

## 1. CALL TO ORDER

Call to Order – 10:32 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 Student Services & (Interim President) ..... Larissa Chen  
VP External Relations ..... Christine Dyson  
VP Finance ..... Hangue Kim  
VP Student Life ..... Curtis Pooghkay  
VP University Relations ..... Arr Farah  
At-Large Representative ..... Paul Hans  
At-Large Representative ..... Mudi Bwakura  
Faculty Representative (Applied Sciences) ..... Alan Lee  
Faculty Representative (Arts & Social Sciences) ..... Blossom Malhan  
Faculty Representative (Business) ..... Pritesh Pachchigar  
Faculty Representative (Communication, Art & Technology) ..... Prab Bassi  
Faculty Representative (Education) ..... John Ragone  
Faculty Representative (Environment) ..... Vacant  
Faculty Representative (Health Sciences) ..... Raajan Garcha  
Faculty Representative (Science) ..... Jimmy Dhesa

### 3.2 Society Staff

Administrative Assistant ..... Mandeep Aujla  
Build SFU General Manager ..... Marc Fontaine  
Chief Executive Officer ..... Martin Wyant

### 3.3 Regrets

Faculty Representative (Education) ..... John Ragone

### 3.4 Absent

### 3.5 Guests

Campaigns, Research and Policy Coordinator ..... Pierre Cassidy  
General Office Coordinator ..... Adrienne Marino  
Communications Coordinator ..... Sindhu Dharmarajah  
Council Chair ..... Christian Avendano

The Peak Reporter.....Nathan Ross  
SFU IT Services.....Al Murray

## 4. RATIFICATION OF REGRETS

**MOTION BOD 2016-07-28:01**

**Mudi/Raajan**

*Be it resolved to ratify regrets from John Ragone.*

**CARRIED**

## 5. ADOPTION OF THE AGENDA

**MOTION BOD 2016-07-28:02**

**Pritesh/Hangue**

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

Discussion

- Move New Business item 7.1 before the presentations.

→ Amended as follows:

**MOTION BOD 2016-07-28:03**

**Alan/Pritesh**

*Be it resolved to adopt the agenda as amended to move New Business item 7.1 before the Presentations.*

**CARRIED AS AMENDED**

## 6. MATTERS ARISING FROM THE MINUTES

**MOTION BOD 2016-07-28:04**

**Hangue/Alan**

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

FinanceCommittee\_2016-06-30

AdvocacyCommittee\_2016-07-13

EventsCommittee2016-07-04

Discussion:

- Friendly amendment: To remove the old Throwback Thursday pub night attachment from EventsCommittee2016-07-04.

**CARRIED**

## 7. NEW BUSINESS

**7.1 SURREY CAMPUS COMMITTEE DE-STRESSING DAY**

**MOTION BOD 2016-07-28:05**

**Jimmy/Pritesh**

*Be it resolved to approve spending of up to \$680.00 from line item 821/20 for the Surrey Campus Committee De-Stressing Day on August 5<sup>th</sup>, 2016.*

**CARRIED**

## 8. PRESENTATIONS

### 8.1 SFSS IT

- SFSS has hired SFU IT services to manage all of the societies computers.
- Al Murray from SFU IT represents the desktop support group, and is one of the main points of contact.
- All SFSS staff and members will be getting SFU computing ID's shortly, and files will be shared on a server to ensure that everyone can use different machines around the organization.
- The computing ID's will be used just for SFSS related purposes.
- For security purposes, only SFU IT will have the admin passwords.
- To ensure that files are not lost, there will be consistent snapshots taken of computer screens.
- If any SFSS staff or member needs assistance with downloading software or if they're having any other technical issues, then they must put a help ticket in; without one, IT services cannot assist with the issue.
- In time, all machines will be switched to PC's; twelve new PC's have been ordered to replace out-dated ones.
- Although some of the Mac's are still in good condition, IT services plans on changing those to PC's eventually.
- The total cost is approximately \$470.00 per machine per year; for 41 machines a year the total cost will be estimated at \$20,000.
- Plan is to bring 12-15 new machines every year.

\*\* Blossom arrived at 10:43 am

### 8.2 SFSS WEBSITE DEVELOPMENT

- Communications department has been interviewing student stakeholders with regards to the functionality of the SFSS website.
- Feedback received from the stakeholders was:
  - Most stakeholders visit the site to look for minutes, refer to the Events calendar, book rooms, look up work orders, and use the catering form.
  - Found that it's difficult or impossible to look for minutes and work reports or review the committee pages.
  - Visitors would like more functionality in being able to opt out of the health and dental plan, buy tickets for events online, and have updates organized by topics rather than dates.
- The Board members had the following further suggestions:

- Fix the issues with the granting process documents and make sure out-dated material doesn't come up after a search.
- Have a 'Get involved' page.
- There should also be a page for the public to contact the SFSS with general questions (i.e. "Ask us" textbox for students to submit their question and email).
- For student clubs: Easier navigation to the grants page and the portal, and provide a link to student clubs social media and websites.
- For Council: have more relative information on what the committee does, and provide their minutes.
- There also needs to be a page that links visitors to the Translink website should they have any questions about the U-Pass program.

### **8.3 SFSS COMMUNICATIONS PLAN**

- Communications Plan supports the Society's aim to communicate effectively with internal and external stakeholders by the following:
  - Developing and implementing a communications plan.
  - Strengthening the SFSS brand.
  - Providing regular and meaningful opportunities to communicate with members.
  - Being an effective advocate for the members.
- Plan must first identify and define key stakeholders, core messages, appropriate communication channels, resources required, and the timeline to send out messages.
- Plan aims to communicate and work effectively with internal stakeholders such as student led groups, staff, Board of Directors, and SFU (core constituency).
- The communications strategies in brief (as expanded from the 2016-2019 Strategic Plan) are as follows:
  - Implement Communications Plan in order to make stakeholders more informed about the society's mission, services, events and position on important issues.
  - Strengthen the SFSS brand to ensure internal and external stakeholders will better recognize it.
  - Provide regular and meaningful opportunities for stakeholders to communicate with members.
  - Be an effective advocate for the members (SFSS will strive to achieve progress on issues that are important to members).

### **8.4 SFSS REVISED GRANTING PROCESS**

- The previous granting process possessed organizational risks because some segments of the membership had access to it whereas others didn't.
- This new process aims to make granting more accessible, fair, transparent, and efficient.
- The new granting process is comprised of five steps:
  1. Proposal Submission
  2. Evaluation

3. Acceptance/Rejection
  4. Appeals Process (if needed)
  5. Final Report (on behalf of the person or group that received the grant)
- The appeals go to either the SFSS Grants administrators or the Board of Directors.
  - The final report is to be submitted within two weeks of project completion, and is to include:
    1. Applicant Information
    2. Project description
    3. Intended outcomes
    4. Lessons learned and knowledge transfer
    5. Final budget report
  - The granting guidelines attachment provides a clear description of the granting process.
  - The grant program proposal form and grant program budget form are for the submission of the proposal along with the budget.
  - The attached evaluation matrix provides applicants with a clear description on how their proposal will be evaluated.
  - Note: the evaluation portion is not a subjective process; proposals are evaluated based on how relative they are to the SFSS mission and values.
  - The final report includes the grant value, revenue generated (if any), impact on the SFSS membership, and knowledge transfer.
  - Due to an apparent need to expand what is already in the granting system, the Granting Committee went further and recommended to the CEO that it would be beneficial to implement this process through a revised clubs grants portal.
  - The granting submissions will be done through a software company called Gravity, and this in turn will enable anyone to request a grant online.
  - During discussion amongst the Board members and presenters, the granting committee agreed that the thresholds for coordinators to approve grants should be increased.
  - Groups that operate outside of the SFSS by-laws may also apply, however, their mission and values must be in line with those of the SFSS; If the demand for grants starts growing, privilege will go to members rather than external groups.
  - The entire forms can be completed in as little as ten minutes, and some people may need up to an hour to complete them (depending on how experienced they are); there is also a tool where the form can be saved as a draft.
  - The Granting Committee advised the Board that no privilege will be given to student groups; the goal of this new proposal is to make it accessible and attainable to everyone.
  - Proposals are reviewed by the Granting Committee based on their number in the cue.
  - The committee is also still working on how this new proposal will factor in cases where separate student unions pool their money together to request a grant.
  - The Granting Committee is working on what the process will be in that case that the CEO isn't available to approve grants.

