1. CALL TO ORDER
Call to Order – 10:50 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
VP External Relations (Chair) ......................................................... Prab Bassi
At-Large Representative ................................................................. Raajan Garcha
Board of Directors Representative .................................................. Jamie Zhu
Board of Directors Representative .................................................... Aarushi Sharma
Board of Directors Representative .................................................... Parham Elmi
Ex-Officio ......................................................................................... Hangue Kim
Student At-Large ............................................................................. Alesha Garcha
Student At Large ............................................................................. Aliya Khan
Student At Large ............................................................................. Ramsha Farooqui
Student At Large ............................................................................. Ricky Samra
Student At-Large ............................................................................. Sukhdip Gill
Student At-Large ............................................................................. Susana Ruiz

3.2 Society Staff
Administrative Assistant .................................................................... Zoya Nari

3.3 Regrets
Student At-Large ............................................................................. Susana Ruiz
Student At Large ............................................................................. Ricky Samra

3.4 Absents
Student At-Large ............................................................................. Alesha Garcha
Student At-Large ............................................................................. Sukhdip Gill

4. RATIFICATION OF REGRETS
4.1 MOTION ADV 2017-08-10:01
Jamie/Aarushi
Be it resolved to ratify regrets from Susana Ruiz (final) and Ricky Samra.
CARRIED

5. ADOPTION OF THE AGENDA
5.1 MOTION ADV 2017-08-10:02
Raajan/Jamie
Be it resolved to adopt the agenda as presented.
CARRIED

6. NEW BUSINESS

6.1 Textbook Broke 2017 Campaign – MOTION ADV 2017-08-10:03
Jamie/Parham
Be it resolved to approve up to $1,195 for the #TextbookBrokeBC 2017 Campaign which is to raise awareness about Open Educational Resources.
CARRIED

- Changes: Chart with the breakdown of the costs is now displayed on the proposal
- Suggestions:
  - Have textbooks that are adopted with the classes on display in comparison to non-open educational resource textbooks
  - To have a document for members to sign and input their reasons behind textbook purchases
- Committee will be encouraging members to learn about Open Educational Resources prior to conducting a survey
- Next steps: to add a timeline for the event along with some minor changes prior to bringing it to Board for review

7. ATTACHMENTS

- TextbookbrokeBC 2017 Campaign .pdf

8. ADJOURNMENT

MOTION ADV 2017-08-10:04
Ramsha/Raajan
Be it resolved to adjourn the meeting at 11:23 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: Beginning of the fall 2017 semester, with the intention to campaign at end of semester.

Campaign goals

1) Raise awareness of Open Educational Resources through fun and interactive messaging prior to year start.

Implementation:
Run a ‘textbook confessions’ campaign
   - Interview students via a video with their ‘textbook’ confessions
     - Students that participate will receive a free SFSS shirt
     - Use the video for governmental purposes.
     - Goal of interviewing 20 people
   - Hand them messaging information card

2) Develop messaging on cards (key OER info)

Implementation:

Hand out cards to students with key messaging

Key message on cards with link to BC Campus website and SFU OER grants page
   - Prof's that use OER
     - Write the # of profs who actually adopted, not names.
   - Clear statement of what OERs are: gov funded project
   - Add Textbook tips
   - Add a doodle/surveymonkey link to sign up for students who want to get involved in making this change on campus.

4) Provide OER information to students while they buy textbooks.
**Implementation:**

Plan 1: Have a ‘textbook tower’ on display outside the bookstore during buying season
- encourage students to take photos with our tower, use hashtag #TextbookBrokeBC
- Ask the bookstore owner.
- Have all textbooks for a full degree out and on top put the final number
  - Pick one degree and see the courses you would have to take to graduate, this might take some time.
- White board across the bookstore

Plan 2: Provide information on OER’s (same as before)
- Display textbooks which are available through BC Campus
  - Get 2-3 (have to be in a class that already adopted them) and give away after

Part 3: Board with sticky notes
- Write “Why OERs are important to me…”
- Get students to write on sticky notes their reasons
- Put the data onto Excel sheet after the campaign

5) **Messaging during the first week of classes. Provide #textbooktips. Post photos from textbook campaign.**

**Implementation:**

Option 1: Post #Textbooktips
- Provide social media updates through the SFSS website, SFSS Facebook page, and SFSS Instagram

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
<th>Cost per Student</th>
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<tbody>
<tr>
<td>Flyers</td>
<td>$25 (400 x colour print)</td>
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<tr>
<td>White Board</td>
<td>$60</td>
<td></td>
</tr>
<tr>
<td>Dry eraser felts</td>
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<td></td>
</tr>
<tr>
<td>Candy</td>
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</tr>
<tr>
<td>Textbooks</td>
<td>$150 (3 x $50)</td>
<td>$50</td>
</tr>
<tr>
<td>Space booking</td>
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</tr>
<tr>
<td>Misc</td>
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</tr>
<tr>
<td>Total cost:</td>
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