

1. CALL TO ORDER

Call to Order – 9:34 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 Board Composition

President (<i>Chair</i>).....	Larissa Chen
VP External Relations.....	Christine Dyson
VP Finance	Hangue Kim
VP Student Services	Vacant
VP Student Life.....	Curtis Pooghkay
VP University Relations.....	Arr Farah
At-Large Representative	Paul Hans
At-Large Representative	Mudi Bwakura
Faculty Representative (Applied Sciences).....	Alan Lee
Faculty Representative (Arts & Social Sciences)	Blossom Malhan
Faculty Representative (Business).....	Pritesh Pachchigar
Faculty Representative (Communications, Art, & Technology)	Prab Bassi
Faculty Representative (Education)	John Ragone
Faculty Representative (Environment).....	Thadoe Wai
Faculty Representative (Health Sciences).....	Raajan Garcha
Faculty Representative (Science)	Jimmy Dhesa

3.2 Society Staff

SFSS Administrative Assistant.....	Zoya Nari
SFSS Administrative Assistant.....	Afifa Hashimi
Chief Executive Officer	Martin Wyant
Campaign, Research, and Policy Coordinator.....	Pierre Cassidy

3.3 Guests

The Peak News Editor	Nathan Ross
SFSS Council Liaison.....	Erwin Kwok

3.4 Regrets

Faculty Representative (Education)	John Ragone
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Christine arrived at 9:35 AM

Mudi arrived at 9:36 AM

4. RATIFICATION OF REGRETS

4.1 MOTION BOD 2017-02-27:01

Thadoe/Jimmy

Be it resolved to ratify regrets from John Ragone (Academic).

CARRIED

5. ADOPTION OF THE AGENDA

5.1 MOTION BOD 2017-02-27:02

Prab/Raajan

Be it resolved to adopt the agenda as presented.

CARRIED

6. MATTERS ARISING FROM THE MINUTES

6.1 MOTION BOD 2017-02-27:03

Hangué/Curtis

Be it resolved to receive and file the following minutes:

- AdvocacyCommittee_2017-02-01.docx
- EventsCommitteeMinutes2017-02-10.docx

CARRIED

7. NEW BUSINESS

7.1 FINANCE REALLOCATION – MOTION BOD 2017-02-27:04

Hangué/Arr

Be it resolved to reallocate \$3582.60 from the Management Consultant line item (689/20) to the Lease Expense Line item (721/31).

- Lease expense line did not have enough funds, hence the reallocation

CARRIED

7.2 SFSS BYLAWS REFORM REFERENDUM – MOTION BOD 2017-02-27:05

Arr/Hangué

Be it resolved to approve the following referenda question on the 2017 SFSS General Election Ballot:

Whereas some of the proposed changes are required by the new Societies Act and amendments to the University Act;

Whereas other proposed changes will improve the Society's ability to achieve its vision of improving the undergraduate student experience;

Whereas the change to the new Bylaws will require a transition period;

Be it resolved to adopt the new SFSS Bylaws, as attached as Attachment 1 to this referendum question, to take effect on May 1, 2018.

- Changes in the SFSS bylaws
- Able to initiate campaign for elections

CARRIED

Alan arrived at 9:48 AM

Blossom arrived at 9:52 AM

Pritesh arrived at 9:52 AM

7.3 HEALTH AND DENTAL PLAN REFERENDUM – MOTION BOD 2017-02-27:06

Arr/Mudi

Be it resolved to approve the following referenda question on the 2017 SFSS General Election Ballot:

Whereas the actual cost of the SFSS Extended Health and Dental Plan, launched in 2008, varies every year given increases in the cost of health and dental services, and increases in the number of claims made by undergraduate students;

Whereas the Student Society Fee collected to provide all members with health and dental Insurance cannot be adjusted keep pace with the increases in the cost of coverage;

Whereas the fixed Student Society Fee risks requiring a reduction in the level of coverage and service available to undergraduate students who have repeatedly described the Health and Dental Plan as one of their most valued SFSS services;

Whereas the Board will communicate the value of, and reason for making any change to the fee;

Do you grant the SFSS Board of Directors the authority to raise or reduce the SFSS Health and Dental Student Society Service Fee to a maximum of up to 5% in any given year for the next 5 years.