- In addition, some personnel policies are also being developed to deal with events where a conflict of interest may arise due to a staff or board member requesting a grant that is under \$500.00.
- The Granting Committee and Board Committee agreed that a threshold of \$1,000 would be a more efficient amount for coordinators to approve.
- The Granting Committee has also advised the Board that they are still looking into ways to deal with what would happen in the event that individuals make errors in their proposal a year prior, and decide to apply again.
- It was noted that SFSS committees would not have to go through this granting process.
- Some of the language and weighting in the evaluation matrix may be revised to make it more accessible.
- This trial process is currently being implemented for the web accessible portal; the pilot launch will be at the end of August.
- Note: this new process does not affect core funding.
- After extensive discussion and various questions, Board and the Granting Committee decided that all further questions should be directed to the CEO as he may have better insight into these detailed questions.

#### **8.5 REPORTS FROM COUNCIL CHAIR**

- Looking at plans for upcoming fall semester, in terms of reaching out during club days.
- Professional development opportunities for council members are being developed as well.
- There was a discussion held on the sexual assault and prevention center and sexual assault policy.
- There was also a request for an update on the access review recommendations.
- Presentation from the Student Health and Advisory Committee regarding work that is needed on food safe options.

## **9. ATTACHMENTS**

- DestressDayProposal.docx
- CMNS PLAN.pdf
- SFSS Grant Program Evaluation Matrix.docx
- Granting Process Review Status Update.pdf
- SFSS Grant Program Budget Form.pdf
- SFSS Grant Program Guidelines.docx
- SFSS Grant Program Final Report.docx
- SFSS Grant Program Proposal Form.docx

## **10. ADJOURNMENT**

### **MOTION BOD 2016-07-28:06**

**Arr/Pritesh**

*Be it resolved to adjourn the meeting at 12:09 pm.*

**CARRIED**

# Surrey Campus Committee Proposal for De-stress Day

**Name:** Jaggy Kullar, Raajan Garcha, Simran Sanghera

**Position(s):** At-Large Member, SFSS Health Sciences Rep, At-Large Member

**Event Type:** Social/Health and Well-Being

**Date:** Friday August 5th 2016

**Time:** 9:30AM-2:00PM

**Location:** Simon Fraser University Surrey Campus Mezzanine

**Expected Attendance/Target:** 250-300

**Budget:**

Expenses	Amount
Sundae's (ice cream, cups, spoons, toppings)	\$200
Popcorn	\$150
Mezz Booking	\$230
Equipment Booking	\$100
Total Expenses	\$680

There will be no revenue generated at this event.

**Which one of the four SFSS pillars does this event align with:**

Social/ Health and Well-being

**Description of Event:**

The De-stress Day will serve as an opportunity for students at SFU to relieve their mind during the stressful time of exams. This event will be happening in the mezzanine at the SFU Surrey Campus. Throughout the entire day, we will have multiple stations with activities set up. We will have foosball and ping pong tables along with a large TV set up with FIFA. For food, we will have a Make-Your-Own-Sundae station, which will start at 10:30am. We will also have a popcorn machine available for those who want popcorn instead. At 1:00pm, we will close off all activities and put on a yoga video on the TV we have, and yoga will continue from 1:00pm to 2:00pm to finish off the day.

**Resources required:**

Staff support from the Surrey Coordinator for the booking of equipment and venue for the event. We will also need promotional support from our Communications Office in the shape of a Facebook Event Page and poster design.

The link to the video we have planned for yoga is:

<https://www.youtube.com/watch?v=q5nyrD4eM64>



# Communications Plan 2016 - 2017

---

**July 2016**



## **COMMUNICATIONS PLAN 2016**

This report was commissioned by the 2015/16 Simon Fraser Student Society (SFSS) Board of Directors to evaluate and improve the organization's internal and external communication methods.

The SFSS is committed to a number of initiatives that will lead to important changes in how we engage, communicate and provide effective services to meet the ever-evolving needs of our members. The communication between the SFSS and its members, the undergraduate students at SFU, is an on-going dialogue. This plan is aimed at ensuring the SFSS communicates regularly and effectively with our members and other stakeholders.

As the representation for the undergraduates on campus, it is crucial that our organization speaks to its members with one clear, familiar voice through all our channels.

### **CONTEXT:**

The SFSS organized its first strategic planning process in the fall of 2015. The document briefly outlines the internal and external environment for the Simon Fraser Student Society, reviews the processes that we used to gather information from key stakeholder groups and outlines our Strategic Plan for the next three years, along with the outcomes we expect to achieve in each year.

Some of the key themes and commitments of the strategic plan include finding new and better ways to engage with members on all campuses, linking advocacy efforts to member needs and interests, and building a stronger sense of community among the undergraduate students.

We have a number of communications-related challenges that we need to address as we move forward, including:

- Defining and strengthening our relationship with key stakeholders
- Addressing the implications of being seen as a “commuter” university
- Being distributed across a multi-campus environment
- Building brand strength and awareness with members
- Improving our internal and external communications

The Society is looking toward a new direction and structure to drive student engagement, requiring a communications plan to manage relationships with more than 25,000 undergraduate students and multiple external parties from professional associations.

We must ensure what we say about ourselves is consistent by what we do in practice.

**Mission:**

The Simon Fraser Student Society exists to improve the health and well-being, social, academic, and financial conditions of our undergraduate students.

**Goals:**

The Communications Plan supports the Society’s aims to communicate effectively with internal and external stakeholders by:

- Developing and implementing a communications plan
- Strengthening our brand
- Providing regular and meaningful opportunities to communicate with members
- Being an effective advocate for our members

To achieve these goals, the Plan must first identify and define:

1. Key stakeholders
2. Core messages
3. Appropriate communications channels
4. Resources required
5. Timeline to send out messages

## KEY STAKEHOLDERS

### Undergraduates (Note: See Appendix B)

#### KEY MESSAGE:

- “Welcome back to a new semester. Here's what you missed during your break? The SFSS is working on your behalf to...”
- “Want us to cover your next semester tuition? We want to hear from you...[survey/feedback]. Help us improve our resources to serve you better”
- “A comedy show, poetry slam and a tech exhibition. We're hosting events you may be interested in”

#### RESPONSE:

- FEEL: understood, accepted, acknowledged, represented
- KNOW: Events, workshops, deadlines, services, new policies and employment opportunities
- DO: Attend events and workshops, share input on current services and new policies, and be aware of the services and opportunities available to them

#### VEHICLE AND TIMEFRAME:

- Messages to be sent out minimally and during the highest attendance periods (fall semester) through SFU's mailing list and on the following social media platforms:
  - Facebook
  - Twitter
  - Instagram
  - Website

Note: See appendix for undergraduate demographic

- Student led groups
  - i. Clubs
    - Categories include (for 250 – 300 clubs):
      - Arts

- Business Related
- Career Development
- Charitable
- Cultural
- Political
- Social
- Social Justice/Activism
- Special Interest/Hobby
- Spiritual
- Musical
- Recreational/Sports

KEY MESSAGE:

- “Major changes coming your way in September. We’re updating the club portal to make it more accessible to all club members....We have a new streamlined process to benefit you”
- “You could win an iPad. Really! We want to hear from you...[survey/feedback]”
- “Did you know six other clubs are hosting a social this month? We can provide space for your event and help you pool your resources to co-host a larger scale social.”

