

Call to Order – 3:34 pm July 22th, 2014 | Forum Chambers

The Board of Directors acknowledged that the meeting was being conducted on the Unceded Coast Salish Territories of the Squamish, Musqueam, Stó:lo, and Tsleil-Waututh people.

1. Roll Call of Attendance

Chairperson Brandon Chapman

Board of Directors

President..... Chardaye Bueckert

Vice President External Relations Darwin Binesh

Vice President Finance..... Adam Potvin

Vice President Student Life Kayode Fatoba

Vice President University Relations..... Moe Kopahi

At-Large Representative Rebecca Langmead

At-Large Representative Jeremy Pearce

Faculty Representative (Applied Sciences) Ben Rogers

Faculty Representative (Arts & Social Sciences)..... Brady Wallace

Faculty Representative (Business) Shadnam Khan

Faculty Representative (Communication, Art & Technology)..... Shirin Escarcha

Faculty Representative (Environment)..... Tesicca Truong

Faculty Representative (Health Sciences)..... Ayla Kooner

Faculty Representative (Sciences) Deepak Sharma

Society Staff

Communications Coordinator..... Stijn Daenens

Executive Director..... Colleen Knox

Staff Representative.....

Campaigns, Research, and Policy Coordinator Pierre Cassidy

Minute Taker Dion Chong

Guests

Chief Electoral Officer..... Lorenz Yeung

The Peak..... Leah Bjornson

Regrets

Vice President Student Services Zied Masmoudi

Faculty Representative (Education) Katie Bell

2. Adoption of the Agenda

MOTION BOD 2014-07-22:01

Sharma

Be it resolved to adopt the agenda as amended

Reports from Board Members shifted to the end of the agenda. Notice of Motion added.

CARRIED AS AMENDED

3. Ratification of Regrets

MOTION BOD 2014-07-22:02

Sharma

Be it resolved to ratify regrets from:

Vice President Student Services Zied Masmoudi

Faculty Representative (Education) Katie Bell
Education Representative had employment related conflict. Vice President Student Services was out of the country and indicated that they could not skype in.

CARRIED

4. Matters Arising from the Minutes

MOTION BOD 2014-07-22:03

Truong

Be it resolved to ratify the following minutes:

ADV-minutes-2014-06-24, AFAC-minutes-2014-06-25, Bod-minutes-2014-07-15, BUILDSFUSAC-minutes-2014-06-17, CPR-minutes-2014-07-09, ECOM-minutes-2014-07-02, EHDPC-minutes 2014-06-24, Exec-minutes-2014-07-07, Fasc-minutes-2014-07-10, GC-minutes-2014-07-09

A point was made within the Executive Committee minutes that former president Lorenz Yeung facilitated the registration for the first fraternity as a club that may imply that the Board of the time took a stance on the issue. Yeung contested both assertions via email to the Board, and after President Bueckert conducted a search of the presidential email account, it was found that a president prior to Yeung had facilitated the registration of the fraternity.

Action Item: Minute Taker would send amended minutes to Yeung.

It was requested that Committee Chairs consistently indicated reasons for the receipt of regrets moving forward and such rationales be recorded in the minutes.

CARRIED

5. New Business

a. FASC – Budget Decrease – 911/17 Minute Taker/Social Media Wages

MOTION BOD 2014-07-22:04

Fatoba

Whereas the Finance and Administrative Services Committee of 2014-07-10 recommends the following motion to correct an administrative error;

Be it resolved to decrease the line item 911/17 Minute Taker/Social Media Wages by \$3500.00 and 940/17 CPP/EI/WCB by \$271.00

CARRIED OMNIBUS

b. FASC - Budget Decrease – 620/31 Operating Costs

MOTION BOD 2014-07-22:05

Truong

Whereas the Finance and Administrative Services Committee of 2014-07-10; recommends the following motion;

Be it resolved to decrease the line item 620/31 Operating Costs by \$3401.00

CARRIED OMNIBUS

c. FASC - Budget Increase – 7620 Operating Costs-FBS

MOTION BOD 2014-07-22:06

Fatoba

Whereas the Finance and Administrative Services Committee of 2014-07-10; recommends the following motion;

Be it resolved to increase the line item 7620 Operating Costs - FBS by \$10,989

FBS Operating Costs had been divided from the SFSS side of the organization. While the SFSS side received tenant cost recovery, FBS did not benefit from such cost recovery. Overall effect was an increase in operating costs from SFU. An update of the FBS operating deficit, including operating cost impact was provided to the Board.

