

1. CALL TO ORDER

Call to Order – 10:41 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 RelationsChristine Dyson
Vice President University Relations Arr Farah
Board of Directors Representative Blossom Malhan
Board of Directors RepresentativePrab Bassi
Board of Directors RepresentativeRaajan Garcha
Student At-LargeKiran Binning
Student At Large Natalia Gretskaia
Student At Large Darien Lechner
Student At Large Mark Thompson
Student At-Large Aarushi Sharma
Student At-Large Vacant
Campaigns, Research and Policy Coordinator Pierre Cassidy
Administrative Assistant Mandeep Aujla

3.2 Regrets

Student At-LargeKiran Binning

3.3 Absent

4. RATIFICATION OF REGRETS

MOTION ADV 2016-07-13:01

Blossom/Aarushi

Be it resolved to ratify regrets from Kiran Binning.

Discussion:

- Academic reason (field trip).

CARRIED

5. ADOPTION OF THE AGENDA

MOTION ADV 2016-07-13:02

Blossom/Raajan

Be it resolved to approve the agenda as presented.

CARRIED

6. MATTERS ARISING FROM THE MINUTES

MOTION ADV 2016-07-13:03

Darien/Natalia

Be it resolved to ratify the minutes from:

AdvocacyCommittee_2016-06-08

AdvocacyCommittee_2016-06-15

CARRIED

7. DISCUSSION ITEMS

- Survey Results
 - With a grand total of 492 respondents, the committee didn't meet its target of 750, however, it was noted that this was an arbitrary number that the committee did not have enough insight on.
 - Based on a review of the trends it was noted that the highest response days were on June 22nd, 24th, and 29th all of which were days that the committee members were tabling at the Burnaby campus.
 - There was also a spike in respondents on July 4th following an article released in the Peak Newspaper surrounding the Survey.
 - The data also showed that there was a spike in the results on July 6th, which was the last day at the Burnaby campus.
- Effective Tabling
 - At the beginning of tabling, the results were really high; later on, when the survey was extended to another week, the results decreased to about half.
 - Committee members noticed a correlation between the locations they were at and the number of respondents; it was recognized across the committee that Blussom Hall yielded worthy results whereas the AQ and washroom areas didn't.
 - Approaching groups also was more time efficient and led to a higher number of respondents within that timeframe.
 - Prior to this meeting, Christine had asked Sindhu to re-open the survey effective immediately.
 - The committee agreed to direct this feedback to the strategic engagement committee to see if they can offer further insight or recommendations.
 - Pierre had the following suggestions for the committee:

- Committee members should provide written accounts of who is doing what, where and when they are doing it, who they engage with, and what the results of such activities are.
- This will in turn provide better awareness into what is effective and what isn't.
- Some personal observations across the committee regarding the outreach/tabling were as follows:
 - The posters promoting the giveaways were not visible enough.
 - The word choice in the surveys needs to be a lot simpler (i.e. committee members were repeatedly having to explain the word 'defer' to students).
 - Focus on locations that yield the best results and avoid those that don't.
 - Have at least one person directly in front of the table and one person ahead of it engaging with students as they walk by.
 - It was also noted that campaigning the survey at the Surrey campus was not possible, therefore for the next survey this campus location should also be focused on.
 - Initial wording when approaching students also has different results (i.e. It was noted that students were more responsive to 'do you have a moment..' rather than 'would you fill out this survey..')
 - Pierre suggested that outreach shouldn't be just during tabling; committee members can do this outreach outside of scheduled table times as well.
 - It was also recommended that providing two iPad's and a laptop at the tables would be beneficial.
- Due to the lack of campaigning at Surrey the following was decided:
 - The strategic engagement committee will be notified that the Advocacy committee needs more volunteers who are able to go to the Surrey campus as many of the current members spend most of their time at the Burnaby campus.
 - Raajan, Mark, and possibly Blossom will be doing outreach for the Survey at the Surrey campus on Tuesday July 19.
- The new closing date for this survey is Tuesday July 19 at 5pm, and by that time a new target of 100 respondents should hopefully be reached.
- Christine will provide the SFSS general office a list of the Advocacy committee members to ensure the usage of iPad's is kept track of; members will sign out an iPad and note the expected time of return.
- By next week, Christine will provide a report on the survey as well as a report on the different trends. This report will be reviewed by the

Advocacy committee and sent to the Board as a recommendation for strategic engagement or just for the Boards general knowledge.

- Fraser Library
 - The Chair would like some feedback on possibly tabling on August 7th and 14th in order to inform students that the library is now open on Sundays during exams at the Surrey campus.
 - The format will be similar to last years tabling, which was run by Arr and Christine; tabling will occur near the escalators on the same floor as the Library, and there will be free coffee (approximately 90 cups were used last year).
 - Side note: The tabling is effective in promoting the number of people in the library so that in the SFU reports it is shown that the library is being put to good use.
 - Committee decided it would be a good idea to communicate with the Surrey campus to see if they are already discussing possibly tabling for the Fraser library update.
 - **[Action item] Christine:** Follow up with Hangue to see if the Surrey campus committee has already begun planning tabling for this.

8. ADJOURNMENT

MOTION ADV 2016-07-13:03

Blossom/Prab

Be it resolved to adjourn the meeting at 11:39 am.

CARRIED