RESPONSE:

- FEEL: Understood, represented, assisted. Part of a team with similar interests, like their funding needs and other club needs are being met, like the SFSS is enhancing their experience (through funding, event collaborations)
- KNOW: (All clubs members should know) they are part of the SFSS and clubs receive their funding through us
- DO: Host their events in SFSS spaces, provide thorough feedback about their experience working with us and on procedures

VEHICLE AND TIMEFRAME:

- Newsletters to be sent out on a weekly basis and messages will go out for deadline reminders, grant information, new policies and all club related events through the following platforms:
  - Clubs website portal
  - Newsletters via club mailing list
  - Facebook
  - Twitter

ii. Student Unions and Faculty Association

- Faculty of Applied Science (4)
- Faculty of Arts and Social Science (18)
- Faculty of Business (1)
- Faculty of Communications Arts and Technology (7)
- Faculty of Environment (4)
- Faculty of Education (1)
- Faculty of Health Science (1)
- Faculty of Science (12)
- Student Groups (2)

KEY MESSAGE:

- “You can make a difference now. Faculty AGMs/SGMs coming soon...It’s election time! Nominations begin – and end -- ” – for both SUs and SFSS general elections.
- “Come join us at our Nuts and Bolts Workshop to receive volunteer hours for SFU Co-Curricular Record ”

RESPONSE:

- FEEL: Involved, consulted, informed, engaged
- KNOW: About SU events, SFSS
- DO: Host their events in SFSS spaces, provide thorough feedback about their experience working with us and on procedures

VEHICLE AND TIMEFRAME:

- Newsletters to be sent out on a weekly basis and messages will go out regarding new workshops, deadlines, grant information, new policies and all SU related events through the following platforms:
  - SU website portal
  - Newsletters via SU exec mailing list
  - SU Facebook
  - SU Twitter

### iii. Council

#### KEY MESSAGE:

- “Welcome to your term as a council member”
- Good afternoon Councillors, I have attached the minutes from the meeting that took place on -. Please note, these are not the official minutes and are subject for revision.
- “Here’s your SFSS How-to guide for your term. Please attend the orientation on Wednesday”
- “Councilors, please provide your feedback on the following topic”

#### RESPONSE:

- FEEL: Resourceful, helpful, respected. Make councilors feel like they are complementing and informing the work of the Student Society’s Board of Directors.
- KNOW: Ongoing issues at Board, on campus, advocacy efforts
- DO: Discuss issues and challenges faced by individual departments, faculties and student groups so that the members may respond collectively.

#### VEHICLE AND TIMEFRAME:

- The administrative assistant will send out (template) information packages for new treasurers and council chairs at the beginning of the term. They will also receive emails with the minutes from the previous meeting and agenda for the following meeting. Main form of contact is through:

- Council list email sent by administrative assistant or SU Organizer Assistant (for training packages)
- SFSSCouncil Twitter (managed by one councilor and represents views of the one councilor)

iv. First Nations Student Association

KEY MESSAGE:

- “We found a conference/workshop that may interest you.”
- “Would you be interested in co-hosting this event with us?”

RESPONSE:

- FEEL: As though they have their independence, but are supported by the SFSS
- KNOW: That they are funded by SFSS
- DO: Provide occasional check-ins with some projects the FNSA has been working on

VEHICLE AND TIMEFRAME:

- Direct email FNSA Board for an as needed basis regarding funding and major SFSS events: [fnsa-board@sfu.ca](mailto:fnsa-board@sfu.ca)

v. Out on Campus Collective – Communication through the Out on Campus Coordinator

vi. Women’s Centre Collective – Communication through the Women’s Centre Coordinator

vii. Hi F.I.V.E. (Mental Wellness Group)

KEY MESSAGE:

- “We want to help eliminate stigma.”
- “Let’s work together to promote mental health awareness”

RESPONSE:

- FEEL: Independent, supported, respected

- KNOW: Although they are not an SFSS group, the organization will support their events.
- Do: Provide the SFSS with detailed notes on upcoming events

VEHICLE AND TIMEFRAME:

- Direct email coordinator (changes on an annual message) to their SFU email account on an as needed basis
- SFU athletes

KEY MESSAGE:

- “We want to hear from you regarding the stadium”
- “Did you know that x club is having an y event? This is your chance to meet other students with similar interest”

RESPONSE:

- FEEL: Acknowledged, appreciated, supported
- KNOW: That there are many clubs on campus sharing similar interests
- Do: Combine efforts to have socials with these groups; speak out on the SFSS Stadium and the impact it will have on their everyday lives

VEHICLE AND TIMEFRAME:

- Reach out for AGMs and anything stadium related through
  - Simon Fraser Clan networks (via coordinator)
    - Website – [athletics.sfu.ca](http://athletics.sfu.ca)
    - Facebook - [www.facebook.com/sfuclan](http://www.facebook.com/sfuclan)
    - Twitter - @SFUClan

**1. Internal Stakeholders:**

- Staff
  - Permanent and temporary employees
  - Student employees
  - Project workers



- Administration
- Food and Beverage Services

KEY MESSAGE:

- “Hello all, reminder that there is a staff meeting on...”
- “There’s a gathering in the MBC conference room with refreshments for x event, swing by at y p.m.”
- “Fun Fact of the Day”
- “Fall semester is almost over...hang in there.”

RESPONSE:

- FEEL: Valued, informed, respected, motivated. Feel like all the employees are working towards a common goal
- KNOW: What’s going on with the SFSS and on campus
- Do: Work together to reach our targets

VEHICLE AND TIMEFRAME:

- Message out monthly request for staff meeting agenda items, reminders, important announcements such as disruptions during the work day (power outages) and staff changes (resignations and new hires) through email: [staff@sfss.ca](mailto:staff@sfss.ca)

- Board of Directors
  - Board of Directors (15 members elected to either executive or to faculty/at large roles)
  - Committees

KEY MESSAGE:

- “Hello all, starting on [y date] all service requests should go through the x office work order form...”
- [from operational side] “We are working on x; we would like to have your input on the following...”

- “Hello all, I have attached the minutes from x, please note these are not the final minutes and are subject to revision.”

