

## 1. CALL TO ORDER

Call to Order – 12:38pm

## 2. ROLL CALL OF ATTENDANCE

### 2.1 COMMITTEE COMPOSITION

- Vice President External Relations (chair): Kathleen Yang
- President (ex officio): Enoch Weng
- Vice President University Relations: Brady Yano
- Vice President Student Life : Deepak Sharma
- Councilor: Erwin Kwok *arrived at 12:42pm*
- Councilor: Elena Jiang Su
- Out On Campus Representative: Russell Kanim
- Senate Representative: Arjan Mundy
- Women's Centre Representative: Anjali Biju
- Board of Directors Representative: Christine Dyson
- Board of Directors Representative: Arr Farah
- Student At-Large: Muhsin Suleiman
- Minute Taker: Carmela Frouws

### 2.2 REGRETS

- Board of Governors Representative: Deven Azevedo
- Student At-Large: John Ragone

### 2.3 GUESTS

Business Representative – Hangué Kim

## 3. ADOPTION OF THE AGENDA

### **MOTION BOD 2015-11-26:01**

#### **Arr/Muhsin**

Be it resolved to adopt the agenda as /amended

#### **CARRIED**

Add to DISCUSSION - school building school, lobby days, and discussion about more meetings during the holiday break.

#### 4. RATIFICATION OF REGRETS

**MOTION BOD 2015-11-26:02**

**Anjali/Russell**

Be it resolved to ratify regrets from Deven and John

**CARRIED**

#### 5. MATTERS ARISING FROM THE MINUTES

**MOTION BOD 2015-11-26:03**

**Deepak/Arjan**

Be it resolved to approve the minutes from: 2015-11-12

AdvocacyCommittee\_2015-11-12

**CARRIED**

**Abstentions - Anjali**

#### 6. COMMITTEE MEMBER UPDATES

- DIVESTMENT
  - SFSS signed a letter on Wednesday, November 25 to propose to the Board of Governors to create more terms of residence. The main goal of the campaign is to prevent SFU from investing in fossil fuels. A responsible Investment Committee was struck and met on the morning of Tuesday, November 24<sup>th</sup>. President Petter disregarded the divestment idea and announced that the committee has decided that divestment is not an effective means to act on climate and is not something SFU will do. Their plan is to increase endowment funding to a socially responsible fund and will be increased from 3% to 5%.
  
- University Master Plan
  - Kathleen will be emailing the resident planning group to ensure SFSS participation regarding family housing.
  - Please send ideas to Kathleen if you're interested in adding points.

- PEER SUPPORT PROGRAM
  - Kathleen called Speakeasy – student-student support at UBC for mental health. Conversation to come in the next week. Kathleen to engage on workshops. Hi-Five is also interested in working on a peer support program. Enoch and Larissa are putting together a proposal looking into other universities to see what their process is on the program.
  
- OPENCON
  - Deepak and Brady are back from OpenCon.
  - A joint report will be presented to the committee in January.
  
- OPEN EDUCATION CONFERENCE
  - Brady will present a report on the conference in January
  - Brady was invited to attend another conference on March 7-8 at not cost to the SFSS.
  - Arr, Christine, and Melissa will prepare a report for January as well.
  
- CONSENT
  - Kathleen will provide a report for January regarding Consent.
  - There is a meeting on December 7<sup>th</sup> about a Sexual Assault Support Centre – the main goal of the meeting is to get a levy.
  
- TRANSPORTAION LECTURE SERIES
  - 8 week lecture series hosted by the City of Surrey and SFU
  - Special lecturer : Gordon Price
  - Deepak will submit a proposal and a report in January
  
- Hi-FIVE
  - Establishing Hi-Five as a potential SFSS club
  - Meeting with the Women’s Centre next week.

## 7. NEW BUSINESS

### 7.1 SFSS OUTREACH CAMPAIGN **MOTION ADV 2015-11-26:04**

**Eriwn/Arr**

Be it resolved to allocate up to \$1000 from line 820/20 - Advocacy for the SFSS Outreach Campaign.

Be it further resolved to authorize the president, Enoch Weng, to oversee spending on behalf of the Strategic Planning Committee.

**CARRIED**

**Abstentions Muhsin**

Board struck the Strategic Planning Committee to create long term goals and visions as well as to align the services and needs to students. Their focus at this time is to engage students to get them more involved with the SFSS. A mass survey was launched this past week asking the students opinions on what types of changes they would like to see in the future. The Board members got together with some staff members to hand out cards to students on campus. To date, there have been up to 1,600 responses with at least 500 unique comments or responses. There are still two weeks left to go in the campaign. The committee is planning for another outreach campaign in January and the requested (up to) \$1,000 will be used to purchase incentives and prizes.

*Discussion* – It was agreed that student engagement and face to face contact is important. A suggestion was made to properly book and set up tables throughout the campus with a committee representative readily on hand. A question was asked regarding the reasoning for the funds being requested from the Advocacy committee rather than FASC. The reason being that FASC has only met once this semester and the request would be a lengthy process. The business cards that were handed out were paid for by the Communications department and many of the handouts and incentives to date are leftover SFSS materials or donations by the SFSS. A suggestion was made to amend the motion to show specifically what the money will be spent on. The committee was assured that the requested funds will be used for incentive prizes to engage more students and draw more people in. It was noted that there is around \$34,000 left in the Advocacy budget.

