

1. CALL TO ORDER

Call to Order – 12:34 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

Campaigns, Research and Policy Coordinator	Pierre Cassidy
Administrative Assistant.....	Zoya Nari

3.3 Regrets

Board of Directors Representative.....	Raajan Garcha
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4. RATIFICATION OF REGRETS

4.1 MOTION ADV 2017-03-08:01

Aarushi/Arr

Be it resolved to ratify regrets from Raajan Garcha.

CARRIED

Prab Bassi arrived at 12:36 PM

5. ADOPTION OF THE AGENDA

5.1 MOTION ADV 2017-03-08:02

Arr/Erwin

Be it resolved to adopt the agenda as presented.

Add under discussion: Study Space Campaign as 9.2

CARRIED AS AMENDED

6. MATTERS ARISING FROM THE MINUTES

6.1 MOTION ADV 2017-03-08:03

Prab/Blossom

Be it resolved to receive and file the following minutes:

- AdvocacyCommittee 2017-02-22.docx

Abstention: Arr Farah

CARRIED

~~7. COMMITTEE MEMBER UPDATES~~

8. NEW BUSINESS

8.1 MOTION ADV 2017-03-08:04

Arr/Prab

Be it resolved to approve the Mental Health Resources Initiative proposal for up to \$600 from line item 820/20.

CARRIED

- Proposal for Wellness Wednesday that is to occur during appreciation week
- Approximately \$320 has been allocated for cups of tea that is to be handed out
- Printed cards will be available with non-SFU based information resources on the front and space for doodling on the back
- Additional funds to be allocated for extra tabling if required

8.2 MOTION ADV 2017-03-08:05

Blossom/Prab

Be it resolved to approve the Tank Farm Awareness Rally Proposal for up to \$1,750 from line item 820/20.

CARRIED

- Rally to possibly be hosted on Wednesday, April 5th
- SFU may assist in planning the safety component of the event
- Embark may assist with the rally and promotions
- GSS is also interested in participating after campaign is approved
- \$1,000 allocated for safety as a precaution, \$150 for posters, \$50 for stationary, and \$500 for tank farm letters
- Committee is currently working on getting more letters signed
- An option to possibly have speeches during the rally by individuals who work, study, and live in the tank farm locations
- May possibly send an invitation to external groups to increase the possibility of media involvement

9. DISCUSSION ITEMS

9.1 Active Bystander Training

- Sexual assault training to occur next Wednesday during the meeting time frame, however no certification is currently being provided
- Committee to possibly create a survey for feedback of improvement to see if training is suitable for other student groups

9.2 Study Space Campaign

- Campaign to possibly execute a social media campaign contest for study spaces
 - Feedback from students on study spaces features and why they like the space to be considered for possible space expansion or improvements
- Proposal to be written after committee approves the campaign
- Coffee drive suggested to be incorporated in the campaign

10. ATTACHMENTS

- Mental Health Resources Initiative.pdf
- SFSSTankFarmAwarenessRallyProposal.pdf

11. ADJOURNMENT

MOTION ADV 2017-03-08:05

Arr/Natalia

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

CARRIED

Mental Health Resources Initiative

March 2017



Simon Fraser Student Society

Overview of campaign

The purpose of this initiative is to highlight additional resources available to students, asides from health and counselling services.

Objective:To spread awareness about additional resources for receiving mental health support.

Desired outcome: Students have information regarding mental health and how to access resources. Students also have the opportunity to alleviate some mild stress through activities provided by the committee.

Date: March 22nd

Campaign goals

1) Spread awareness about additional mental health resources available off campus

Implementation

- Informational card outlining additional resources available to students

2) Provide a stress alleviating activity for students

- Students will have the opportunity to have a cup of tea and colour on the front/back of their informational cards while talking with committee members

Outreach Plan

In person outreach:

- Tabling at the 'Wellness Wednesday event' for appreciation week

Budget

Item	Cost	Quantity	Cost per Student	Total Cost
Printed Cards	\$0.30 per card	500	\$0.30	\$150
Tea	\$1.25 per cup	250	\$1.25 per cup	\$320
Table at event	\$30	1		\$30
Miscellaneous				\$100

Entire Campaign				\$600
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Resource requirements