CARRIED OMNIBUS

The Board of Directors had been provided with the opportunity to review the documentation around the changes and thus felt comfortable approving all FASC recommended motions.

d. SFSS Shorts

MOTION BOD 2014-07-22:07

Sharma

Be it resolved to approve the project as proposed and presented.

Be it further resolved to task Shirin Escarcha – Communications, Art, and Technology Representative as lead for SFSS Shorts, in consultation with the Executive Director and the Communications Office.

SFSS Shorts was envisioned as a video campaign to provide the membership with better understanding of the organization and its services through informational short videos. Video creators would have freedom on the tone of the video. Videos would either be condensed board reports or informational videos on services and departments, or provision of information around the jargon and governance processes of the organization. Video projects would be evolving based on the needs of the Board and the workflow of the staff. There was an expectation of regular review of the project objectives and vision.

In the original strategic planning sessions, there was a desire to increase organizational visibility, and aligning services to the needs of the membership. Interest in videography was also an interest of the Board in the second strategic planning session. The project was deemed by one member to fulfill the requirements of the board, and there was a desire to make the project an objective and priority of the Board of Directors as a whole. The Communications, Art, and Technology Representative would be tasked with ensuring that the project went forward.

Reviews of existing job descriptions would be necessary. The Communications Office was working with existing resources to establish video production capabilities.

It may be more expedient to task the Communications Office to create videos rather than formulating a full motion, however there was a desire to establish clear project point persons and to unify communications around the project through specific persons.

CARRIED

e. Reconsideration – Build SFU Space Programme – Napping Room

MOTION BOD 2014-07-22:07

Langmead

Be it resolved to reconsider BOD 2014-07-08:12

CARRIED

FOR REFERENCE: MOTION BOD 2014-07-08:12

Sharma

Whereas the architects presented floor plans which include a space for respite;

Whereas the floor plans with a respite space removed one smaller student organization suite and leave a total of seven suites for student organizations;

Whereas the Build SFU consultation identifies student desire for a respite space;

Be it resolved that the Board of Directors approve a modification to the student union building space program which adds space for respite at approximately 1,000 square feet and removes one of the smaller suites for student organizations.

Concerns were raised around the security and the acoustics available to the respite space (due to proximity to workshop). It would become necessary for the respite space to utilize of the large student organization space in order to maintain such a space within the building.

MOTION BOD 2014-07-22:07

Binesh

Whereas the architects presented floor plans which include a space for respite;

Whereas the floor plans with a respite space removed one large student organization suite and leave a total of seven suites for student organizations;

Whereas the Build SFU consultation identifies student desire for a respite space;

Be it resolved that the Board of Directors approve a modification to the student union building space program which adds space for respite at approximately 1,000 square feet and removes one of the larger suites for student organizations.

Student Organizations had not been allocated to specific suites yet.

CARRIED

6. Discussion

a. Fraternities and Sororities

MOTION BOD 2014-07-22:07

Kopahi

Be it resolved that the Greek Life support club, GRID and any other, be granted temporary registration as an SFSS club in accordance with the attached LOA until September 1st, 2015. After said date, Greek Life support clubs will cease to operate via the club platform.