- Meant to provide flexibility for SFSS to manage the plan effectively
- Discussion with Embark about some discrepancies with the 5% increase since the plan is not sustainable
- Health reserve plan can and will be used as a backup if needed
- Board suggests that a 5-year plan possibly may be too long for students to agree to but it provides the most flexibility
 - Option to raise to 10% for 2 years by subsidizing
- Fixed number possibly an option for students, similar to the other referendums
 - However, percentage allows for more flexibility
- Reserve fund depleted from around 700,000 to 300,000 on average, due to the significant increase in claims near the end of the plan coverage
- Boards options are to cut benefits or increase costs, but preference goes to the increase due to considerable amount of student usage of the benefits
 - 2015-2016 year: there was a 15% increase in health claims and 6% in dental
- Variability needs to be built into the fee structure – will be needed before moving forward with the referendum
- RFP is said to be in place next year at the end of the contract and will most likely be bringing back cheaper responses

NOT CARRIED

MOTION BOD 2017-02-27:07

Curtis/Alan

Be it resolved to approve the following referenda question on the 2017 SFSS General Election Ballot:

Whereas the actual cost of the SFSS Extended Health and Dental Plan, launched in 2008, varies every year given increases in the cost of health and dental services, and increases in the number of claims made by undergraduate students;

Whereas the Student Society Fee collected to provide all members with health and dental Insurance cannot be adjusted keep pace with the increases in the cost of coverage;

Whereas the fixed Student Society Fee risks requiring a reduction in the level of coverage and service available to undergraduate students who have repeatedly described the Health and Dental Plan as one of their most valued SFSS services;

Whereas the Board will communicate the value of, and reason for making any change to the fee;

Do you grant the SFSS Board of Directors the authority to raise or reduce the SFSS Health and Dental Student Society Service Fee to a maximum of up to 5% in any given year for the next 3 years.

CARRIED AS AMENDED

John arrived at 10:13 AM

8. DISCUSSION ITEMS

8.1 Board Stipend Policies

- Suggestion to move forward with the policies before the end of the term to test them out
- Board member suggests to view subtle changes in the completed form for engagement hours, in relation to the previous discussion
- In order to demonstrate accountability, policy will need to equate stipend with engagement hours and quality of work, however, board suggests to possibly use an honorarium instead of the form
- Suggestion to create standardized templates for members, but the focus is mainly on completion
- Recommendation: working group and a suggestion to create standardized templates for members, however, the main focus is on completion, not entirely the quality of the work
- Policy forwarded to Finance Committee to elaborate on

8.2 SFSS General Membership Survey 2017 Campaign

- Suggestion to possibly table every day with 3 to 4 people per time slot
 - Schedule ideally to be sent out by Wednesday, March 1 evening
- Surrey Campus Committee, Council members, Student Unions to possibly be of assistance in the campaign

9. REPORTS FROM SOCIETY

8.3 Report from Council Liaison

- SFU dining services RFP proposal intends to retain all employees but subject to change, based on the contractor selected
- Spanish Language Certificate Program cancellation
 - May disadvantage students by limiting their ability to demonstrate their proficiency in Spanish for opportunities that require this, e.g. when travelling to Spanish speaking regions
 - Senate has already passed the cut of the Spanish certificate program (including other certificate programs), which makes it difficult to reverse

10. ANNOUNCEMENTS

8.4 SFSS Membership Survey 2017 taking place March 7 to 17

- Refer to discussion

8.5 Advocacy Tank Farm Expansion Awareness Campaign taking place

- Council members have received the letters

8.6 SFSS Art Expo 2017 is accepting submissions, deadline is March 7. Check website and Facebook event page for details

- Facebook event will be live

8.7 SFSS Appreciation Week is taking place March 20 to 24

- Facebook event will come soon & updates sent to Board

11. ATTACHMENTS

- 2017-01-19 BN - Amending Society Bylaws v.2.docx
- 2017-01-19 BN - Amending the Health and Dental Plan Student Society Fee v.2.docx
- BoardofDirectorsStipendsPolicy-Finale1.pdf
- SFSS Budget Reallocation Food Court Appraisal.pdf
- General Membership Campaign 2017.docx

12. ADJOURNMENT

MOTION BOD 2017-02-27:08

Alan/Hangue

Be it resolved to adjourn the meeting at 10:37 AM.