RESPONSE:

- FEEL: Motivated, respected, supported. Feel as though the Board members are setting goals and have the resources to achieve them.
- KNOW: That the Board represents the entire undergraduate student body.
- DO: Serve and engage with members to enhance their student experience

VEHICLE AND TIMEFRAME:

- Message out bi-weekly request for board agenda items, reminders, input and important announcements such as disruptions during the work day through email: [board@sfss.ca](mailto:board@sfss.ca)

- SFU (core constituency)
  - Student Services
  - Faculty
  - Staff
  - Graduate Student Society (GSS)

KEY MESSAGE:

- “Hello all, the SFSS is putting together a large-scale events for all students. [Description] Could you spread this to your networks?”
- “The SFSS is conducting a survey that will benefit the students... [Description]”

RESPONSE:

- FEEL: Like we are doing more than expected (and independently)
- KNOW: That we are our own organization
- DO: Share our messages to a wider audience

VEHICLE AND TIMEFRAME:

- Requests to send messages for undergraduates during the highest attendance periods (fall semester) and for urgent matters through:
  - SFU Communications mailing list
  - SFU Student Services:
    - Angela Runnals (runnals@sfu.ca)
- University-affiliated boards and committees
  - Board of Governors
  - Committees
- Internal/External Groups
  - Simon Fraser Public Interest Research Group (SFPIRG)
  - The Peak: Student Newspaper
  - Simon Fraser Campus Radio Society (CJSF)
  - Embark SFU
  - Leaseholders

KEY MESSAGE (EXCEPTION: LEASEHOLDERS):

- “Hello all, the SFSS is putting together a large-scale events for all students. [Description] Please let us know if you would like to speak to any SFSS representatives regarding this topic.”
- “The SFSS is conducting a survey that will benefit the students... [description]”

RESPONSE:

- FEEL: Like we are doing more than expected (and independently)
- KNOW: That we are our own organization
- Do: Share our messages to a wider audience

VEHICLE AND TIMEFRAME:

- Reach out to these outlets when the SFSS hosts a large-scale events, has campaigns, makes a big shift with the SUB, or when

the SFSS makes notable impact in advocacy efforts related to student issues. If the SFSS produces a press release, it should be sent to the CJSF Station Manager (cjsfmgr@sfu.ca) and The Peak editor-in-chief (eic@the-peak.ca) via email

## 2. **External Stakeholders:**

- Federal government
  - Regional MPs
    - Peter Julian (NDP) – New Westminster/Burnaby
    - Kennedy Stewart (NDP) – Burnaby South
    - Terry Beech (Liberal) – Burnaby North Seymour
    - Jenny Kwan (NDP) – Vancouver East
    - Joyce Murray (Liberal) – Vancouver Quadra
    - Hon. Hedy Fry (Liberal) – Vancouver Centre
    - Randeep Sarai (Liberal) – Surrey Centre
  - Councils and Resources
    - Social Science and Research Council
    - Innovation Science and Economic Canada
    - Grants and Financing
    - National Student Loan Service Centre
- Provincial government
  - MLAs
    - Jane Jae Kyung Shin (NDP) – SFU Burnaby Campus
    - Sam Sullivan (Liberal) – SFU Vancouver Campus
    - Bruce Ralston (NDP) – SFU Surrey Campus
  - Ministries and Central Agencies
    - Ministry of Education
      - Education Minister Mike Bernier
    - Ministry of Advanced Education
    - Ministry of Community, Sport and Cultural Development (responsible for TransLink)
    - Ministry of International Trade
    - Ministry of Jobs, Tourism and Skills Training
    - Ministry of Social Development & Social Innovation

- Ministry of Technology, Innovation & Citizens' Services
- BC Public Service Agency
- Municipal governments
  - City of Burnaby
  - City of Surrey
  - City of Vancouver
- Other student societies
- Off-campus organizations who receive student fees but operate independently

KEY MESSAGE FOR FEDERAL, PROVINCIAL AND MUNICIPAL:

- “We can answer your questions regarding our advocacy efforts [provide details].”
- “Would you be able to provide more detail about your initiative x? We would like to distribute it to our networks who will be impacted by this.”

RESPONSE:

- FEEL: Respected, motivated, valued. Feel like we are doing more than expected (and independently)
- KNOW: That we are our own organization
- Do: Share our messages to a wider audience and work with us on advocacy efforts. Give us wider audience.

VEHICLE AND TIMEFRAME:

- Reach out to constituency office to form a personal relationship. E-mail individuals through their personal account instead of general.

**Service Providers**

- Highland Pub
- FBSCatering
- The Ladle (Vegetarian food option)
- Higher Grounds Coffee Shop

- The Copy Centre
  - Service Consumers: SFU community (graduate students, undergraduate students, faculty, SFU admin)
- General Office
  - Vending (ex Winter Craft Fair)
  - Buttons
  - Popcorn and bags (with rental of popcorn machine)
  - Food Bank Service
  - Tickets for stakeholder events
- Extended Health and Dental Plan
- TransLink U-pass/ Compass Card
- Women's Centre
- Out on Campus
- Legal Clinic

**What will these groups message out to the audience (Break it down by message, tone and vehicle)?**

- Events
  - SFSS
  - General
- Closures
- PSAs, Announcements
- Opinion Pieces
- Seeking feedback
- Tell people what's going on with x service

## **COMMUNICATIONS STRATEGIES IN BRIEF (EXPANDED FROM 2016-2019 STRATEGIC PLAN):**

### **1. Implement Communications Plan.**

Stakeholders will be more informed about our mission, services, events and our position on important issues.

#### **Strategies/Timing:**

- Develop an internal communications plan for Board and staff (2016/17 – estimated completion date: August 2016)
  - See Appendix D for internal communications plan working draft
- Build key relationships with local and regional media leaders (ongoing, beginning 2016/17)
  - Have better relationship with on-campus and community media (The Peak, CJSF, Burnaby Now), and build core relations with larger news organizations across the Lower Mainland including CBC, Global News, Metro Vancouver
- Publish stories on relevant student issues (ongoing, beginning 2016/2017)
  - Form relationship and informal agreement with Peak to publish more consistently (estimated completion date: end of August, beginning of September 2016)
  - Use relevant data and feedback from student engagement opportunities to determine important, current student issues (October 2016, annually)
- Develop and share stories that profile our services and our people (ongoing, beginning September 2016/17)
  - Start by profiling our services and Board of Directors, then continue on to profiling students with interesting stories to tell
    - Allow students to write their own stories and feature it as a weekly/monthly section for newsletter or social media distribution (start January 2017)

- Develop social media strategy (2016/17 - estimated completion date: September 2016)
  - See Appendix C for Social Media Policy working draft

## 2. Strengthen our brand.

Our stakeholders will better recognize the SFSS brand.

### **Strategies/Timing:**

- Appropriate signage will be prominently displayed at all SFSS events (pub nights especially) and in all SFSS offices, meeting rooms, conference rooms and food and beverage locations. (ongoing, beginning November 2017)
  - Use Club Days and SUB site as a testing ground to increase signage and awareness of SFSS departments and events (September 2016)
  - Make better use of SFSS signs and promotional signs for meeting room and FBS events
  - Develop Sign Plan (August 2016)
    - Communications Coordinator will look into restrictions, consistent designs, best suited pantone colours, sizing, pricing and potential mockups
- Develop and stage signature events (ongoing, beginning 2016/17, starting with Fall Kickoff in September 2016)
  - Annual events such as Pub Kick-Off, Fall Kick-Off, First Year Orientation
  - Work with SFU to evaluate additional assistance required
- Distribute useful, SFSS-branded promotional items (ongoing, beginning 2016/17 – estimated start date: July 2016)
  - Use cost-efficient promo items that our members actually want or will be beneficial for them
  - Survey their needs and wants for outreach supplies
- Redevelop logos for all SFSS services (2016/17 – estimated start date: September 2016)
  - All SFSS department logos need to relate back to our main logo through our name or branding (September 2016)



- Start with Women's Centre and Out on Campus logos (August 2016)
- Ensure that all club promo materials incorporate the SFSS logos and not one club members created (September 2016)
- Finalize Tagline (August 2016)

3. Provide regular and meaningful opportunities to communicate with members.

Members will be informed about key issues and will have the opportunity to shape their student society.