The motion was intended to address ongoing issues that the SFSS had with the university and with the insurers around the operations of fraternities and sororities through the club platform. Insurers have warned the SFSS that fraternities, as organizations lacking transparency, violate SFSS policies and would jeopardize the insurance coverage of the organization and any issues could constitute gross negligence as the organization was aware of these clubs' actions. Further, SFU had banned these organizations for decades, which impacted SFSS relations with the university. While the organization may wish to support the establishment of such groups, such as facilitating discussions with university administration, the clubs platform was not deemed by the General Office Coordinators and the Vice President University Relations to be the ideal place for such colonization. Greek Societies were aware of the decision being taken by the Board. The motion was deemed to be Board business (as they related to insurance matters) and not that of the Greek Societies. The motion was encouraged by both the university and the insurers. The Joint Operations Group recommended that the fraternities and sororities directly engage with the university, as that was necessary for the groups to be considered legitimate.

Point of Order – LOA was not attached and sent only to board members.. The motion could not reference a document which was not attached.

A number of member expressed support for groups such as fraternities that helped to establish student community on campus, particularly given board goals of community engagement. They also pointed out that GRID itself was not a gender exclusive club and therefore did not transgress policy not bylaws. It was also indicated that decisions on the matter would also impact so-called 'professional fraternities' which continued to be recognized by the SFSS clubs platform. However, concern was raised around the actual practices of the club in facilitating gender exclusive activities and organizations through recruitment or operations, which had been observed by the General Office in the past. While the goals of GRID of promoting dialogue around the establishment of Greek Life on campus was not disputed by the Board, concerns remained around actual club practices, including observed discriminatory practices and rhetoric. The Board was reminded that the object of concern was not the professional co-ed fraternities with acceptable levels of transparency. For insurance purposes, matters would have to be managed within the next year to avoid premium impact. A number of directors felt it feasible for the organization to insure the activities of groups engaged in community building. However, concerns of negligence and liability were raised.

The SFSS was one of three bodies involved in discussions. The University was the body which had banned fraternities and sororities and it was thus important for the SFSS to be removed from such issues.

Action Item: The General Office was tasked to provide the Board with documentation around the impact of the fraternity sorority registration.

There were concerns that the motion and the letter of agreement did not connect in their content.

In the acceptance of such clubs, it was deemed that AP-12.2a would be violated, as well as Bylaw 21: Prohibition on Discrimination. Acceptance of such organizations into the SFSS structure would require a special resolution at a General Meeting to change the bylaws. One board

member indicated that a number of ethnic, religious, or professional clubs currently operating also implied discrimination, while another countered that membership for those groups were still open to all students, and that lack of interest in a subject was different from discrimination based on gender identity.

The board was reminded that each and every director would be liable for not protecting the organization should an issue occur and the Student Society be found liable for housing such organizations.

Two separate issues were identified: one of GRID not operating as per their mandate, and the second of SFSS wanting to support colonization. The SFSS was a third party and was not involved with the latter issue.

Action Item: Letter of agreement will be sent by the Vice President University Relations to the Board.

GRID must represent all Greek societies, as opposed to having disparate Greek groups. One member believed that amendments allowed GRID to be the inclusive body representing all groups. Approval of any support of fraternities or sororities may impact the society insurance anyways.

MOTION WITHDRAWN

b. Marc Emery Lecture

MOTION BOD 2014-07-22:07

Binesh

Be it resolved that the SFSS Board of Directors investigate the feasibility of bringing Marc Emery as a guest speaker in the Spring Semester.

Be it further resolved that the Board of Directors task Darwin Binesh – Vice President External Relations with communicating with Marc Emery's representatives on an arrangement for having him come to SFU.

Kopahi left at 5:13pm

Marc Emery had recently been released from prison in the US and was a prolific speaker on decriminalization. Their agent had indicated that they were interested in speaking at SFU. The board was requested to provide a principled stance on further investigation into such a speaker series. The speaker series was deemed to fulfill Board goals and desires for academic events and a speaker series. It may also attract a different group. Such a speaker series could potentially be framed around issues around the 2015 federal elections, with opposing views represented as well. However, a number of clubs and campus organizations may be more suited to host such an event given the nature of the content.

