

1. CALL TO ORDER

Call to Order – 10:33 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

Vice President External Relations Christine Dyson
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 Mark Thompson
Student At-Large Aarushi Sharma
Student At-Large Vacant
Campaigns, Research and Policy Coordinator Pierre Cassidy
Administrative Supervisor Karen Atara

3.2 Absent

Campaigns, Research and Policy Coordinator Pierre Cassidy

4. ADOPTION OF THE AGENDA

MOTION ADV 2016-06-15:01

Prab/Blossom

Be it resolved to approve the agenda as presented.

CARRIED

5. DISCUSSION ITEMS

Outreach Proposal:

- The committee reviewed the templates on survey monkey.
- It was noted that the committee would prefer no word limit on the survey.
- Option 2 was chosen for the survey and some questions and categories were modified as follows:

Health and Well-being section:

- 'Sexual assault' to be changed to 'Sexual assault support and prevention measures'
- 'Space and furniture in residence' to be changed to 'conditions on residence'
- 'Safe and accessible study spaces' is to be added
- 'Local food options' to be changed to 'Local and affordable food options on campus'
- 'Mental health and wellness' to be added
- 'Or please elaborate on any of the above issues' to be added to all text box questions

Financial Section:

Please consider the following financial issues and how important are they for you? :

- Added 'Information about how SFSS/SFU student fees are used'
- Added 'Access to scholarship and grants'
- 'Open Educational Resources' to be changed to 'Open Educational Resources (i.e. Free Textbooks)'
- 'Divestment' to be changed to 'Divert from fossil fuel investments (Divestment)'
- Added 'Access to affordable food'
- Added 'Access to affordable housing'

Social Section:

- Added 'Information about the SFSS and involvement opportunities'
- 'Increased participation in the SFSS elections' changed to 'Representation and increased participation in the SFSS elections and activities'
- Took out 'Woman in Politics'
- Added 'Reliable Translink Services'
- Added 'Create an accessible SFSS for all students'
- Added 'Increased multicultural events on campus'
- Added sub-question 'Are you an international student? (Yes/No)'

***Kirin Binning left at 11:26 am*

Academic Section:

- Added 'Increased study space on all campuses'
- Added 'Summer reading break'
- Added 'Program recognition on degree certificate'

*Note: 'Quality of TA's' to be reworded by Sindhu and reviewed by the Board.

***Arr arrived at 11:56 am*

6. ATTACHMENTS

AdvocacyOutreachProposal.pdf

7. NEW BUSINESS

MOTION ADV 2016-06-15:02

Arr/Aarushi

Be it resolved to approve the advocacy outreach proposal for \$ 497.50.

CARRIED

8. ADJOURNMENT

MOTION ADV 2016-06-15:03

Natalia/Prab

Be it resolved to adjourn the meeting at 12:15 pm.

CARRIED

Advocacy Outreach Proposal

June 2016



Simon Fraser Student Society

Overview of campaign

The advocacy committee is seeking to ask SFSS members specific questions regarding student issues. The committee believes this is a very valuable process for the society to undertake, as a survey on advocacy initiatives has not been done in the past.

Objective: To find out what issues are pertinent to students in terms of the 4 pillars (Health and Well-being, Academic, Financial and Social).

Desired outcome: Students give the advocacy committee direction on which issues/campaigns we should focus on this coming year. This will be achieved through finding out which issues are of the largest concern to students.

Dates: June 20th - 30th (4-5 Days of Tabling). We would like to conduct tabling at all three campuses. We will be determining tabling locations based on the location of large classes and volunteer availability.

Campaign goals

Consult with a minimum of 750 students.

Implementation: 500 students has been deemed suffice to move forward with survey results in the event the committee has difficulties getting enough students to participate. Should the committee receive fewer than 500 responses, we will run a second rendition of this campaign to ensure enough students fill out the survey.