**Strategies/Timing**

- Stage annual engagement opportunities to encourage members to provide SFSS with feedback (annually, beginning in 2016/17 – estimated time: September 2016)
  - Can be a part of our annual signature event.
  - Need to student feedback for advocacy efforts, events, outreach supplies and concerns on campus,
- Regularly determine member views on key issues (multiple times each year, beginning in 2016/17 – August 2016)
  - Suggest a few key issues as recommended by Board, in addition to giving students the opportunity to voice key issues that are overlooked
- Incorporate feedback opportunities into annual general meetings (annually, beginning 2016/17)
  - Have surveying tools and questions ready for events such as AGMs
- Provide members with the opportunity to provide direction, by referendum, on potential changes to member fees, bylaw changes and other significant matters (annually, beginning 2016/17 – September 2016)
  - Give members with all the resources they need to make informed decisions
  - Be prepared for the meetings with talking points and information

Note: To provide regular and meaningful opportunities to communicate with members, the communications department has identified three principles to guide student communications: consistency, use communication vehicles consistently based on the

type of message; consolidation, aggregate messages using communication vehicles such as websites, portals and newsletters; and simplification, make it easy for students to find what they need.

#### 4. Be an effective advocate for our members

SFSS will achieve measurable progress on issues that are important to members

##### **Strategies/Timing**

- Facilitate and convene dialogues that address key issues (twice annually, beginning 2016/17 – September 2016)
  - Qualitative in-person survey or event similar to Town Hall to grasp a better understanding of issues on campus
- Involve members in determining key advocacy campaign efforts (annually, beginning 2016/17 - September 2016)
  - Use committee sign-ups as a way to interest the memberships to get involved (May 2017, annually)
  - Have committee engage with members on a regular basis to determine key issues and report back with updates
    - Let members know they can be part of a mailing list for a particular issue instead of all advocacy efforts (Club Days – September, May)
- Bring member issues to relevant stakeholders and achieve tangible results (annually, beginning 2016/17 – September 2016)
  - Act as a liaison, clarify roles and who will be tasked as an information and referral point (Board Members)
- Communicate our results to our members (regularly, as results occur, beginning 2016/17 – November 2016)
  - Use current and upcoming channels to show the active efforts by the SFSS to address their concerns

# **APPENDIX**

**A. SFSS COMMUNICATION TOOLS**

**B. SOCIAL MEDIA POLICY**

**C. INTERNAL COMMUNICATIONS POLICY**

**D. SFSS BRAND GUIDE**

## **A. COMMUNICATION TOOLS (APPENDIX)**

Electronic communication through e-mail, social media, and the website provide opportunities for interactive, two-way communication and reduced response time in the distribution of information by the Society to its members and the receipt of timely feedback from its members. Any communications in this manner must be done in a responsible and respectful manner so as to promote and maintain professionalism within our organization, and in our exchanges with our members.

Whenever possible, SFSS communication vehicles will be standardized in form, function and esthetic. The communications coordinator is responsible for developing content and ensuring it is delivered to the audience. The protection of an individual's privacy is vital. Confidential matters are never to be communicated.

Our current communication tools and management systems are as follows:

- Facebook

- SFSS main page
- Highland Pub
- Women's Centre
- Out on Campus

Responsibility: Final content developed by Communications Coordinator with input from the Women's Centre Coordinator, Out on Campus Coordinator and Food and Beverage General Manager.

- Email/Newsletter

- SFSS Club members list

Responsibility: Sent out by General Office Admin Assistants, and SFU Student Services Communication. Content reviewed by SFSS Communications Coordinator. Newsletter is typically sent out monthly; however, standalone notices, regarding topics such as recruitment deadlines and security updates, will run as standalones email. It is the General

- SFSS Student Union members list

Responsibility: Sent out by SFSS Student Union Outreach Assistant. Content reviewed by SFSS Communications Coordinator. Newsletter is sent out monthly; however, standalone notices, regarding topics such as recruitment deadlines and security updates, will run as standalones email. SFSS Student Union members list. The Outreach Assistant will update the mailing list as required.

- All-student email (request to send via SFU's mailing list)
  - Contact person: Angela Runnels from Student Services

Responsibility: Content developed and formatted by SFSS Communications Coordinator. Then sent out to student services to message all undergraduates on our behalf. This resource is only used for major campaigns and important announcements.

- Twitter

- SFSS main page
- Highland Pub
- Women's Centre
- Out on Campus

Responsibility: Final content developed by Communications Coordinator with input from the Women's Centre Coordinator, Out on Campus Coordinator and Food and Beverage General Manager.

- SFSS Website and Calendar Events

- SFSS homepage
- Highland Pub
- Build SFU
- Women's Centre
- Out on Campus
- SFSS Surrey

Responsibility: Managed by Communications Coordinator.

- SU and Club Portals

Responsibility: Managed by SFSS Student Union Office and General Office Team.

- The Peak – Newspaper

Responsibility: Managed by students. SFSS Communications Coordinator is main liaison between the Society and the student newspaper.

- CJSF - Radio

Responsibility: Volunteer-led and managed by Station Manager. SFSS Communications Coordinator is main liaison between the Society and the student radio station.

- In-person student engagements

- Flyers
- Brochures

Responsibility: SFSS student-led Board of Directors will engage with the membership through tabling efforts at high-traffic events such as Club Days, when selling tickets for an upcoming events, or when holding office hours at our satellite campuses. The Communications Office will supply outreach materials.

- Bulletin Boards

- Posters

Responsibility: Managed by Communications and General Offices (process pending). Content created by Communications Office, Club members, Student Union members. See Communications Brand Policy for more information on SFSS poster requirements.

## **B. SOCIAL MEDIA POLICY (APPENDIX)**

### Simon Fraser Student Society - Social Media Request Guidelines

The Simon Fraser Student Society has the following social media accounts:

- Facebook: <https://www.facebook.com/sfss1>
- Twitter: <https://twitter.com/sfss1>
- YouTube: <https://www.youtube.com/user/SFUSFSS>
- Instagram: <https://www.instagram.com/simonfraserstudentsociety/>
- Snapchat: *Pending*

The main goal of these channels is to:

1. Enhance transparency by keeping membership up to date on the work of the Society
2. Provide information and content that is relevant to our membership
3. Encourage greater opportunity for engagement

We achieve those goals through strategic, innovative and effective messaging. All social media accounts are managed and administrated by the Communications Department unless directed otherwise. If you wish to promote a particular event or campaign through our social media channels, requests are to be submitted via email to [communications@sfss.ca](mailto:communications@sfss.ca).

NOTE: requests should be submitted at least a week in advance to ensure adequate time for posts to be scheduled. Anyone can post an event on the SFSS Events Calendar ([sfss.ca/events](http://sfss.ca/events)).

Social media requests for the following will be accepted (and reviewed on a weekly basis):

- Society initiatives, including initiatives of individual committees and departments
- Appropriate messaging

Any requests that are not Society initiatives will be evaluated case-by-case based on the

following criteria at the discretion of the Social Media Assistant and Communications Coordinator:

- Relevance to the Society's membership
- Financial accessibility to the Society's membership
- The origin of the event/campaign

Social media requests for the following will NOT be accepted:

- Any initiatives that have no relation to the Society or benefit the membership
- Anything advancing business interest outside of the Society's mission

When submitting a social media request, please ensure that you've either filled out a work order form.

- The name of the event or campaign being promoted
- A brief description of the event or campaign
- Any relevant dates or locations
- What you want to achieve by advertising through social media
- The date until which you want posts to be scheduled



### **C. INTERNAL COMMUNICATIONS POLICY (APPENDIX)**

Our services to the Board of Directors and SFSS Departments include communications planning, social media marketing, media relations, event planning, development and distribution of news releases, media monitoring, advertising, graphic design, survey creations, website design, multimedia services, video production, photography, editorial services, writing, printing, publishing, and related services.