CARRIED

BRIEFING NOTE

AMENDING THE SOCIETY BYLAWS

ISSUE

Since the November 28, 2016, a new *Societies Act* and amended *Universities Act* have come into effect, requiring some changes to Society bylaws.

BACKGROUND

The Society bylaws were originally drafted in 1968, and have been changed in a piecemeal fashion since then whenever a particular need arose.

Recently, a new *Societies Act* and an amended *University Act* have created both an obligation and an opportunity for a comprehensive, in-depth review of the Bylaws.

To ensure the bylaws meet the needs of a membership and a Society which has undergone dramatic changes since 1968, is adapted to the new legislative context, and is consistent with both the Society's transition towards Policy Governance and itself, the Board mandated the Governance Committee to undertake a complete and holistic review of the bylaws.

CURRENT STATUS

The final draft of the bylaws is nearing completion. Its intended outcomes ready for presentation to the membership, and its language will be ready for presentation to the membership for approval via referendum question.

KEY CONSIDERATIONS

1. The creation, amendment, and revocation of bylaws need to be approved by the membership.
2. The bylaws are a complex document that interact with multiple pieces of provincial legislation.
3. While the main thrust of the changes was to ensure coherence with the new legislation, some significant principled changes are also proposed on the basis of formal and informal member feedback.
4. The past piecemeal changes to the bylaws have led to an often inconsistent, hard to implement set of obligations that do not reflect the current needs of members and the Society.
5. Requests for member feedback should be framed in terms of intended outcomes, not language.

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RECOMMENDATION

I recommend that the Board submit the following referendum question on the General Election 2017 ballot pending a review by legal counsel:

Whereas some of the proposed changes are required by the new *Societies Act* and amendments to the *University Act*;

Whereas other proposed changes will improve the Society's ability to achieve its vision of improving the undergraduate student experience;

Whereas the change to the new Bylaws will require a transition period;

Be it resolved to adopt the new SFSS Bylaws, as attached as Attachment 1 to this referendum question, to take effect on May 1, 2018.

NEXT STEPS

1. Have Board approve the question for submission to the IEC.
2. Develop engagement initiative to inform the membership of the proposed changes and rationale.

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BRIEFING NOTE

AMENDING THE HEALTH AND DENTAL PLAN STUDENT SOCIETY FEE

ISSUE

The premiums (i.e. cost) of the current health and dental plan exceed the revenue collected to pay for them.

BACKGROUND

According to available records, the Health and Dental Plan was instituted in 2008 along with a fixed Student Society Fee to pay for the premiums.

Only after 6 years and 3 reductions in service was the Society able to increase the Health and Dental Plan Student Society Fee. The increase was to a fixed amount of \$255, with an option available to members under specific conditions to either reduce the coverage and premium or cancel the coverage entirely. Both processes are administered by the broker.

That same year, an attempt to include flexibility in the Student Society Fee on the basis of inflation failed.

In 2015, modelling itself on the administrative process of SFU, the Board voted in favour of collecting a 2% administrative fee, redirecting a portion of the Student Society Fee collected for the health and dental plan to pay for the cost to the SFSS of its administration.

CURRENT STATUS

The premiums for the current coverage provided by the Health and Dental Plan coverage are again becoming greater than the rate of the Student Society Fee to pay for it.

KEY CONSIDERATIONS

- There are three variable costs which will affect the total cost of the plan each year:
 - the extent of health and dental coverage,
 - the projected volume of claims, and
 - the projected cost of services covered by the plan.
- Any difference between the Student Society Fee collected for the plan and the cost of the plan will result either in a deposit into a Health and Dental Plan reserve fund, or a withdraw from that fund.