The series may be an opportunity for collaboration between Events and Promotions Committee and Advocacy Committee. Appreciation of collaboration was expressed

CARRIED

c. Field School and AP-1: Absence, Leave, and Resignation

Environment Representative would be participating in field school for four months in Indonesia. They were committed to continued work during the first two months. In November

and December, a leave of absence would be sought, as they would be travelling and may not be able to fulfill all duties.

There may be a desire to review equipment available for board members to participate remotely. It may be desirable for a Board member to be tasked with maintaining the Environment Representative up to date. At-Large Representative Langmead indicated interest.

7. Reports from Board Members

Vice President Student Life – Looking into work on BIG Fair, confirming work on ISG, sex week and clubs, evolving issues with TEDx.

Arts and Social Sciences Representative – Frosh preparation, welcome day meetings, committee work, meeting previous Arts and Social Sciences Representative to discuss Student Development Officer position within the Faculty of Arts and Social Sciences

Communications, Art, and Technology Representative – last week met with Nesters Woodwards who were positive about extension of food bank programme into Vancouver Campus.

Vice President Finance – meeting with BASS reps around FSU establishment. Blindfolded walk with Pearce to showcase issues with accessibility on campus.

Applied Sciences Representative – contacting DSUs on frosh events. Analyzing final exam retake policy.

At-Large Representative (Pearce) – Accessibility related projects and emails

President – one on one check in with board members, monthly meetings with SFU President and Student Services happening soon.

Sciences Representative – frosh, building better relations with deans office and the SFSS. Surrey Campus Committee meeting – Surrey Welcome Day was on August 27 and board members were invited to attend. Building Committee meeting on Thursday.

Business Representative – BASS: Working on DSU/FSU matters, frosh preparation, potential policies. SFSS: CPR, food bank working group, concert.

Health Sciences Representative - Accessibility awareness walk conducted with directors Potvin, Pearce, and Bell. Working with HSUSU on frosh, outreach with student organizations.

Environment Representative – meeting faculty, committees, accessibility training this weekend. Working on Frosh and FSU matters.

At-Large Representative (Langmead) – Out On Campus hiring committee work, stadium work, frosh preparations.

Vice President External Relations – CPR, advocacy, meeting staff, Marc Emery proposal, presentation development for the Student Union Development Summit. Calling up other student unions attending SUDS to meet representatives prior to the actual event.

8. In Camera Session

MOTION BOD 2014-07-22:08

Truong

Be it resolved to move the meeting in camera with management

CARRIED

[MT Note: remainder of meeting was conducted in camera]

9. Notices of Motion

MOTION BOD 2014-XX-XX:XX

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Whereas the Constitution and Policy Review Committee 2014-07-09 recommends the following changes to the Board of Directors;

Be it resolved to revise AP 7.5 to read:

The annual operating budget of the Society shall maintain, at a minimum, a net surplus or return to members' equity (unrestricted fund balance) in the General Fund in an amount equal to or greater than 5% of the Society's net student activity fee revenue for that fiscal year. This requirement shall remain in force and effect until such time as the members' equity (unrestricted fund balance) of the Society, as indicated by the audited financial statements of the Society, is equal to or greater than the equivalent to 3 months of the Society's General Fund net annual operating expenditures.

MOTION BOD 2014-XX-XX:XX

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Whereas the SFSS policy manual currently reflects outdated nomenclature;
Whereas the Campaigns Research and Policy Coordinator has presented a revised SFSS policy manual to reflect current nomenclature;
Whereas the presented changes to the SFSS policy manual apply only its nomenclature;
Whereas the Constitution and Policy Review Committee of 2014-07-09 approved recommends all changes;
Be it resolved to approve the SFSS policy manual changes as presented.

MOTION BOD 2014-XX-XX:XX

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Whereas the creation of a members newsletter was within the job description of the Communications Coordinator;
Whereas the Constitution and Policy Review Committee of 2014-07-09 recommends the deletion;
Be it resolved to approve the deletion of AP-37 Member Newsletter from the Policy Manual.

