

1. CALL TO ORDER

Call to Order – 12:32 PM

2. TERRITORIAL ACKNOWLEDGMENT

We acknowledge that this meeting is being conducted on the unceded territories of the Coast Salish peoples; which, to the current knowledge of the Society include the Squamish, Musqueam, Stó:lo, and Tsleil-Waututh people.

3. ROLL CALL OF ATTENDANCE

3.1 Committee Composition

Vice President External Relations (Chair).....	Christine Dyson
President (Ex-officio)	Larissa Chen
Vice President University Relations.....	Arr Farah
Board of Directors Representative	Blossom Malhan
Board of Directors Representative	Prab Bassi
Board of Directors Representative	Raajan Garcha
Student At-Large	Kiran Binning
Student At Large	Natalia Gretskaia
Student At Large	Darien Lechner
Student At Large	Vacant
Student At-Large	Aarushi Sharma
Student At-Large	Erwin Kwok

3.2 Society Staff

Campaign, Research, and Policy Coordinator.....	Pierre Cassidy
Administrative Assistant.....	Zoya Nari

3.3 Guests

Student.....	Wareez Giwa
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4. RATIFICATION OF REGRETS

4.1 MOTION ADV 2017-03-29:01

Prab/Arr

Be it resolved to ratify regrets from Blossom Malhan.

CARRIED

5. ADOPTION OF THE AGENDA

5.1 MOTION ADV 2017-03-29:02

Aarushi/Erwin

Be it resolved to adopt the agenda as presented.

CARRIED

6. MATTERS ARISING FROM THE MINUTES

6.1 MOTION ADV 2017-03-29:03

Arr/Prab

Be it resolved to receive and file the following minutes:

- AdvocacyCommittee 2017-03-08.docx

POSTPONED

MOTION ADV 2017-03-29:04

Arr/Natalia

Be it resolved to postponed this item to the next meeting.

CARRIED

7. NEW BUSINESS

7.1 MOTION ADV 2017-03-29:05

Darien/Natalia

Be it resolved to approve the Study Space Proposal for up to \$517.50 from line item 820/20.

CARRIED

Abstention: Erwin Kwok

- Campaign to mainly focus on social media as part of the contest, which is to possibly occur during the week of April 10-14
 - To possibly have a Facebook event page for students to posts during specific time frames
 - To possibly allocated specific dates for each campus
- Prizes: One big prize consisting of a Visa Gift Card, and daily prizes of baked goods and coffee
 - When handing the prizes, to possibly gather information from the students as to why they enjoy their study spaces
 - Suggestion: coffee drop and date specific prizes
- Concerns: similar campaign that occurred last year was not successful, and vague description of committee member involvement
- Suggestion: To possibly place pamphlets in specific study areas in advance for students or a snapchat filter
- Committee wants a refined version of the proposal prepared for the next Board meeting

MOTION ADV 2017-03-29:06

Arr/Darien

Be it resolved to call the question for the item above.

CARRIED

Larissa Chen arrived at 12:44 PM

8. DISCUSSION ITEMS

8.1 Tank Farm Rally

- Rally to take place next Wednesday
- Committee currently has some confirmed speakers and have already contacted multiple MPs
- Posters have been ordered and will be prepared in the following days prior to the rally
- Update: no costs will be associated with the safety precautions

8.2 Responding to a disclosure workshop

- Workshop is the second part of the Consent training
- Date of the workshop is to be announced at a later time

8.3 Provincial Elections

- Committee has not received any updates or news about event, other than its occurrence
- Individuals are open to register and vote
- Committee considering to possibly do some tabling near the end of April

9. ATTACHMENTS

- StudySpaceProposal.pdf

10. ADJOURNMENT

MOTION ADV 2017-03-29:07

Arr/Kiran

Be it resolved to adjourn the meeting at 1:08 PM.

CARRIED

Study Space Proposal

April 2017



Simon Fraser Student Society

Overview of campaign

Advocate existing study spaces as well as identify existing spaces that can be developed into functional, desirable study spaces in the future.

Objective: To highlight existing study spaces and identify underused study spaces/ potential study spaces on campus

Desired outcome: Awareness of study spaces through social media

Date: April 10-14th, 2017

Campaign goals

1) Outreach and Photo Campaign

Implementation

- Engage with students studying on campus. Distribute remaining mental health resource cards/freezies. Ask to take a picture and a reason they like to study there for photo contest grand prize (100\$)
- Students will also be encouraged to post their own photos to the event/tell their friends to post photos to be entered to win a daily prize (25\$)

Outreach Plan

In-person outreach: Times will be scheduled for taking photos of individuals studying on campus. This will be led by Darien.

Social media Posts:

Sunday April 9th

“Keep an eye out for SFSS representatives on campus tomorrow! They are launching our study space campaign and will be handing out free giveaways”

Monday April 10th

“Where do you like to study on campus? Our study space campaign focuses on highlighting study spaces to students. You can participate in 1 of 2 ways”:

- 1) Spot one of our SFSS representatives on campus. Tell them why you like to study in that area, have a photo taken and be entered to win a \$100 visa gift card
- 2) Upload a picture of yourself studying on campus, or a spot you wish was a study space to our FB event. Everyday, there will be a draw for a \$25 gift card. Full contest details can be found on our event page (event link)”

Tuesday April 11th

"[Name] likes to study in the [building/space] because of [reason]. [Feature their photo]

Do you have a favourite spot to study on campus? Upload a picture to our event page, for a chance to win! (event link)"

Wednesday April 12th

"Three more days to participate in our contest! Today we will be at [] campus. Keep an eye out for our representatives, and remember to upload your own photo to our event page (event link).

Thursday April 13th

"[Name] likes to study in the [building/space] because of [reason]. [Feature their photo]

Today we will be walking around [] campus. Keep an eye out for us to receive some free giveaways and to be entered into our draw"

Friday April 14th

"Last day to participate in our campaign! Upload a picture of yourself to our event page for a chance to win (event link)"

Monday April 17th

"Thanks to everyone who participated in our campaign! Check out all the cool places to study on campus in our photo album (album link)"

Budget Options

Item	Cost	Quantity	Total Cost
Gift Cards	\$25	5	\$125
Social media Boosts			\$25.00
Grand Prize			Visa Gift Card (\$100)
Miscellaneous			\$50
Entire Campaign			\$300

Resource requirements

- SFSS Camera
- Mental Health Resource cards
- Freezies
- SFSS T-shirts

Staff Requirements

- Communications department - Post pre-made social media posts on FB, Creating FB event, Placement of SFSS logo on pictures collected during outreach, Create Photo album of all submissions

*Daily submissions to FB event and draw are to be tracked by SFSS VP External