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- While it is possible that the projected costs of the plan and number of plans diminish, it is reasonable to assume they will trend upward, given increased awareness of the program and inflation.
- Historical timeline:
 - 2009: Health and Dental Plan started
 - 2010-2011: Reduction in coverage
 - 2011-2012: Reduction in coverage
 - 2014: Health and Dental Plan amended to include enhanced and base. Increase in Student Society Fee.
- 5-year deficit/surplus

Fiscal Year	Total Revenue	Total Expenses	Increase in Cost	Fund Contribution	Fund Balance
2015-2016	\$4,976,266	\$4,743,052	7%	\$227,365	\$850,289
2014-2015	\$4,644,278	\$4,445,134	16%	\$230,551	\$616,613
2013-2014	\$3,966,882	\$3,833,533	-1%	\$123,658	\$381,500
2012-2013	\$3,981,648	\$3,890,941	-1%	\$123,674	\$131,005
2011-2012	\$3,950,222	\$3,936,230	8%	\$1,570	\$129,435
2010-2011	\$3,695,726	\$3,654,829	14%	\$(95,012)	\$224,447
2009-2010	\$3,312,147	\$3,215,123	76%	\$100,809	\$123,638
2008-2009	\$1,999,437	\$1,824,852	7%	\$83,841	\$39,797

OPTIONS

1. Pursue another fixed increase to the Student Society Fee used to pay for the health and dental plan, increasing to the current cost of the plan, and then increase it again every year.
2. Pursue another fixed increase to the Student Society Fee used to pay for the health and dental plan, increasing above current cost of the plan, and save the difference in the Health and Dental Plan Reserve Fund until needed.
3. Increase to the Student Society Fee used to pay for the health and dental plan to a level only slightly above the current cost of the plan, and provide for an allowable increase to match the projected and actual increase in cost to a set limit.

RECOMMENDATION

I recommend that the SFSS pursue the third option as the only sustainable solution to the variable nature of the cost of the service, and that the Board approve this question for the General Election ballot pending a review by legal counsel.

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Whereas the actual cost of the SFSS Extended Health and Dental Plan, launched in 2008, varies every year given increases in the cost of health and dental services, and increases in the number of claims made by undergraduate students;

Whereas the Student Society Fee collected to provide all members with health and dental Insurance cannot be adjusted keep pace with the increases in the cost of coverage;

Whereas the fixed Student Society Fee risks requiring a reduction in the level of coverage and service available to undergraduate students who have repeatedly described the Health and Dental Plan as one of their most valued SFSS services;

Whereas the Board will communicate the value of, and reason for making any change to the fee;

Do you grant the SFSS Board of Directors the authority to raise or reduce the SFSS Health and Dental Student Society Service Fee to a maximum of up to 5% in any given year for the next 5 years?

NEXT STEPS

1. Have the Board approve the question for submission to the IEC.
2. Develop messaging and a campaign for passing the referendum question.

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Memorandum

To: Simon Fraser Student Society (SFSS) Board of Directors

From: Finance and Audit Committee

Date: January 23, 2017.

Re: Board of Director's Stipend Deductions

In an effort to ensure the accountability of the SFSS Board of Directors to its membership and after review from the Finance and Audit Committee, we recommend that the Board forward with the following processes.

**Executives are held to a higher standard and are penalized at a higher rate due to their required hours and obligations.

Reasons for stipend reduction:

1. Late bi-weekly work reports:

- Reports will be due at 4:00PM the following day of the pay period.
- Reports must be completed in its entirety. Every section must be filled out, N/A is acceptable.
- No exceptions for late reports, Board members should be responsible for completing it on time and not leave it to the last minute.

Executives: \$50 deduction if it is late.

Faculty: \$25 deduction if it is late.

2. Late Semester Reports

- Due on the last day at midnight of the following month of the reported semester.
- Email report to the Board. Ex. Fall Semester report is due on January 31 at midnight.
- The deductions will be calculated on the next pay period following the deadline of the report. Pay will be withheld until a report is submitted.