MOTION BOD 2014-XX-XX:XX

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Whereas the policy manual was in a state of drastic revision;
Whereas the Constitution and Policy Review Committee of 2014-07-09 approved recommends the following actions;
Be it resolved that issues arising from the policy manual in relation to numbering, grammar, and formatting, be changed at the discretion of the Campaigns, Research, and Policy Coordinator.

MOTION BOD 2014-XX-XX:XX

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Be it resolved to revise AP-20 Employment, Board of Directors Members to read:

- 1. No Board of Directors Member shall be employed by the Society during, or for a period of two years following, her/his term of office.*
- 2. An employee may not be an elected student member of the Board of the Directors, but employees may become and maintain membership in the Simon Fraser Student Society."*

10. Attachments

BoardSFSSShorts.pdf

11. Adjournment

DC /CUPE 3338

SFSS SHORTS

Proposal by Shirin Escarcha in Summer 2014 for the Simon Fraser Student Society

MOTIONS

TO BE PRESENTED AT THE SFSS BOARD OF DIRECTORS MEETING ON JULY 22ND, 2014

BE IT RESOLVED to approve the project as proposed and presented

BE IT FURTHER RESOLVED to task Shirin Escarcha as lead for SFSS Shorts, in consultation with the Executive Director and the Communications Office

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OVERVIEW

SFSS Shorts

SFSS Shorts is a video campaign that with a two-fold aim:

- To provide the membership with a better understanding the work of the organization
- To provide the membership with a better understanding of the existing services provided by the organization

Key Qualities

BREVITY

As the title of the project denotes, the videos must capitalize on brevity to engage a student's attention for the entirety of the film. However, brevity is also relative to the content created - for example, Board reports may be easier to condense into 1 minute, whereas a video introducing the Copy Centre may be harder to capture in the same time span.

INFORMATIONAL

The videos must educate the viewer in a Society related matter - either it be through the work of the Board, a reminder of existing services, etc.

APPEAL

The videos must be crafted in a way that will appeal to the average student. This can be done in numerous ways via editing, effects, thematic content, etc. - however, the creator of the video will have the freedom to choose the overall tone of the video.

For the SFSS Shorts video campaign to be appealing, the series must also demonstrate consistency in branding through its progression.

GOALS

Main goal of SFSS Shorts:
To use videography to increase society visibility

SPECIFIC

At the onset of the project, a draft containing the production and distribution schedule of the year will be created. This will be an evolving schedule and may be modified based on Board priorities and staff workflow.

The creation of a video will have three parts:

Consultation

- The Board will be consulted on their thoughts regarding what they believe should be the content for the SFSS Shorts
- The FCAT representative will share this with the Executive Director who will then consult with the Communications Office to hear their thoughts about the project.

	<p>Production</p> <ul style="list-style-type: none"> -The Communications Office will be in charge of the production of the video -Once the video is finished, it will be shown to Board for final approval <p>Post Video Assessment</p> <ul style="list-style-type: none"> -Analytics for Youtube and other social media platforms will be tracked to showcase whether the video has increased traffic for the various SFSS social media platforms
MEASURABLE	<p>YouTube (as a platform for the videos) will be able to showcase statistics regarding the video views and channel traffic.</p> <p>The traffic flow of SFSS social media platforms that promote the video can be tracked through analytics.</p>
ACHIEVABLE	<p>This goal is feasible as there is appetite for the initiative from the Board (based on the opinions of those present for the recent strategic planning sessions) and due to the way the project is open to regular assessment and modification.</p>
REALISTIC	<p>The resources are nearly sufficient for this goal.</p> <p>The Communications Office currently owns a functional video camera for this purpose. However, the Office does not own an advanced editing program for video - such must be purchased should this proposal be approved.</p>
TIMELY	<p>The FCAT representative, in consultation with the Board, will liaise with the Executive Director to create a living document outlining the schedule of videos to be released which will then be shown to the Communications Office. This document is open to modification upon further review by the Board, the Executive Director, and the Communications Office.</p> <p>The ideal release for the first SFSS Shorts video is September 2014.</p>

PROJECT LOGISTICS

CONTENT

Emphasis

The emphasis of SFSS Shorts' contents would be information pertaining to the Society as an organization. Therefore, the types of videos SFSS Shorts would be prioritizing to release are:

- Condensed board reports
- Quick informational videos

It must be noted that the event video promotion does not fall within the realms of SFSS Shorts as its content relies primarily on the organization's services.