Survey:

- Quick survey (2 minutes to fill out)
- 4 pages long
- Text box at the end of each page for people to add more detail

Survey Examples

Option 1:

Advocacy 2016/17

3. Please rank the following health and well-being issues on how important they are to you:

⋮	<input type="text"/>	Sexual Assault
⋮	<input type="text"/>	Conditions on Residence
⋮	<input type="text"/>	Space and furniture in Residence
⋮	<input type="text"/>	Deferred maintenance
⋮	<input type="text"/>	Local Food options
⋮	<input type="text"/>	Kinder Morgan Pipeline safety issues
⋮	<input type="text"/>	Campus accessibility

4. Are there any other health and well-being issues that are important to you?

Option 2:

Advocacy 2016/17

1. Please rate the following health and well-being issues on how important they are to you:

	Very Important	Important	Indifferent	Not Important
Sexual Assault	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conditions on Residence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Space and furniture in Residence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deferred maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Food options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kinder Morgan Pipeline safety issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campus accessibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Are there any other health and well-being issues that are important to you?

[Next](#)

Outreach Plan

Tabling:

- Based on large classes
- We will be handing out freezies to students who participate in our survey
- Rolling white board with question “If I could change one thing on this campus it would be...”
- Students can add sticky notes with their ideas to white board. This will also provide a visual for passerbys.
- Members tabling will wear SFSS advocacy/general SFSS T-shirts

Communications:

- Social Media Updates
- Email to DSU/FSU's/Clubs
- Ask Faculty reps to ask their Faculty advisors if they can have the survey link be included in an email out to undergrads (Some faculties do weekly update emails)

Banner:

- Advocacy logo (presented by SFSS logo)
- Flap with “Take our survey/ survey link

Banner Samples

Please note: Boxes on samples are where the flap will be

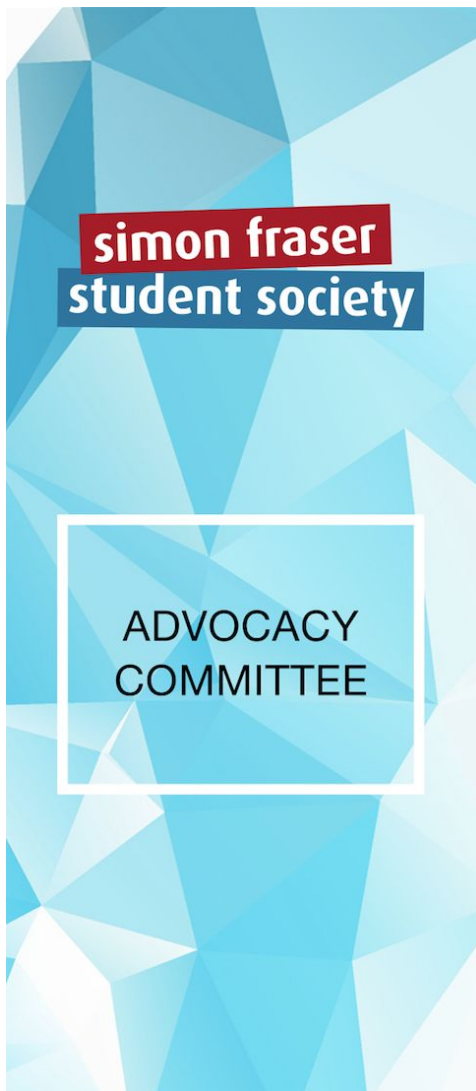
Option 1:



Option 2:



Option 3:



Option 4:



Budget

Item	Cost	Quantity	Cost per Student	Total Cost
Freezies	\$4.00 (100 x 20ml/box)	*10 boxes (1,000 freezies)	\$0.20	\$40.00 (plus tax)
Vertical Banner with Stand	\$300			\$300
Pamphlets	\$0.25 per pamphlet	250		\$62.50
Miscellaneous (extra materials/taxes)				\$95
<i>Entire Campaign</i>				\$497.50

*The committee is looking to give out 200 freezies per day. Depending on how many days we table we will either need 1,000 or 800 freezies.

Resource requirements

- Table bookings
- Table Cloths - SFSS
- SFSS advocacy t-shirts (for those tabling)
- Ipads
- Coolers and ice (Borrowing from FBS)
- Scissors
- Garbage Bags and napkins
- SFSS booklets
- Cardboard Box for all the equipment
- Mass email with link to survey
- Rolling white board
- Sticky notes
- Tape
- White board marker

Staff Requirements

Communications department - Banner designs, survey creation, social media updates
Copy Centre - Printing Poster and pamphlets