

## 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 ( <i>Chair</i> ) .....	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
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### 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**

**#TextbookbrokeBC Campaign Proposal**

September 2017



**Simon Fraser Student Society**

## **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

- Profs 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

Item	Cost	Cost per Student
Flyers	\$25 (400 x colour print)	\$0.06
White Board	\$60	
Dry eraser felts	\$20	
Candy	\$40	
Textbooks	\$150 (3 x \$50)	\$50
Space booking	\$700	
Misc	\$200	

Total cost:	\$1, 195	
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