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
  o Daily prizes: removed donuts and coffee and will be handing out $25 gift card for photo submissions
  o 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
  o 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
  o 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
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 10-14th, 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

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<th>Item</th>
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</thead>
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<tr>
<td><strong>Entire Campaign</strong></td>
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**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*