Executives: \$100 deduction per day late.

Faculty: \$50 deduction per day late.

3. No Attendance at board meetings

- Exceptions.
 - Academic reasons based on Board approval. Ex. Last course needed to graduate.
 - Sick/personal reasons
 - Society related work approved by Board (conferences, meetings, etc)
 - Exceptions above must be communicated to the Chair beforehand via email. The Board will decide on if they will ratify their regrets.
 - Studying or outside work is not a reasonable excuse.

Executive: \$100 deduction for no attendance.

Faculty: \$50 deduction for no attendance.

4. Late to Board Meetings (30 minutes)

- 30 minute grace period. After that time, deductions will be in effect.
- Only exception is personal reason and unexpected circumstances which will be communicated to the chair beforehand.

Executive: \$50 deduction.

Faculty: \$25 deduction.

5. Late to Committee Meetings (30 minutes)

- 30 minute grace period. After that time, deductions will be in effect.
- Only exception is personal reason and unexpected circumstances which will be communicated to the chair beforehand.

Executive: \$20 deduction.

Faculty: \$10 deduction.

6. Committee obligations

- a. Each Board Member must sit on a minimum of atleast two SFSS standing committees.
- b. Each Executive must chair at least one committee.

Executives: \$200 deduction for 2 missing committee spots. \$100 deduction for 1 missing committee.

Faculty: \$100 deduction for 2 missing committees. \$50 for 1 missing committee.

7. Engagement hours

- a. Must complete engagement form from the Strategic Engagement Committee
- b. 4 hour minimum for all Board Members
- c. Must be reported on the bi-weekly reports

Executive: \$50 deduction.

Faculty: \$25 deduction.

Appeals can be sent to the Board via the President. The VP Finance has the authority to impose these deductions based on reasonable evidence. Board Members are required to hold each other accountable by reporting any misconduct to the President or VP Finance.

Operating Budget Amendment Form Budget Reallocation

Submission Date: (MM/DD/YY) _____

Budget Amendment Initiator/Dept.: _____

Approving Body: (FASC/BOD) _____

Please fill out only for a budget reallocation. The account number and description can be obtained from the SFSS Finance Office. Please provide a copy of this form to the Minute Taker for inclusion in the minutes.

FROM:

Account Number _____ / _____ & Description _____

Amount: \$ _____

TO:

Account Number _____ / _____ & Description _____

Amount: \$ _____

Budget Reallocation Rationale: (Attach any other supporting documentation)

Budget Reallocation Motion:

BIRT FASC/Board/Executive approve the reallocation of \$_____ from

line item _____ / _____ to
(description) (account #)

line item _____ / _____
(description) (account #)

This campaign is dedicated to increasing the response rate to the General Membership Survey of 2017.

General Membership Campaign 2017

Campaigns, Research, and Policy Coordinator

simon fraser

student society

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PART I – CAMPAIGN DESIGN

1. OVERVIEW

CAMPAIGN CHAMPION

In this section, list the primary point of contact and organiser for the campaign. The Campaign Champion will be responsible for collecting all information required by this document.

Pierre Cassidy – Campaigns, Research, and Policy Coordinator

ISSUE

In this section, include a brief statement of the issue or problem that the campaign wishes to address or remedy.

For example, “The University plans to raise international student tuition by 30% over the next three-year period, without exempting currently enrolled students who were not told of such an increase at the outset of their program.”

The General membership survey is an annual exercise conducted by the Society intended to measure its success in achieving its mission – improving the undergraduate experience at Simon Fraser University. In order to determine that perception, and measure the change of that perception over time, the SFSS must receive an important number of completed surveys each year. This campaign is intended to maximize the response rate.

TARGETED OUTCOME

In this section, describe how things would be different if the campaign was successful.

For example, “The University would communicate formally in a letter to the SFSS its decision to repeal its plan to increase international student tuition by 30% over the next three-year period, and cap any increase to 2% annually.”

