbook Summit. Reports were currently being compiled and would be made available to the committee by the next meeting. The SFSS Open Textbook Campaign was managed through the Advocacy Committee portfolio in the past and therefore the Vice President University Relations sought to restrike the working group under the same committee.

MOTION ADV 2015-04-02:02

Yano

Be it resolved to restrike the Open Textbook Working Group.

The structure of working groups was explained. The Vice President University Relations would be facilitating the process, and would be seeking another individual to help lead the initiative and the working group.

Confusion was expressed around the status of project management software pilot project for the Events and Promotions Committee and Advocacy Committee.

Kanim entered 11:21am due to a communication error.

CARRIED

The understanding thus far for the software was that EPCOM and ADV would split the cost of membership fees.

b. SFSS Visibility Campaign

Suleiman expressed that the existence of the SFSS was largely obscure for much of the student population. The website was seen by a member as being often out of date and difficult to navigate. The desire was for the SFSS to take on a large visibility campaign during the fall semester, with a goal of demonstrating the accessibility of the organization to the membership (including their right to attend any meeting). This would be accomplished through a number of methods, including utilization of the campus press, increasing the number of visual cues reinforcing the existence of the SFSS, and increasing the documentation accessibility in order to enhance transparency.

EPCOM 2015-06-09 had approved an outreach pilot project for 2015-06-17 and 2015-06-24, and Suleiman was invited to implement the ideas brought forward to improve the initiative.

Action Item: The Vice President External Relations would circulate the pilot project opportunity with Council.

The pilot project would seek to document membership responses to the organization, and may be extended and spread to all three campuses. This was seen as vital, given the differing culture of student life on the other two campuses.

The availability of the minutes was discussed, including placement on website and length of individual documents.

Availability of the budget was seen as a positive development towards enhancing organizational accountability, particularly during the election period. The ultimate goal of the visibility campaign was to enhance voter turnout, making members feel involved in the organization.

Many of the website issues are being dealt with presently, and the Communications Office extended an invitation to members to drop by and express their concerns and ideas to improve society communications.

Action items: Committee members with concerns regarding website content accessibility would contact the Communications Coordinator.

During the pilot project, screens could be set up to allow students to point out areas of issues on the website.

Action item: Suleiman would send out the template for the campaign.

The Committee was reminded that the scope of the issues identified was substantial and that solutions would take some time to implement.

c. Meeting Time Change

A committee members working hours had changed and thus a change in meeting time was requested. Logistics of such changes were discussed.

Action Item: Vice President External Relations will send out a doodle.

6. Announcements

a. Apply for OpenCon

Members of the Advocacy Committee attended a conference on open education, open access, and open data in the previous year. This year, OpenCon was taking place in Belgium in November, with applications closing on 2015-06-22. Approximately 5000 applicants were expected this year, but the members of the committee with an interest in open textbooks were encouraged to apply. The Advocacy Committee would fund travel costs for any members attending who are unable to receive the OpenCon travel scholarship.

Further, any conference opportunities with relevance to ADV could be brought to the committee table for discussion on possible conference funding.

7. Adjournment 11:51pm.