- Table Cloths - SFSS
- SFSS advocacy t-shirts (for those tabling)
- Cards
- Pens/Colouring materials

Staff Requirements

- Communications department - Designing info card
- Copy Centre - printing cards

SFSS TANK FARM AWARENESS RALLY

Prepared by:

Christine Dyson, VP External Relations

Larissa Chen, SFSS President

Overview of the Initiative:

The purpose of the SFSS Tank Farm Awareness Rally is to raise awareness of the Kinder Morgan Tank Farm Expansion plans, recently approved by the Canadian federal government. The key priority is to draw attention towards the exact location of where this expansion is aimed to take place (crossroads between Gaglardi and University Way, nearby the SFU sign). This event is aimed to be organized in partnership with UniverCity (the “Highlands”) and SFU faculty members.

The focus of the rally is the tank farm expansion and will not be inclusive of the Kinder Morgan pipeline discussion.

Objective:

To spread awareness about the Tank Farm expansions exact location and bring the University community together regarding this issue.

Logistics:

Date & Time

Potential dates: Wednesday April 5th

Friday April 7th (Last day of classes)

Schedule

2:00PM	Committee sets up
2:30PM	Gathering in common area, preparing posters.
3:00PM	Sign-in begins.
3:30PM	Statements re: the focus of the rally.
3:40PM	March begins.
4:00PM	Arrival at location.
4:45PM	Rally wraps up.

Rally Location

SFU Burnaby, by SFU sign.

Route

UniverCity residents will march from the UniverCity side of campus (Sign-in at Cornerstone). SFU students will march from Freedom Square. Both groups will meet in the middle (by the SFU sign), where the rally will take place. People will be situated at the 4 corners of the intersection, on the sidewalk. Participants will receive information, map and details at each respective location’s sign-in desk.

Partnerships

SFU UniverCity community
SFU Faculty Association & faculty members
SFU students
Embark
GSS
SFU350

Security

This event will require security on-site as to protect participants, given that this is a traffic-heavy route

Volunteers

Guides for the walk (6-8)
Sign-makers (5)
Photographers (3)

Outreach Plan:

Posters & handouts

Design pamphlets with information/route. Design posters, which will be posted in glass cases on campus.

Digital media

Facebook

- Event: SFSS Tank Farm Awareness Rally 2017
- Promotions on main SFSS page

Instagram

- Short videos posted in location on day of
- Graphics developed regarding event details

SFSS Website

- Upload route and details onto designated link, with Facebook event link attached

Hashtag

- #KMmovethetankfarm
- #KeepSFU safe

Videos

- Highlight the potential risks, purpose of event and call-to-action to join Advocacy letter campaign and/or attend rally

Presentation at Council

Emails

Emails will be sent out to the Student Union Office and General Office mailing list

External

Other groups that we will be reaching out to for partnership will be SFU UniverCity (the “Highlands”), SFU Faculty Association, Embark, GSS, SFU 350, Cornerstone businesses and environmental student groups.

METRICS

Number of attendees (measured by event sign-in, online RSVP, Facebook attendees)

Number of hashtags utilized on various social media

Numbers of letters signed, as part of Advocacy campaign

Number of volunteers

BUDGET:

Item	Cost	Quantity	Cost per Student	Total Cost
Security	\$1000	TBD		\$1000
Sign making materials	\$150	100-200 posters	\$1.50 per student \$0.75 per student	\$150
Markers/Paints	\$50			\$50
Posters	\$ 0.50	50 posters		\$25
Tank Farm Letters	\$150	500	\$0.30	\$150
Info Cards	\$0.70 per sheet (4 cards per sheet)	250 Sheets (1000 Pamphlets)	\$0.18	\$175
Miscellaneous				\$200
Entire Campaign				\$1,750

Resource Requirements

- Room Bookings
- Sign Making Materials
- Pamphlets

Staff Requirements

- Communications department
- Copy Centre

Tasks

Confirm security

Reach out to respective stakeholders

Callout for volunteers, via Google Forms

Purchase materials for posters and signage

Submit SFSS Communications Work Order Form to create Facebook event, pamphlet and poster graphics, social media promotions calendar, website information and prepare speaking points