1,000 survey responses

MEASURE OF SUCCESS

In this section, describe how the campaign would determine whether or not the campaign was successful.

For example, “The SFSS would receive a letter from the University President, Vice-President, or Associate Vice-President stating the University revised plan.”

The electronic survey tool used to measure response rates will indicate that at least 1,000 members responded to the survey.

BUDGET

In this section, determine the maximum investment the Society ought to be prepared to invest in this campaign.

For example, “The campaign for the cap on international student fee tuition will not invest more than \$5,000 in materials and services.”

The cost of the campaign will not exceed \$5,000.

- \$3,500 in prizes and giveaways
- \$500 in printed materials
- \$500 in web-based advertising
- \$500 in print-based advertising
- Total: \$5,000

TIMELINE

In this section, establish the campaign’s critical path by listing any hard dates associated with the campaign that any campaign strategy would have to have to respect.

For example,

- The draft policy is slated for review by the VP Finance on October 31, 2018.
- The policy is slated for approval by the Board of Governors on December 1, 2018. If the campaign is to be successful, it must receive a letter from the University before December 1, 2018.

The General Membership Survey will be launched on March 6th, 2017, and run through until March 17th, 2017.

FACT SHEET

In this section, list the messaging and fact sheet the campaign teams can use in communicating with members of the Society and its stakeholders.

1. The Simon Fraser Student Society is dedicated to improving the experience of undergraduate students at Simon Fraser University in 4 ways:
 - a. Improving their academic experience
 - b. Improving the social experience
 - c. Improving the financial experience
 - d. Improving their health and wellbeing
2. To achieve this end, the Society has focused on the following over the course of the 2016-2017 academic year:

- a. The evaluation current and proposed services against a standardized set of criteria by tracking and reporting on Society outputs
- b. Identify and assess emerging member needs
- c. Develop effective member engagement
- d. Strengthen presence, services, and supports at all campuses
- e. Invest resources to develop top quality services
- f. Develop a communications plan
- g. Strengthen our brand
- h. Increase the number of opportunities to communicate with our members

2. SOCIETY ASSETS

TECHNIQUES

Web Based and Technology Tools	Owner	Use
Newsletters	Communications Coordinator	<input checked="" type="checkbox"/>
Facebook	Communications Coordinator	<input checked="" type="checkbox"/>
Twitter	Communications Coordinator	<input type="checkbox"/>
Instagram	Communications Coordinator	<input type="checkbox"/>
You Tube	Communications Coordinator	<input type="checkbox"/>
Peak Advertisements (online edition)	Communications Coordinator	<input checked="" type="checkbox"/>
Email	Communications Coordinator	<input checked="" type="checkbox"/>
Videos	Communications Coordinator	<input type="checkbox"/>
Pictures	Communications Coordinator	<input type="checkbox"/>
SFU AV Screens	Communications Coordinator	<input checked="" type="checkbox"/>

Print Tools	Owner	Use
Peak Advertisements	Communications Coordinator	<input checked="" type="checkbox"/>
Peak Editorials	Communications Coordinator	<input checked="" type="checkbox"/>
Posters	Communications Coordinator	<input checked="" type="checkbox"/>
Flyers	Communications Coordinator	<input checked="" type="checkbox"/>

Print Tools	Owner	Use
Postcard	Communications Coordinator	<input checked="" type="checkbox"/>
Business cards	Communications Coordinator	<input type="checkbox"/>
Press Releases	Communications Coordinator	<input type="checkbox"/>