7.2 PANCAKE BREAKFAST

**MOTION ADV 2015-11-26:05**

**Deepak/Arr**

Be it resolved to approve up to \$770 from advocacy line 820/20 for the Simon Fraser Student Society's Pancake Breakfast happening on December 7<sup>th</sup> 2015.

**TABLED TO THE NEXT MEETING**

The Events Committee is currently planning a pancake breakfast for students for the holiday season similar to the event held for the Fall Kick Off. The event will be supporting a charity similar to that of a food drive as well as offering pictures with Santa and Christmas carolling. The team has received confirmation from various sponsors to assist with subsidizing the cost of the event. The request is for the Advocacy Committee to share the cost with the Events Committee to split the cost of the grill, heaters and the propane rentals, which is a small portion of the total event cost.

Discussion – A question was asked why a holiday pancake breakfast is being held when there will be another one coming in January. The event team believes this is a good time to have an event due to it being close to the holidays as there are many students on campus who do not go home for the holidays. The committee was advised that the original idea of the Holiday dinner did not pan out and this was a result of it. The event already has confirmed support from the General Office and will be partnering with health and counselling as well as other student groups to ensure a successful event.

A concern was raised over discrepancies in the proposal as it does not provide clear roles and lacks detail. A suggestion was offered to have Hangue revise the proposal and present it at the next Advocacy meeting. The members suggested that EPCOM cover the costs for the time being and Advocacy will potentially reimburse the funds after proper documentation is provided to the committee. The motion has been tabled for the next meeting.

Hangue Kim left at *1:35pm*

## 8. DISCUSSION

### LOBBY DAYS

- Discussion about the all student association meeting. BCIT has shown interest and agreed to host the meeting as well as absorbing the costs of the meeting.
- Alliance of BC Students sent an email for a meeting on December 7<sup>th</sup> regarding an interest in lobby days.
- Kathleen is seeking guidance on if she should attend the meeting held by the ABCS.
- It was agreed by the committee that she attend the meeting to gather ideas but has been advised not to commit the SFSS to

anything. It was also suggested that the SFSS requests be considered once it has been presented to the ABCS.

- The committee members will come up with some lobby ideas and present it for the next meeting.

#### SCHOOLS BUILDING SCHOOLS

- It was agreed amongst the committee that the response from the SBS regarding the committee's questions was insufficient and had no real clarity.
- The committee is not comfortable with providing continued support into the project. If this is the case then it was suggested that the committee members advise the SBS of their concerns as soon as possible.
- The next step in retracting the levy would be at the next referendum when it will be put to a vote.

#### NEXT ADVOCACY MEETING

- The committee members were advised to expect a meeting during through Christmas break.
- Please send in regrets to Kathleen and Carmela.

### 9. ATTACHMENTS

SFSS Presents Christmas pancake breakfast

### 10. ADJOURNMENT

Adjourned at: *1:56 pm*

## SFSS Presents: Christmas Pancake Breakfast



Presented By: Hangu Kim and Curtis Pooghkay

## **Goals and Objectives:**

- To continue to promote the SFSS branding.
- To appreciate our membership and providing them with a non-ticketed event
- To engage our membership by promoting and executing a really great event.
- To get our membership excited for the holiday season.

## **Stakeholders:**

- The SFSS membership

## **Targeted Audience:**

- SFSS members of any age
- Individuals that like pancakes
- Individuals that like christmas

## **Messaging:**

- Promotion of this event through a marketing plan
- Posters and promotional materials to make our target audience generally aware this event are happening.
- Facebook event to show this event is happening

## **Strategy:**

- Have posters set up around campus creating awareness for the pancake breakfast.
- Facebook group gaining traction
- Word of mouth marketing of the event



## **Metrics/Measurables**

- Amount of people that go to the pancake breakfast

## **Overview:**

The pancake breakfast is something we do every year in September but we don't really do much for our membership in the holiday season. During the cold weather it would be advantageous to show our appreciation for our membership before the holiday season by giving them free pancakes. We will be dressed in Christmas outfits and playing Christmas music.

## **Timeline: (Deadlines)**

- Tues November 24<sup>th</sup> brought to Epcom
- Wenes November 25<sup>th</sup> Facebook group created.
- Fri November 27<sup>th</sup> Posters designed and printed
- Tues Dec 1<sup>st</sup> Volunteers confirmed
- Mon Dec 7 Event Day.

## **Facilities:**

We will be requiring tables, chairs and rolling boards.

## **Volunteers:**

There will be a need for 5-10 volunteers either from Epcom, board and brooked events to work the door and cater to any specific needs of the event.

Budget:

Costs: Up To:

Item	Cost
Facilities	\$500 (Sponsored)
Miscellaneous	\$200
Food	Sponsored
Grill, heaters and Propane	\$1300
Total	\$1500