We work on projects from concept to delivery as well as consult on major campaigns and programs. The staff generates ideas and visual strategies for various projects, and aims to help you to best achieve your messaging needs. We continually strive to convey clear and accurate information through high-quality, effective communications devices.

We work with our internal stakeholders to ensure that their projects remains in line with the overall vision, while advising on best practices and offering a variety of creative options.

#### How to request work from the Communications Office:

All work from the Communications Office begins with the completion and submission of a work order form. Staff and Board members are requested to submit the filled Communications Work Order form; the form will be sent out in May every year. Work request forms must to be submitted at least a week in advance. Additionally, the form can be found on the SFSS website: <http://bit.ly/SFSScmns>

#### Communications with Media and External Vendors:

In order to provide accurate and timely information to our members and to the public generally, only the CEO and President are authorized to speak to media sources on behalf of the Society. The President may appoint a spokesperson on specific issues. Staff, Coordinators or Supervisors, or any other Council members will not speak to the media on behalf of the Society without prior authorization of the President or the CEO. All e-mail inquires should be directed to [mediainquiries@sfss.ca](mailto:mediainquiries@sfss.ca).

When working with a vendor, please consult with our office. We can help ensure your messaging is in line with other SFSS priorities.

How to respond to feedback or complaints:

NOTE: The communications department will develop a feedback policy

Internal Communications between Members, Staff and Board:

NOTE: The communications department will develop an internal communications policy

## **D. MEDIA AND BRAND (APPENDIX):**

Identity embraces all aspects of our appearance and how we communicate with internal and external audiences. Our aim is to ensure that we present the Society to its best advantage - with consistency. These guidelines will enable you to understand the individual elements that combine to create our identity and will also provide detailed instructions and advice for when you are producing marketing materials for Simon Fraser Student Society.

Our logo, name and the way we present ourselves says a lot about who we are and what we stand for. This guide is for our internal stakeholders (clubs and student unions) and our approved list of other supporters (SFU administration), and we would urge staff (Women's Centre, Out on Campus, General Office, Copy Centre, Food and Beverage Services, Student Union Organising Office) to liaise with their central marketing representatives at the Student Society to ensure that all our promotional materials adhere to this set of guidelines.

The logo should **not** be altered or re-drawn in any way. To ensure your materials are compliant with SFSS Sponsorship Regulations and Branding Requirements, we recommend consulting with the SFSS Communications Department.

### TYPEFACE

The Simon Fraser Student Society's typeface is District Pro. It is at the heart of our identity and is the foundation to all our branding. It is available in a variety of weights to express both contemporary and classical qualities to form a suitable solution across a wide range of communication

### COLOURS

Colour plays an important part in the building of a brand. It is vital we consider the use of colour across all our communications. The Society uses two colours: PANTONE 114-8C and PANTONE 63-16C

# Logo

---



## Colour Logo

[DOWNLOAD .EPS FILE](#) • [DOWNLOAD .JPG FILE](#)



## Grayscale Logo

[DOWNLOAD .EPS FILE](#) • [DOWNLOAD .JPG FILE](#)



**sfss.ca**

## Colour Logo with URL

[DOWNLOAD .EPS FILE](#) • [DOWNLOAD .JPG FILE](#)



**sfss.ca**

## Grayscale Logo with URL

[DOWNLOAD .EPS FILE](#) • [DOWNLOAD .JPG FILE](#)



**sfss.ca/events**

## Colour Logo (sponsored event)

[DOWNLOAD .PDF FILE](#)



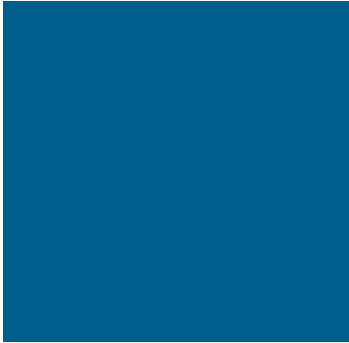
**sfss.ca/events**

## Grayscale Logo (sponsored event)

[DOWNLOAD .PDF FILE](#)

# Colours

---



## 1. Blue - Primary

PANTONE: 114-8C  
CMYK: C100 M18 Y0 K47  
RGB: R0 G94 B138  
WEB: #005e8a



## 2. Red - Primary

PANTONE: 63-16C  
CMYK: C22 M100 Y100 K14  
RGB: R174 G34 B36  
WEB: #ae2024



## 3. Yellow - Secondary

PANTONE: 14-8C  
CMYK: C0 M36 Y100 K0  
RGB: R251 G173 B24  
WEB: #fbad18



## 4. Green - Secondary

PANTONE: 155-16C  
CMYK: C52 M34 Y100 K13  
RGB: R126 G132 B52  
WEB: # 7e8434

# Logo - violations

---



Deconstructing the logo



Resizing elements



Switching the colours



Using other colours

# Typography

---

## Dax Pro Bold

The quick brown fox jumps over a lazy dog.

**The quick brown fox jumps over a lazy dog.**

## District Thin

The quick brown fox jumps over a lazy dog.

The quick brown fox jumps over a lazy dog.

## District Thin Italic

*The quick brown fox jumps over a lazy dog.*

*The quick brown fox jumps over a lazy dog.*

## District Book

The quick brown fox jumps over a lazy dog.

The quick brown fox jumps over a lazy dog.

## District Book Italic

*The quick brown fox jumps over a lazy dog.*

*The quick brown fox jumps over a lazy dog.*

## District Bold

The quick brown fox jumps over a lazy dog.

**The quick brown fox jumps over a lazy dog.**

## District Bold Italic

***The quick brown fox jumps over a lazy dog.***

***The quick brown fox jumps over a lazy dog.***

### SUB-BRANDS

Existing sub-brands include: Women's Centre, Out on Campus, Highland Pub, Build SFU, SFSS Advocacy Committee and FNSA.

Sub-brand logos are to be evaluated and displayed alongside the SFSS logo.

### REBRANDING:

NOTE: Rebranding and branding evaluations will occur for the following departments:

- Women's Centre
- Out on Campus
- Highland Pub
- Higher Grounds Coffee
- Highland Catering
- Build SFU
- SFSS Advocacy Committee
- FNSA
- General Office
- Resource Office
- Board of Directors

### NOTE FOR CLUBS AND SUs:

All clubs and SUs developing their own promotional material for their respective groups are required to vet it by the General Office or the Student Union Office to ensure their use of the logo complies with the SFSS Media and Brand Guide.



# SFSS GRANT PROGRAM EVALUATION MATRIX

## 1. PROPONENT INFORMATION

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Student Number (if applicable): \_\_\_\_\_  
Affiliate SFSS Group or External Organization: \_\_\_\_\_  
Proposal Title \_\_\_\_\_

## 2. GRANT INFORMATION

Grant ID Number \_\_\_\_\_

## 3. REVIEWER INFORMATION

### COORDINATOR (UP TO \$500)

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Position: \_\_\_\_\_

### MANAGEMENT (\$500 - \$5,000)

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Position: \_\_\_\_\_

### DIRECTOR (\$5,000+)

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Position: \_\_\_\_\_

## 4. PROPOSAL EVALUATION

### 4.1 SCALED EVALUATION CRITERIA

CRITERIA 1 – THE PROPOSAL SUPPORTS THE MISSION AND VISION STATEMENTS CONTAINED IN THE SFSS ENDS POLICIES (WEIGHTED x2).