Interpersonal Tools	Owner	Use
Interviews	Board/Board Designate	<input type="checkbox"/>
Roaming engagement (e.g. coffee drop)	Board/Board Designate	<input checked="" type="checkbox"/>
Class visits	Board/Board Designate	<input checked="" type="checkbox"/>
Student Union Visits	Board/Board Designate	<input checked="" type="checkbox"/>
Club Visits	Board/Board Designate	<input checked="" type="checkbox"/>
WC Collective	Board/Board Designate	<input type="checkbox"/>
OOO Collective	Board/Board Designate	<input type="checkbox"/>
Residence Housing Association	Board/Board Designate	<input type="checkbox"/>
Sports and Recreation Committee	Board/Board Designate	<input type="checkbox"/>
First Nations Student Association	Board/Board Designate	<input type="checkbox"/>
Students United for Disability Support	Board/Board Designate	<input type="checkbox"/>
International Students Association	Board/Board Designate	<input type="checkbox"/>
Focus Groups	Board/Board Designate	<input type="checkbox"/>
World Café	Board/Board Designate	<input type="checkbox"/>
Town Hall	Board/Board Designate	<input type="checkbox"/>
Spectacle/Pantomime	Board/Board Designate	<input checked="" type="checkbox"/>
Society Event Visits	Board/Board Designate	<input type="checkbox"/>
Faculty Announcements	Board/Board Designate	<input type="checkbox"/>
SFU Announcements	Board/Board Designate	<input type="checkbox"/>

Structural and Event Tools	Owner	Use
Permanent Kiosk	Communications Coordinator	<input type="checkbox"/>
Mobile Tabling	Communications Coordinator	<input checked="" type="checkbox"/>
Contest	Communications Coordinator	<input checked="" type="checkbox"/>

STAKEHOLDERS AND PARTNERS

Group	Liaison	Engage
Communications Coordinator	Board or Board Committee Chair	<input type="checkbox"/>
Council	Board or Board Committee Chair	<input checked="" type="checkbox"/>
Student Unions	Board or Board Committee Chair	<input type="checkbox"/>
Clubs	Board or Board Committee Chair	<input type="checkbox"/>
Constituency Groups	Board or Board Committee Chair	<input type="checkbox"/>
SFU Administration	Board or Board Committee Chair	<input type="checkbox"/>
SFU Faculty	Board or Board Committee Chair	<input type="checkbox"/>
CJSF	Board or Board Committee Chair	<input checked="" type="checkbox"/>
Peak	Board or Board Committee Chair	<input checked="" type="checkbox"/>
SFPIRG	Board or Board Committee Chair	<input type="checkbox"/>
Embark	Board or Board Committee Chair	<input checked="" type="checkbox"/>
UniverCity	Board or Board Committee Chair	<input type="checkbox"/>
CUPE	Board or Board Committee Chair	<input type="checkbox"/>
Provincial MPs	Board or Board Committee Chair	<input type="checkbox"/>
Federal MPs	Board or Board Committee Chair	<input type="checkbox"/>
Other Student Societies	Board or Board Committee Chair	<input type="checkbox"/>

MATERIAL

Material	Storage Area	Make Available
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Tabling Kit	Communications Office	<input checked="" type="checkbox"/>
T-shirts	Communications Office	<input type="checkbox"/>
Messaging Kit	Communications Office	<input checked="" type="checkbox"/>

3. CAMPAIGN DESIGN

ENGAGEMENT TEAMS (GROUPS OF 3)

Team Name	Team Leaders	Team Members
Communications	Sindhu	Sindhu, Athea

PLANNED ENGAGEMENT INITIATIVES

Reference Number	Strategy	Date	Team	Steps
1	Newsletter	Every newsletter from March 6 - 17	Communications	<ol style="list-style-type: none"> 1. Draft message and accompanying assets 2. Send to appropriate coordinators for delivery
2	Facebook Posts	Monday, Wednesday, and Friday of both weeks	Communications	<ol style="list-style-type: none"> 1. Draft short summary message with link to survey 2. Develop Facebook boost ad 3. Purchase Facebook boosts for duration of 2-week period

