

Call to Order – 11:38 am, June 25, 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 (*chair*) Kathleen Yang
Vice President Student Life Deepak Sharma (*late-BOD*)
Vice President University Relations Brady Yano
Board of Directors Representative Arr Farah
Board of Directors Representative Christine Dyson
Councilor Amir Ali
Councilor Erwin Kwok
Councilor Alicia Blimkie
Out On Campus Representative Russell Kanim (*late*)
Women's Centre Representative
Senate Representative
Student At-Large Muhsin Suleiman

Society Staff

Communications Coordinator Irma Arkus
Minute Taker Dion Chong

Regrets

Board of Governors Representative Deven Azevedo (*BOG Meeting*)
Councilor Blaise Crisologo (*family emergency*)
Student At-Large John Ragone (*work*)

3. Adoption of the Agenda

MOTION ADV 2015-06-25:01

Kwok

Be it resolved to adopt the agenda as presented.

CARRIED

4. Ratification of Regrets

MOTION ADV 2015-06-25:02

Blimkie

Be it resolved to ratify regrets from:

Board of Governors Representative Deven Azevedo (*BOG Meeting*)
Councilor Blaise Crisologo (*family emergency*)
Student At-Large John Ragone (*work*)

CARRIED

5. Matters Arising from the Minutes

MOTION ADV 2015-06-25:03

Dyson

Be it resolved to approve the minutes of 2015-06-11

CARRIED

Abstention Noted: Suleiman

6. Guest Speakers

a. Communications Office Presentation

The Communications Coordinator provided a presentation on how to develop a strategic communications

- Goals—can the initiative achieve more than just the bare minimum? Is there a possibility to use the event or initiative as a springboard to encourage organizational awareness or future involvement?
- Stakeholders—recognizing the organization prominently. Ensuring that stakeholders are not alienated by messaging.
- Targeted audience—Recognizing the desired audience for the campaign and finding ways to make the programming and wider organization resonate with the audience. There may be different facets in media pickup.
- Messaging—all communications materials should include these key elements. They must be succinct and easy to understand, particularly as various audiences and stakeholders will interpret them differently.
- Strategy—looking at what the program already provides for the organization, and how it can be leveraged to promote specific facets of the organization.
- *Sharma entered 11:51am*
- Tactics and Channels—Tactics must reflect the medium and where the materials will be distributed. Channels must all be leveraged and must also be synchronized in their messaging.

Kanim entered 11:52am

- Metrics—metrics are simple and tied to the goals of the campaign.

Azevedo entered 11:54am

- Timeline—in the example presented, the timeline was far too short, which did not allow for communication buildup. Community event venues have recommended a minimum 3 week timeline for marketing, and such a lengthy timeline was necessary to allow for changes where necessary, as well as permeation of content.

Advocacy campaigns tend to be very diverse in nature and scale. They can be simultaneously short and long term, with various goals. The SFSS has been involved in a long term campaign of affordable education, with a major long term goal. However, the specific goals and the methods that has been pursued has varied and have been redefined over the decades.

In an advocacy campaign, many of the same communication plan elements are similar but subtly different from an event plan. The evaluation of success (likes on Facebook VS whether the requested policy has been accepted and applied) and the tactics of distributing messaging is different.

b. Introduction to Basecamp

Basecamp is a project management software which allows committees to track how projects are progressing. EPCOM has already approved funding and has begun to use the software. This also allows for the tasking of individual members, as well as the tracking of documentation and updates. The desire was for EPCOM and ADV to use the next six months to pilot the software, with costs split between the two bodies.

MOTION ADV 2015-06-25:04

Sharma

Be it resolved to approve up to \$300 from 820/20 Advocacy for use of Basecamp

\$600 is in excess of what is required, but the additional funds would allow for the Society to pursue additional projects where necessary, as Basecamp charges based on number of projects. Prior to approval at Events and Promotions Committee, the Communications Coordinator had spent significant time researching different project management solutions and the funding approval followed their recommendation.

CARRIED

7. Working Group Updates

Open Textbook working group met yesterday but had a significant drop in membership. Next meeting July 8 2pm forum chambers.

8. Discussion

a. Project Vote

There was a desire to initiate a project to encourage voter turnout for the upcoming federal election. This would be brought to the committee next week.

At present, given the limited number of projects over the summer, the committee could take on the project without having to devolve it to a working group. It was raised that the project should remain one being taken on by the entire committee until such time that other projects are brought forward.

b. Budget and New Outreach Supplies

A number of members have applied to OpenCon.

The previous Advocacy Committee prepared a recommendation on how the committee budget should be expended. A budget update would be brought to the next ADV meeting.

Ideas for outreach materials:

- Passive aggressive t-shirts were very popular.
 - Themes could include: Open Textbooks, Surrey students matter, Vancouver students matter.

9. Announcements

Transit plebiscite would be released by next week. A light rail campaign may be in the works.

10. Attachments

11. Adjournment 12:26pm

DC | CUPE 3338

guide to: campaign strategy

simon fraser
student society

Communications Strategy

Define Your Objectives



* Know Your Audience



Craft Your Communication



Choose Your Channel



Choose Your Format



Engage Partners



* Measure Impact



Amplify Impact



**Communications &
Marketing Campaigns
versus
Advocacy Campaigns**



WAR

A person wearing a dark grey or black V-neck sweater is shown from the chest up. Their hands are clasped together in front of their chest. The background is dark and out of focus. Overlaid on the center of the image is the word "RELIGION" in large, bold, red, sans-serif capital letters.

RELIGION

"Campaign plans are often created in business marketing, political campaigning and military campaigning."

"Alter the relationship of power between people, the government, and other institutions by building strong permanent organizations and relationships."

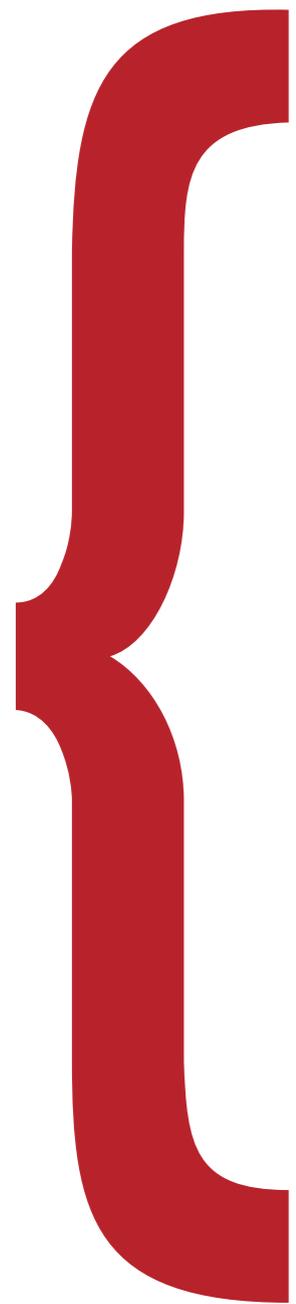
"Significant or lasting changes in people's lives, brought about by a given solution, action, or a series of actions."

effective campaigns are about

Impact (not Actions)

Results (not Effort)

Outcomes (not Outputs)



- Assess political landscape**
- Set Goals & Objectives**
- Voter / Audience Personas**
- Develop Campaign Messaging**
- Method of Voter Contacting**
- Build Coalitions, Conduct Outreach
& Develop Partnerships**
- (Measurable Engagement)**