#### Determining a value

Value	Reason
1	At least one of the Ends Policies contained in the Board Policies is cited in the proposal, and a clear link between the proposal and that end is shown.
2	At least two of the Ends Policies contained in the Board Policies is cited in the proposal, and a clear link between the proposal and those ends is shown.
3	At least three of the Ends Policies contained in the Board Policies is cited in the proposal, and a clear link between the proposal and those ends is shown.

Proposal Score (value \* weight):

Comments:

## CRITERIA 2 – THE PROPOSAL HAS BEEN PREVIOUSLY SUCCESSFUL (WEIGHTED x1)

### Determining a value

Value	Reason
1	A similar proposal has previously been submitted and all required documentation and reporting was submitted fully, correctly, and adequately.
2	A similar proposal has previously been submitted and all required documentation and reporting was submitted fully, correctly, and adequately; and, the metric used to measure success was successfully implemented and appropriate.
3	A similar proposal has previously been submitted and all required documentation and reporting was submitted fully, correctly, and adequately; the metric used to measure success was successfully implemented and appropriate; and, there was greater member participation than projected.

### Proposal Score (value \* weight):

Comments:

CRITERIA 3 – THE EXPECTED PARTICIPATION LEVELS ARE REALISTIC (WEIGHTED x1)

**Determining a value**

Value	Reason
1	Projected participation rates are based on cited research
2	Projected participation rates are based on research into previous SFSS proposals of a similar nature.
3	Proponents have a list of SFSS members who have stated their intention of participating in the proposed project.

**Proposal Score (value \* weight):**

Comments:

CRITERIA 4 – AN APPROPRIATE PLAN FOR THE PROJECT WAS PROVIDED (WEIGHTED X3)

**Determining a value**

Value	Reason
1	The proposal includes a schedule, list of activities, and budget.
2	The proposal includes a schedule, list of activities, and budget; it includes a timeline for the preparation of all logistical requirements.
3	The proposal includes a schedule, list of activities, and budget; it includes a timeline for the preparation of all logistical requirements; and, it includes a list of interested SFSS members who wish to volunteer and/or available SFSS support staff able to contribute to the requirements of the proposed project.

**Proposal Score (value \* weight):**

Comments:

CRITERIA 5 – THE PROPOSED BUDGET IS REALISTIC (WEIGHTED X2)

**Determining a value**

Value	Reason
1	The proposed budget is based on costs cited by the proposed suppliers.
2	The proposed budget is based on costs cited by the proposed suppliers; and, the suppliers chosen are shown to be the most cost effective against others that have been considered and cited.
3	The proposed budget is based on costs cited by the proposed suppliers; the suppliers chosen are shown to be the most cost effective against others that have been considered and cited; and, the cost per participant does not exceed \$20.

**Proposal Score (value \* weight):**

Comments:

## 4.2 BASIC EVALUATIVE CRITERIA

All simple evaluation criteria have a score of either 1 or 0 where a criterion is met or not, respectively.

<i>Criteria</i>	<b>Yes</b>	<b>No</b>
<i>Open to all SFSS members</i>		
<i>Security requirements are captured</i>		
<i>Licensing requirements are captured</i>		
<i>Insurance requirements are captured</i>		
<i>The project will be on campus</i>		
<i>The space requirements are appropriate</i>		
<i>The project involves the collaboration of multiple student groups</i>		
<i>Total</i>		

## 4.3 SCORE

**Scaled Criteria Score:**

**Simple Criteria Score:**

**Total Score:**

5. RESULT

☐ Approved

☐ Denied

Value Allocated: \_\_\_\_\_

5.1 COORDINATOR THRESHOLD (UP TO \$500)

Date \_\_\_\_\_

Coordinator Name \_\_\_\_\_

Coordinator Signature \_\_\_\_\_

5.2 MANAGEMENT THRESHOLD (UP TO \$5000)

Date \_\_\_\_\_

CEO Name \_\_\_\_\_

CEO Signature \_\_\_\_\_

5.3 BOARD THRESHOLD (\$5000+)

Date \_\_\_\_\_

CEO Name \_\_\_\_\_

CEO Signature \_\_\_\_\_



# Revised Granting Process

Status Update

# Contents

1. New granting process proposal
2. Interim and full implementation timelines
3. Examples of submissions under interim implementation
4. Feedback from members and staff

# Process

The new granting process is comprised of 5 steps:

1. Proposal submission
2. Proposal evaluation
3. Proposal acceptance/rejection
4. Appeal process
5. Report

# Documents

Documents framing the process:

1. Granting guidelines
2. Grant application and budget proposal
3. Evaluation matrix
4. Final report and budget

# Current Status

- Committee proposal approved for piloting by CEO and interim pilot program launched.
- Committee proposal for web-based administration of new process
  - Proposal was submitted by E-Gravity, reviewed by committee, and approved by CEO

# Current Status

- Interim implementation of the evaluation process
  - Jointly administered by SUO and GO Coordinator under the supervision of the CEO
  - Approval thresholds:
    - Coordinator < \$500
    - CEO < \$5000
    - Board > \$5000
- Web-based tool scheduled for pilot launch at the end of July
  - Based on existing Club grant submission portal
  - Will sit on landing page of web site and include all necessary information to participate
  - Look and feel will be inherited from website

## SFSS Grant Program Budget Form

Date

First Name

Last Name

Student Number (if applicable)

SFSS Group or Organizational Affiliation

Proposal Title

Audio Visual Equipment

Facilities Equipment

Space

Food and Catering

Copies and Printing

Accessibility Equipment and Services

Communications and Design Services

Other

**Total**

\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-

Proponent Signature

Additional Notes:

*For Office Use Only*

Proposal Reference Number

Date Received

Received By (Print name)

Received By (Signature)

These guidelines are meant to provide a clear description of the granting programing, and the process by which applications are evaluated.

# SFSS Grant Program Guidelines

2016-2017

Simon Fraser Student Society

---

**simon fraser**  
**student society**



# TABLE OF CONTENTS

<b>Program Purpose</b>	<b>3</b>
<b>Information Sessions</b>	<b>3</b>
1. Regularly scheduled sessions	3
2. Ad-hoc individual sessions	3
<b>Funding Categories</b>	<b>3</b>
<b>Eligibility</b>	<b>4</b>
<b>Ineligibility</b>	<b>4</b>
<b>Proposal Guidelines</b>	<b>4</b>
1. Applicant Information	4
2. Project	5
3. Outcomes	5
4. Impact on SFSS Membership	5
5. Projected Budget	5
<b>Review Process</b>	<b>6</b>
1. Completion	6
2. Clarity	6
3. Requirements vs proposed timeline	6
4. Requirements vs projected budget	6
5. Unstated logistical requirements	6
6. Previous proposal	7
<b>Appeals Process</b>	<b>7</b>
1. Eligible grounds for appeal	7
2. Ineligible grounds for appeal	7
3. Appeal process	7
<b>Reporting Process</b>	<b>8</b>
1. Purpose of reporting	8
2. Reporting requirements	8

## PROGRAM PURPOSE

The purpose of the Simon Fraser Student Society (SFSS) granting program is to provide an opportunity for members and non-members to support the mission of the SFSS:

*The SFSS exists to improve the academic, social, and financial experience, as well as the health and wellbeing of undergraduate students at Simon Fraser University.*

The SFSS recognizes that its members are an exceptionally diverse group, with different needs, hopes, and plans. To provide each member with the opportunity to see their needs, hopes, and plans reflected in the work of the SFSS, the SFSS provides its members and the broader community with an opportunity to take a leadership role in achieving its mission.