3	Peak Ad	Web and print ads for the duration of the two-week period	Communications	<ol style="list-style-type: none"> 1. Develop a web ad for publication on the peak website 2. Develop a print ad for publication on the printed edition of the Peak each week.
4	Email	Tuesday March 7 and 14	Communications	<ol style="list-style-type: none"> 1. Draft an standard email notification message 2. Send to GO, Surrey, and SUO Coordinators for delivery using their respective mail lists.
5	SFU AV Screens	Two-week period: March 6-17	Communications	<ol style="list-style-type: none"> 1. Develop single screen ad 2. Submit to SFU contact for inclusion in SFU AV screen cycle
6	Peak editorial	Monday March 6	TBD	<ol style="list-style-type: none"> 1. In consultation with the communications coordinator, write an editorial describing the importance of the general membership survey for students
7	Posters	Tuesdays, Thursdays	TBD	<ol style="list-style-type: none"> 1. Submit a work order for the development and printing of a poster from the Communications Office 2. Request a postering locations map from the Communications Office 3. Poster Burnaby, Vancouver, and Surrey campuses
8	Postcard development	March 27, 2017	TBD	<ol style="list-style-type: none"> 1. Submit a work order for the development and printing of a postcard from the Communications Office
9	Roaming engagement	Mondays, Wednesday, Thursdays	TBD	<ol style="list-style-type: none"> 1. Dressed in SFSS branded t-shirts, hats, and jackets, travel in pairs of two directors around the Burnaby, Vancouver, and Surrey campuses. 2. Engage groups of students with postcards providing a link to the survey, and an iPad providing an opportunity to fill out the survey on site 3. Two team members distribute postcards to the group as the third

				has one group member fill in the survey on the spot
10	Class visits	Every day	TBD	<ol style="list-style-type: none"> 1. Each Faculty representative must provide the campaign champion with a list of first and second year seminar courses, including their time and location 2. At-large representatives may help the representatives from the larger faculties 3. Dressed in SFSS branded t-shirts, hats, and jackets, individual or pairs of directors will arrive at the course 15 minutes before class time, engaging students while they wait, and ask the professor to speak to class for no more than one minute to encourage the student to complete the survey.
11	Student Union visits	Variable	TBD	<ol style="list-style-type: none"> 1. The Student Union Outreach Worker will provide the Campaign Champion with a list of student union meetings times and locations. 2. Dressed in SFSS branded t-shirts, hats, and jackets, arrive in pairs of two directors 10 minutes ahead of the meeting and ask the Chair to speak to the group. 3. The directors will leave a stack of postcards for student unions to make available and distribute to their members.
12	Club visits	Variable	TBD	<ol style="list-style-type: none"> 1. The General Office Assistants will provide the Campaign Champion with a list of club meetings times and locations. 2. Dressed in SFSS branded t-shirts, hats, and jackets, arrive in pairs of two directors 10 minutes ahead of the meeting and ask the Chair to speak to the group. 3. The directors will leave a stack of postcards for student unions to

				make available and distribute to their members.
13	Spectacle/Pantomime	Monday March 13	TBD	<ol style="list-style-type: none"> 1. Prior to the day of pantomime, the team will select high traffic areas throughout the Burnaby campus. 2. Prior to the day of pantomime, the team will prepare a kit with a box on which to stand, costumes, thought bubbles on Bristol board, and a football style blow horn 3. Information regarding the time and location of the pantomime will be leaked to the Peak ahead of time, though denied if they ask. 4. On the day of pantomime, between classes, the group will set up a box on which one of its member can act out a scene, while other team members make a show of thought bubbles. The scene will be the act of filling out the survey to provide feedback to the Society.

PART II – CAMPAIGN TRACKING

All campaigns must result in a campaign portfolio that includes the present document. Additionally, the portfolio should include:

- Copies of all communications assets used
- A completed engagement form for each engagement initiative

1. EXECUTED ENGAGEMENT INITIATIVES

Reference Number	Date	Team	Strategy	Steps

2. CONTACTS LIST

Date of Contact	Organisation	Contact Name	Contact Position	Issues	Action Items

PART III – CAMPAIGN STATUS

1. RESULTS REPORT

This campaign is currently in design mode and requires Board members to form teams and volunteer for various engagement initiatives.

2. RESULTS STATUS

- | | |
|----------|-------------------------------------|
| Design | <input checked="" type="checkbox"/> |
| Tracking | <input type="checkbox"/> |
| Transfer | <input type="checkbox"/> |
| Complete | <input type="checkbox"/> |