

## 1. CALL TO ORDER

Call to Order – 10:36 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    |
| Student At-Large .....                                   | Erwin Kwok        |
| Student At-Large .....                                   | Bhumika Khanna    |

### 3.2 Society Staff

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

### 3.3 Regrets

|   |                |
|---|----------------|
| Board of Directors Representative ..... | Raajan Garcha  |
| Student At-Large .....                  | Kiran Binning  |
| Student At-Large .....                  | Aarushi Sharma |

### 3.4 Absent

|                        |                |
|------------------------|----------------|
| Student At-Large ..... | Bhumika Khanna |
|------------------------|----------------|

## 4. RATIFICATION OF REGRETS

**MOTION ADV 2016-11-04:01**

**Prab/Natalia**

*Be it resolved to ratify regrets from:*

- Friendly amendment: “*Be it resolved to ratify regrets from Raajan Garcha, Kiran Binning, and Aarushi Sharma*”.

**CARRIED**

## 5. ADOPTION OF THE AGENDA

**MOTION ADV 2016-11-04:02**

**Prab/Blossom**

*Be it resolved to approve the agenda as presented.*

**CARRIED**

## 5. MATTERS ARISING FROM THE MINUTES

**MOTION ADV 2016-11-04:03**

**Blossom/Darien**

*Be it resolved to approve the minutes from:*

- *AdvocacyCommittee\_2016-09-30*
- *AdvocacyCommittee\_2016-10-07*
- *AdvocacyCommittee\_2016-10-28*

**CARRIED**

\*\*Abstention: Erwin Kwok

## 6. DISCUSSION ITEMS

### **6.1 Special Effects Light**

- Found an individual who can make the filter for the lights.
- John Flipse emailed a visual sample to Blossom (green background colour).
- Committee decided to request that John send other colours as well to choose from.
- Blossom will send the updated visuals to the committee once they are received from John.

### **6.2 Evergreen Line**

- Committee decided that social media posts will be sufficient to advocate for the evergreen line.
- Translink staff have already been handing out informational pamphlets to passengers.
- Committee members further suggested providing students maps showing bus routes that will be the most affected by this change.
- It was further brainstormed to speak with the Peak Newspaper to have a small article on the changes as well.

### **6.3 Elections**

- Brainstorm session on ways to better inform students:
  - Increase number of individuals that run in the elections.
  - Increase awareness on society and its achievements (i.e. In the form of pamphlets).
  - Interview students in a similar format to past Peak interviews (why do students think it's important to run in the elections and what do they think of the SFSS?)
  - Target a question such as why some students are still not aware of the society?
  - Have information on what each Board position entails and the accomplishments of previous Board members, as well explain what the eligibilities are.
  - Provide incentives as well and do an informational video.
  - "Knowledge campaign" focus a section on what the SFSS is, what they have done, and their strategic plan.
- Other feedback:

- Video: create a metaphoric “SFSS cake” video.
- Visual chart of how the SFSS spends its money.
- Incentive: snap on card holders for mobile devices; could contact the bookstore on this.
- Inform students on other ways they can get involved with the society (ie. Committees, volunteering).
- Committee chair provided members with cards to provide their input on how they like to be approached.
- Majority of the cards stated a preference for social media interaction, incentives, short face to face campaigning (maximum of two minutes), clear messaging, friendly interaction (ie. Complimenting, eye contact, smiling), don’t approach busy or closed groups, visually appealing campaigns, giving people the opportunity to come to you if they choose to do so.
  - ❖ Knowledge campaign: beginning of January (2-3 weeks).
  - ❖ Next two weeks after that: focus on getting individuals to run for the elections.
  - ❖ Two-week nomination period.

#### **6.4 Campus Space**

- Committee brainstormed ideas for a photo campaign where students take a pictures of their favourite place to study in.
- A committee member suggested an incentive such as someone from the committee giving student(s) coffee and donuts for when they are studying in their favourite study spot.
- A scavenger hunt was also suggested.
- Another committee member suggested creating a map with stars to show study spots.
- It was noted that some spaces are designed to be study spaces by students don’t use them for that purpose.
- Everyone on the committee was tasked to further brainstorm ideas for the campus space campaign.

## **7. ADJOURNMENT**

**MOTION ADV 2016-11-04:04**

**Natalia/Blossom**

*Be it resolved to adjourn the meeting at 11:26 AM*

**CARRIED**