

## 1. CALL TO ORDER

Call to Order – 12:32 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

|  |                   |
|--|-------------------|
| Vice President External Relations (Chair)..... | Christine Dyson   |
| President (Ex-officio) .....                   | Larissa Chen      |
| Vice President University Relations.....       | Arr Farah         |
| Board of Directors Representative .....        | Blossom Malhan    |
| Board of Directors Representative .....        | Prab Bassi        |
| Board of Directors Representative .....        | Raajan Garcha     |
| Student At-Large .....                         | Kiran Binning     |
| Student At Large .....                         | Natalia Gretskaia |
| Student At Large .....                         | Darien Lechner    |
| Student At Large .....                         | Vacant            |
| Student At-Large .....                         | Aarushi Sharma    |
| Student At-Large .....                         | Erwin Kwok        |

### 3.2 Society Staff

|                               |           |
|-------------------------------|-----------|
| Administrative Assistant..... | Zoya Nari |
|-------------------------------|-----------|

*\*Raajan Garcha arrived at 12:33 PM\**

### 3.3 Regrets

|   |                |
|---|----------------|
| Board of Directors Representative ..... | Prab Bassi     |
| Student At-Large .....                  | Aarushi Sharma |

## 4. RATIFICATION OF REGRETS

### 4.1 MOTION ADV 2017-04-05:02

**Natalia/Blossom**

*Be it resolved to ratify regrets from Aarushi Sharma and Prab Bassi.*

**CARRIED**

## 5. ADOPTION OF THE AGENDA

### 5.1 MOTION ADV 2017-04-05:02

**Natalia/Arr**

*Be it resolved to adopt the agenda as presented.*

**CARRIED**

## 6. MATTERS ARISING FROM THE MINUTES

### 6.1 MOTION ADV 2017-04-05:03

**Arr/Natalia**

*Be it resolved to receive and file the following minutes:*

- Advocacy Committee 2017-03-08.docx
- Advocacy Committee 2017-03-29.docx

**CARRIED**

## 7. NEW BUSINESS

### 7.1 MOTION ADV 2017-04-05:04

**Blossom/Darien**

*Be it resolved to approve the amended Study Space Proposal for up to \$200 from line item 820/20.*

**CARRIED**

- Board approved the use of the Visa Gift Cards as prizes for the campaign
- Changes to the proposal
  - Daily prizes: removed donuts and coffee and will be handing out \$25 gift card for photo submissions
  - Photos taken by committee members of students studying will be entered in a draw for a \$100 gift card
    - Students can upload their own photos for this prize draw as well
  - Staff requirements – will be posting on social media, creating the Facebook event page and a photo album of the photos taken by committee members
- Concern: may not be successful compared to similar events that previously occurred, students may not be approachable, and may not be effective during exam period

*\*Erwin Kwok arrived at 12:37 PM\**

## 8. DISCUSSION ITEMS

### 8.1 Provincial Elections

- Event to occur next Friday on April 17, 2017
- Committee was not aware of the GSS' progress in the event due to the lack of given updates throughout the term, however committee will be assisting in the event nevertheless
  - Committee, however, will not be financially funding the event due to the lack of updates and communication, of whether the event was to occur or not
- Concern: students may not attend due to it being a month away from the elections, and during exam period
- Suggestion: To possibly post the live feed of the event on the SFSS social media platforms for individuals who did not attend the event

*\*Raajan Garcha left at 1:04 PM for an exam\**

**8.2 Last meeting**

- No meetings will be held after today

**9. ATTACHMENTS**

- StudySpaceProposal.pdf

**10. ADJOURNMENT**

**MOTION ADV 2017-04-05:05**

**Arr/Natalia**

*Be it resolved to adjourn the meeting at 1:07 PM.*

**CARRIED**

**Study Space Proposal**

April 2017



**Simon Fraser Student Society**

## **Overview of campaign**

Advocate existing study spaces as well as identify existing spaces that can be developed into functional, desirable study spaces in the future.

**Objective:** To highlight existing study spaces and identify underused study spaces/ potential study spaces on campus

**Desired outcome:** Awareness of study spaces through social media

**Date:** April 10-14<sup>th</sup>, 2017

## **Campaign goals**

### 1) Outreach and Photo Campaign

#### *Implementation*

- Engage with students studying on campus. Distribute remaining mental health resource cards/freezies. Ask to take a picture and a reason they like to study there for photo contest grand prize (100\$)
- Students will also be encouraged to post their own photos to the event/tell their friends to post photos to be entered to win a daily prize (25\$)

## **Outreach Plan**

**In-person outreach:** Times will be scheduled for taking photos of individuals studying on campus. This will be led by Darien.

### **Social media Posts:**

#### ***Sunday April 9th***

“Keep an eye out for SFSS representatives on campus tomorrow! They are launching our study space campaign and will be handing out free giveaways”

#### ***Monday April 10th***

“Where do you like to study on campus? Our study space campaign focuses on highlighting study spaces to students. You can participate in 1 of 2 ways”:

- 1) Spot one of our SFSS representatives on campus. Tell them why you like to study in that area, have a photo taken and be entered to win a \$100 visa gift card
- 2) Upload a picture of yourself studying on campus, or a spot you wish was a study space to our FB event. Everyday, there will be a draw for a \$25 gift card. Full contest details can be found on our event page (event link)”

**Tuesday April 11th**

"[Name] likes to study in the [building/space] because of [reason]. [Feature their photo]

Do you have a favourite spot to study on campus? Upload a picture to our event page, for a chance to win! (event link)"

**Wednesday April 12th**

"Three more days to participate in our contest! Today we will be at [ ] campus. Keep an eye out for our representatives, and remember to upload your own photo to our event page (event link).

**Thursday April 13th**

"[Name] likes to study in the [building/space] because of [reason]. [Feature their photo]

Today we will be walking around [ ] campus. Keep an eye out for us to receive some free giveaways and to be entered into our draw"

**Friday April 14th**

"Last day to participate in our campaign! Upload a picture of yourself to our event page for a chance to win (event link)"

**Monday April 17th**

"Thanks to everyone who participated in our campaign! Check out all the cool places to study on campus in our photo album (album link)"

**Budget Options**

| Item                   | Cost | Quantity | Total Cost             |
|------------------------|------|----------|------------------------|
| Gift Cards             | \$25 | 5        | \$125                  |
| Social media Boosts    |      |          | \$25.00                |
| Grand Prize            |      |          | Visa Gift Card (\$100) |
| Miscellaneous          |      |          | \$50                   |
| <b>Entire Campaign</b> |      |          | <b>\$300</b>           |

## **Resource requirements**

- SFSS Camera
- Mental Health Resource cards
- Freezies
- SFSS T-shirts

## **Staff Requirements**

- Communications department - Post pre-made social media posts on FB, Creating FB event, Placement of SFSS logo on pictures collected during outreach, Create Photo album of all submissions

\*Daily submissions to FB event and draw are to be tracked by SFSS VP External