

1. CALL TO ORDER

Call to Order – 12:33 PM

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 (<i>Chair</i>)	Prab Bassi
At-Large Representative	Raajan Garcha
Ex-Officio.....	Hangue Kim
Board of Directors Representative	Aarushi Sharma
Board of Directors Representative	Jamie Zhu
Board of Directors Representative	Parham Elmi
Student At Large	Ashti Bidessie
Student At Large	Kia Mirsalehi
Student At-Large	Kush Chokshi
Student At Large	Mohammed Ali
Student At Large	Natalia Gretskaia
Student At Large	Vacant

3.2 Society Staff

Administrative Assistant.....	Zoya Nari
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4. RATIFICATION OF REGRETS

4.1 MOTION ADV 2018-02-05:01

Jamie/Raajan

Be it resolved to ratify regrets from Aarushi Sharma.

CARRIED

5. ADOPTION OF THE AGENDA

5.1 MOTION ADV 2018-02-05:02

Mohammed/Parham

Be it resolved to adopt the agenda as presented.

CARRIED

6. MATTERS ARISING FROM THE MINUTES

6.1 MOTION ADV 2018-02-05:03

Parham/Jamie

Be it resolved to receive and file the following minutes:

- Advocacy Committee 2018-01-08.pdf

CARRIED

- Mohammed abstained

Kush Chokshi arrived at 12:36 PM

7. NEW BUSINESS

7.1 OER Working Group – MOTION ADV 2018-02-05:04 Parham/Kia

Be it resolved to approve \$245.30 from line item 820/20, for the purposes of the OER working group.

CARRIED

- Refer to attachment; event to be moved after reading week
- To advocate the program to the general membership
- Food to be provided at the event
- Event details to be approved by the committee before initiating promotions
- Purpose to raise awareness of OER

8. DISCUSSION ITEMS

8.1 Needs Based Grants (Grants Now) Campaign

- Refer to attachment; these grants are given to members who are considered low income
 - Minor changes to the budgets have been made
- Video is currently being made
- To campaign through member interactions instead of tabling
- Suggestions:
 - Include links for additional information and visual graphics (infographics) for members
 - Possibly make it consistent to other universities' petitions
 - To include what is currently provided for students
- Committee to further discuss the required funds for this program to work

Parham Elmi left at 1:10 PM

- Discussion on online promotions to be further discussed
- Campaign to target SFU students only
- To possibly collaborate with other universities and make a universal petition
 - A drop box to differentiate students from different schools
- Promotions
 - To put posters up around campus
 - To possibly have a hashtag
 - Handing out chocolate loonies

9. ATTACHMENTS

- OER Working Group Initial Meeting Proposal.pdf
- GrantsNowADVProposal.docx (1).pdf

10. ADJOURNMENT

MOTION ADV 2018-02-05:05

Mohammed/Jamie

Be it resolved to adjourn the meeting at 1:30 PM.

CARRIED

ADVOCACY SPRING 2017 **NEEDS BASED GRANTS (GrantsNow) CAMPAIGN PROPOSAL**

PURPOSE

The Needs Based Grants—GrantsNow Advocacy campaign will consist of petitioning the BC Provincial government with student signatures supporting Needs Based Grants. The campaign can also promote the BC Post-Secondary intuition wide GrantsNow campaign. The goal is to bring awareness for the need of financial aid.

SFSS Pillars

- Academic
- Financial

LOGISTICS

LOCATION

Where:

- Burnaby Campus
- Surrey Campus (contingent on SCC's availability)
- Vancouver Campus (contingent on VCC's availability)

When:

Feb 5 -16: Online Social Media Campaign

- Video
- Social Media Posts
- Social media contest

Feb 19 – March 2: In person tabling - canvassing

- Primarily focus on busy days such as Mondays, Wednesdays and Thursdays
- Focusing on short shifts with **active campaigning**
- To gain more volunteers we can ask VCC and SCC if they are able to help us with two days of tabling on their campuses

*** Dates contingent to advocacy's availability***

Petition

- Via JotForm to ensure secure data collection:
 - <https://form.jotform.com/80214708279257>

PROMOTION

Digital Media

- Comprehensive video explaining NBG
- Facebook Posts
 - Facebook live
- Instagram posts
- SFSS website page dedicated to Needs Based Grants
- Snapchat filter for students to use

Flyers

- Handout flyers with information and link to petition

Buttons

- Printed with SFSS Logo + GrantsNow logo

Other materials

- Notebooks

Strategies

- Reach out to FARM:
- SFSS Newsletter

BUDGET

Print Material	
- Wall Posters	
- Life Sized poster	\$500
- Handbills	
- Stickers	
Outreach materials:	
- Loonies	\$1500
- Buttons	

- T-shirts (110)	
Social Media	
- Video boosts on facebook	\$350
- Instagram sponsored posts	
- Snapchat filter for SFU Burnaby	
- Video production cost	
Total Cost	\$2350

Motion:

Whereas the Simon Fraser Student Society has lobbied to the provincial government for the creation of Needs Based Grants.

Whereas the SFSS, UBC AMS, UVSS and the ABCS are collectively campaigning and lobbying for Needs Based Grants-- Grants Now.

Whereas the Advocacy Committee will be conducting the “Grants Now” Campaign from February to March at Simon Fraser University.

Be it resolved to approve \$2350 from line item 820/20 for the committee to purchase materials.

OER Working Group Initial Meeting: tentatively Friday 3:30pm February 9th.

Budget breakdown

4 x Pizza	4 x \$20.99= \$83.96
Fruit platter	\$39.99
Vegetable platter	\$41.50
Sub-total:	\$165.45
Total:	\$185.30 (Tax included)

Hopeful Budget for video promotion:

\$60 from advocacy line item.

- Sponsored videos on FB and Instagram.

Further information found: tinyurl.com/sfuor

- 37 Individuals signed up already.
- Video being created to promote this working group to general SFU audience.
 - Most individuals are very passionate about this cause, expecting a lot of individuals to apply after promotion.