

## 1. CALL TO ORDER

Call to Order – 10:39 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 .....	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

Student At Large .....	Natalia Gretskaia
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### 3.4 Absent

Student At-Large .....	Erwin Kwok
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## 4. RATIFICATION OF REGRETS

### **MOTION ADV 2016-10-28:01**

**Arr/Raajan**

*Be it resolved to ratify regrets from Natalia Gretskaia.*

**CARRIED**

## 5. ADOPTION OF THE AGENDA

### **MOTION ADV 2016-10-28:02**

**Aarushi/Prab**

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

**CARRIED**

## 6. DISCUSSION ITEMS

### 6.1 Sexual Assault Policy Consultations

- Policy consultations have now ended.
- Discussion about having one public forum where individuals can come and ask questions.
- Christine asked the organizers of the consultations to let the committee know when the draft is close to being done.
- The committee will be doing an information piece to promote the public forum day.
- The draft version will have to go to the Board of Governors in January.
- Committee members had the following suggestions to promote the public form:
  - Reach out to certain student unions.
  - Open consultation should be at an area on campus that generates the most traffic and where students will be interested to stop and see what event is taking place.
  - Videos to encourage students to take part.
  - Boards should be displayed in places where students wouldn't usually expect them.

\*\*Prab Bassi & Kiran Binning arrived at 10:37 am.

\*\*Blossom Malhan arrived at 10:46 am.

### 6.2 #TextbookbrokeBC

- It was noted that some professors have already adopted OERs whereas some are looking into adopting them.
- Professors suggested to make pamphlets available to them and to discuss this campaign face to face with other professors.
- A committee member suggested speaking to the Council Chair to have a presentation on the agenda.
- **Sizing of pamphlets:**
  - Small pamphlets easily lost therefore decided on medium sized pamphlets (at least 1,500).
- **Option 2 (attachment):**
  - iPads will be made available for students to fill out web surveys as well as paper version.
  - Christine & the communications coordinator will discuss having a reminder on the SFSS website.
- **Incentives:**
  - Two ways to receive the incentives:
    - Students can take a selfie of themselves giving the information pamphlet to a professor (multiple entries allowed).
    - Students can sign the "I pledge to inform" (multiple entries allowed).
  - No free textbooks will be given out.
  - Pictures will have to show the appropriate hashtag with the SFSS social media page tagged.
  - \$500.00 cheque for the photo campaign & \$100.00 cheque for the "I pledge to inform"

### 6.3 Calendar

- November 2016- April 2017:

- November: OER info & Got Consent (Pub Nights), Evergreen Line.
  - December: OER info, Sexual Assault Policy
  - January: Sexual Assault Policy, OER Buy back, Got Consent (Pub Nights), Accessibility Needs, Committees, Elections.
  - February: Mental Health, Campus space (photo campaign)
  - March: Mental Health, Got Consent (Pub Nights), provincial elections.
  - April: Campus Space (photo campaign)
- **Other discussion on calendar:**
- Promote SFSS elections before the elections start.
  - Promote committees and SFSS services.
  - Advocate for accessibility at by-elections.
  - Promote evergreen line.
  - TA discussions will be done offline.

## 7. ATTACHMENTS

- OER campaign. pdf

## 8. ADJOURNMENT

**MOTION ADV 2016-10-28:03**

**Arr/Prab**

*Be it resolved to adjourn the meeting at 11:28 am.*

**CARRIED**

## **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) 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)

**2) 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 through social media

- 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

**3) 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

**4) 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