Potential Content

Board Reports

Board reports are valuable to be condensed through video for the membership to have a stronger understanding of what their elected representatives are currently doing for them. However, detailed documentation of director activities are still essential - Board reports in the video medium will serve as a teaser for the written individual director reports.

Informational videos

Informational videos as they pertain to SFSS Shorts can be divided in two groups - Society services shorts, and Society informational shorts.

Society services shorts will aim to raise awareness regarding the Society's services. Society services shorts include a video explaining the existence of a food bank program and how the program is run by the Society.

Society informational shorts will aim to ensure transparency between the Society and the membership. An example of the type of video that could be produced as a Society informational short is a summary of the audited financial statements, while defining terms that are only well known by financially savvy individuals.

While these are suggestions on potential content, specific details such as themes, editing effects, duration pertaining to each video are chosen by the Communications office.

FORMATTING

Medium

The medium, as evident, is video with the particular platform potentially being Youtube. The SFSS already has a growing presence on this platform through the SFUSFSS account, with approximately 5,000 views. With the regularity of the SFSS Shorts, more viewers will be attracted to the channel and the SFSS.ca as the channel includes a link to this website as well.

Release

The intent is to release SFSS Shorts on a monthly basis - informational videos and Board reports can alternate regularly.

Prior to each video release, the video will be shown to Board for approval.

Ultimately, regular consultation will be done with the Executive Director and the Communications Office to assess the project progress, discuss the frequency of release, and ensure that the videos created and released are aligned with board priorities and staff workflow.

The release of an SFSS Shorts video may be promoted on all our current social media platforms (Facebook, Twitter, Youtube) to demonstrate consistency. This could potentially increase the views, Likes, and re-tweets on the various social media platforms.

The ideal release of the first SFSS Short video will be on September 2014.

FINANCES

Currently in progress are different strategies to incorporate videography work within the SFSS.

These include:

- **Creation of a Videographer Position**
There have been talks about the creation of a new position that encompasses all things photography, videography, animation
- **Amendment of the Social Media Assistant Job Description**
There has been discussion regarding the addition of videography in the role of the Social Media Assistant

Regardless, either alternative is able to accommodate the creation of the SFSS Shorts as a video campaign.

CLOSING STATEMENTS

Videography and the SFSS

The following are a few of the goal as discussed by the Board of Directors in the Strategic Planning Session on Thursday, July 17, 2014:

- Increase the visibility and accessibility of the SFSS to its members and stakeholders
- Better align Society's services to members' needs

Furthermore, in the second Strategic Planning Session, the usage of videography for increasing Society awareness was deemed an output for the first goal mentioned.

SFSS Shorts happens to address both of the aforementioned goals through a Board-chosen output in a way that caters to the modern day student.

The motions as approved would allow for the following:

BE IT RESOLVED to approve the project as proposed and presented

- 1 informational video or board report released by September 2014
- For Executive Director and the Communications Office to be included in a regular review of the project and how it can be modified
- For further discussion regarding frequency of video release based on staff workflow and board priorities

BE IT FURTHER RESOLVED to task Shirin Escarcha as lead for SFSS Shorts, in consultation with the Executive Director and the Communications Office

- For Shirin Escarcha to have regular consultations with the Executive Director and the Communications Office to assess the project
- For Shirin Escarcha to provide Board with updates regarding the direction of the project.

CONTACT INFORMATION

If clarification is required regarding the proposal, please contact:
Shirin Escarcha at fcarep@sfss.ca