

1. CALL TO ORDER

Call to Order – 10:35 am

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 (<i>Chair</i>)	Christine Dyson
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

3.2 Society Staff

Campaigns, Research and Policy Coordinator	Pierre Cassidy
Administrative Assistant	Mandeep Aujla

3.3 Regrets

Board of Directors Representative	Blossom Malhan
Student At-Large	Aarushi Sharma

4. RATIFICATION OF REGRETS

MOTION ADV 2016-09-23:01

Arr/Natalia

Be it resolved to ratify regrets from Blossom Malhan and Aarushi Sharma.

CARRIED

5. ADOPTION OF THE AGENDA

MOTION ADV 2016-09-23:02

Raajan/Natalia

Be it resolved to approve the agenda as presented.

CARRIED

6. MATTERS ARISING FROM THE MINUTES

MOTION ADV 2016-09-23:03

Darien/Natalia

Be it resolved to approve the minutes from AdvocacyCommittee2016-09-16.

CARRIED

7. DISCUSSION ITEMS

7.1 SFU Sexual Assault Policy Campaign

- Committee was informed that SFU followed up with the Chair with regards to the recommendations; the evening time slots will be added and the policy consultations may begin in October.
- The draft policy will not be available online during the consultations.
- SFU stated that the consultations would be in an open session format.
- There may also be some questions prepared for students before hand.
- A calendar will be created for the committee after the consultation dates have been finalized.
- The committee brainstormed some ideas on what the messaging for this policy campaign could be (i.e. “Attend SFU Sexual Assault Policy Campaign”). No decision was made during this meeting.
- Policy consultations will be held at Halpern centre; Christine is waiting on a reply regarding whether the consultations will also be held at the Surrey and Vancouver Campuses.

***Prab Bassi and Kiran Binning arrived at 10:42 am.*

7.2 Consent Campaign

- Consent toolboxes were provided for by Out on Campus and will be given to attendees after Pub night at the door.
- Women’s centre staff will be giving out consent toolboxes during the concert.
- The committee was informed that UVic’s “Let’s get consensual” campaign slogan is in collaboration with an external organization.
- The committee came to an agreement to brainstorm another slogan for the advocacy committee’s campaign.
- The committee brainstormed some ideas for the campaign slogan and will brainstorm further offline and send these suggestions Christine.
- The new slogan will be displayed by the next pub night, which may be before Halloween.
- The committee members were informed to send their slogan suggestions to Christine by Wednesday September. 28th.
- **[Action item] Christine:** Send a reminder to the committee on Monday September 26th reminding them to email their slogan suggestions.
- **[Action item] Christine:** Follow up with Health and Counselling pertaining to if the committee would like a presentation to be made on some Sexual assault myths at a subsequent Advocacy meeting.

***Pierre Cassidy left at 10:56 am.*

7.3 #TextbookBrokeBC campaign

- The committee brainstormed some ideas for this campaign:
 - Presentation at a Council meeting informing DSUs of this campaign so they may communicate with their SFU contacts.
 - Posting the campaign on the social media textbook buy/sell groups.

- The committee agreed that the textbook confessions piece is a good idea; members also brainstormed ideas for a Facebook page of textbook confessions possibly with pictures of students with their textbooks.
- Jenga textbook tower with prizes in textbooks.
- OER textbook giveaway.
- Article in the Peak once the messaging for the campaign has been finalized.
- Arr and Christine have been presenting to the Faculty Association and some things that came out of this were:
 - History professor adopted a textbook from the BC campus website.
 - At the Senate level, there is a policy beginning in November which will make it mandatory for any SFU faculty member, teaching assistant, undergraduate or graduate student to provide their research to the SFU library so it can be posted anywhere as free open material. There will be an opt-out clause for individuals who have contracts with publishers elsewhere.
- Christine will look at getting some of the messaging created in terms of the campaign cards.
- **[Action item] Christine:** Look into whether professors can apply for and receive OER grants more than once.

8. ATTACHMENTS

- #TextbookbrokeBC Campaign Proposal.pdf

9. ADJOURNMENT

MOTION ADV 2016-09-23:04

Raajan/Prab

Be it resolved to adjourn the meeting at 11:27 am.

CARRIED

#TextbookbrokeBC Campaign Proposal

September 2016



Simon Fraser Student Society

Overview of campaign

The advocacy committee is seeking to move forward with the adoption of Open Educational Resources (OER's) at SFU.

Objective: To spread awareness about OER's and encourage Professors to adopt them into course curriculums

Desired outcome: For fall semester, widespread awareness about OER's (amongst both students and faculty)

Dates: Midterm Season through to start of spring semester

Campaign goals

1) Raise awareness of Open Educational Resources through fun and interactive messaging prior to midterms week

Implementation:

Option 1: Run a 'textbook confessions' campaign

- Interview students, take a photo (or video) of them with their textbook and note their 'textbook confession' -> use this for promotional material during 'messaging period'
- Hand them messaging information card (to give to Proff) and bookmark? - could use the same one as last year or develop new one

Option 2: Survey Students (similar to AMS's survey)

- Survey how many students have used their textbooks, how much on avg. they cost...data gathered could be used in future lobbying efforts

2) Develop messaging on cards (key OER info) and encourage students to give them to professors who required expensive textbooks for their courses

Implementation:

Option 1: Hand out cards to students with key messaging, and encourage them to pass informational card along to their professors

- Key message on cards with link to BC Campus website and SFU OER grants page

Option 2: Run an 'I pledge to inform' contest when giving out information cards

- Students sign up for email reminder to be sent in last week of classes (goal 3)

3) Develop messaging that encourages students to write on their Professors end of semester reviews (and to hand them an informational card on the last day of class). The idea behind encouraging students to write on professor reviews is that they will be kept on file and entered into records system.

Implementation:

Option 1: Encourage students to write key message on proff reviews

- This can be done through sharing of 'textbook confessions'

Option 2: 'I pledge to inform'

- Those who signed up earlier on will be sent an email reminder to write message on proff reviews

4) Provide OER information to students while they sell back their textbooks.

Implementation:

Option 1: Have a 'textbook tower' on display outside the bookstore during buy-back season

- encourage students to take photos with our tower, use hashtag #TextbookBrokeBC

Option 1: Provide information on OER's (same as before)

- Display textbooks which are available through BC Campus

5) Messaging prior to the first week of classes. Provide #textbooktips. Post photos from textbook graveyard.

Implementation:

Option 1: Post #Textbooktips

- Provide social media updates through the SFSS website