The SFSS Grant Program makes financial and logistical support available to anyone interested forwarding its mission. While priority is given to its own members, where the broader community shares a common goal with the SFSS, the SFSS will endeavour to meaningfully contribute to those projects.

## INFORMATION SESSIONS

The SFSS provides semesterly, open information sessions to communicate in person the content contained in these guidelines as well as some helpful hints in ‘getting to yes.’ Where an interested person is unable to attend the regularly scheduled information sessions, it may be possible to book an additional meeting with an SFSS coordinator.

### 1. REGULARLY SCHEDULED SESSIONS

An open session will be schedule within the first third of every semester. All members will be notified by email, and all notifications will be posted on SFSS web and social media platforms.

### 2. AD-HOC INDIVIDUAL SESSIONS

To book an ad-hoc information session, go the the SFSS Burnaby General Office in room 2250 of the Maggie Benston Centre, call 778-782-3870, or email [go@sfss.ca](mailto:go@sfss.ca).

## FUNDING CATEGORIES

While all grant requests will be submitted by an individual, that individual may or may not be submitting the proposal as a representative of a groups or set of groups. As the SFSS prioritizes the projects of its members, it is important to identify precisely who is submitting the grant, and on whose behalf.

The proponent will fall into one of the following categories:

1. Individual SFSS member applicant
2. Individual non-member applicant
3. Individual SFSS Staff person
4. SFSS group applicant
  - a. Board of Directors
  - b. Board Committee

- c. Club
  - d. Student Union
  - e. SFSS Representative Group
  - f. Ad-Hoc Student Group
- 5. Non-SFSS group applicant
  - a. SFU
  - b. SFPIRG
  - c. Embark (Sustainable SFU)
  - d. Peak
  - e. CJSF
  - f. Etc.
- 6. SFSS Department
  - a. Communications
  - b. General Office
  - c. Women's Centre
  - d. Out on Campus
  - e. Etc.

## ELIGIBILITY

1. Proposals must clearly demonstrate a link to the SFSS mission, vision, and core organizational values.
2. Projects using grant funding must be open to all SFSS members.
3. Grant applications must be complete, correct, and duly submitted.

## INELIGIBILITY

1. Grant resources may not be used to purchase alcohol.
2. Grant resources may not be donated to another organization.
3. Grant money may not be used for the purposes of a class project.
4. Grant resources may not be used to reimburse retroactive expenses.
5. Proposed project may not have already been allocated funds by the SFSS.
6. Individual proponent or affiliate group must have submitted a complete and acceptable Final Report for any previously awarded grant.
7. Proposals that are revenue generating must not be to the benefit of a private group or individual.

## PROPOSAL GUIDELINES

As all funds and resources of the SFSS are contributions of the SFSS membership, the SFSS takes very seriously their use. To ensure that the all resources are used to the greatest benefit of the membership, and in a manner consistent with the wants and needs of the membership, all proposals must provide a clear account of the proposed project. There are 5 sections to the proposal submission. Each must be completed clearly and carefully to be considered for approval.

### 1. APPLICANT INFORMATION

All proposals, even when submitted by a group or external organizational, will require that one person submit themselves as the primary point of contact, and principle proponent of the proposal. The information you will have to provide will be the following:

- Name
- Student Number (if applicable)
- Email
- Telephone Number
- Affiliate SFSS Group or External Organization

## 2. PROJECT

In this section, you will be required to provide a fulsome description of the project for which you are seeking support. You will have to describe the following

- Goals and objectives of your project
- Key activities that will comprise your project
- Projected timeline for each of the key activities that comprise the project
- Groups with whom you will partner
  - This includes both internal (e.g. student unions and clubs) and external groups (e.g. SFU departments, SFPIRG, community groups)

## 3. OUTCOMES

In this section, you will be required to relate your proposed project to the mission, vision, and values of the SFSS. This is an key part of your proposal. The SFSS has a clear purpose, and any of its work must be clearly in service of that purpose. In this section, you will have to describe the following:

- Aspects of the mission and vision of the SFSS to which your project will contribute
- Description of how you project will make that contribution
- Ways you will measure if your project is a success
- Ways you will capture those measurements

## 4. IMPACT ON SFSS MEMBERSHIP

In this section, you will describe the scope of your project's impact on the SFSS membership. Because the SFSS is an organization with a long history, it has a keen interest in its future as well as its present. Consequently, you will be asked to describe the following:

- Impact you envision this project will have on the membership in the short and long term
- Whether this project will continue beyond the scope of this proposal
- Whether the project will expand and grow over time
- The benefit of this project to the members of the SFSS and the broader SFSS community

## 5. PROJECTED BUDGET

Finally, you will be asked to provide a detailed and accurate proposed budget for your project. Some information on approximate costs and possible projects requirements will be provided to you to help you establish a clear budget. Specifically, you will be asked to capture the project costs of the following items:

- Audio Visual Equipment
- Facilities Equipment
- Space
- Food and Catering
- Copies and Printing
- Accessibility Equipment and Services
- Communications and Design Services
- Other

## REVIEW PROCESS

### 1. COMPLETION

All submitted documents in support of a grant proposal must be complete. Incomplete submissions will not be considered, and will be returned to the proponent, inviting them to submit a complete application.

### 2. CLARITY

All submitted documents must be clear. For instance, it is not sufficient to claim an proposal supports an organizational end. It must demonstrate how the proposal will support that end.

### 3. REQUIREMENTS VS PROPOSED TIMELINE

Each requirement contained in the grant proposal will bring with it certain scheduling requirements. Any proposal must be submitted far enough in advance to ensure that all time requirements may be met. Typically, it is best to submit proposals a month before any of the key activities are planned.

### 4. REQUIREMENTS VS PROJECTED BUDGET

Projected budgets will be evaluated for accuracy. Artificially inflated or shrunken budgets may result in the rejection of the proposed budget.

### 5. UNSTATED LOGISTICAL REQUIREMENTS

All proposals will be reviewed for implicit requirements beyond those captured by the proponents. Some examples of logistical requirements are:

- Insurance and liability requirements
- Liquor licenses
- Vendor contracts
- University agreements
- Food permits
- Space requirements (power outlets, ventilation, sound thresholds)
- Guest liability waivers
- Contracts
- Floor plans
- Schedule

- Security
- Food allergen or religious requirements
- Model, photo, video consent forms

## 6. PREVIOUS PROPOSAL

All proponents who have previously been awarded grants must have demonstrated good faith in all previous granting processes, and must have submitted all reports correctly and in a timely fashion to be considered for any subsequent grant.

Any group or organization affiliate with the proposal who previously failed to submit granting reports in a correct, complete, and timely manner may not be eligible for any subsequent grants.

# APPEALS PROCESS

The SFSS Grant Program is an open, fair, and transparent process. It puts SFSS members (undergraduate students at Simon Fraser University) first. However, because even the best processes, and best intentioned administrators are subject to error, the SFSS makes available an appeals process to proponents who feel that their submissions were misunderstood, or feel due process was not followed.

Where applications are not accepted, instructions and conditions will be provided for appealing that decision as part of the formal, written email response to their granting proposal.

## 1. ELIGIBLE GROUNDS FOR APPEAL

Only two reasons are deemed acceptable grounds for appealing a decision.

1. The review process did not understand the proposal as it was submitted.
2. Due process was not followed.

## 2. INELIGIBLE GROUNDS FOR APPEAL

1. Changes were made to the proposal after its submission.
2. The terms of the proposal evaluation are contested by the proponent.

## 3. APPEAL PROCESS

The appeals process is two-tiered. That is to say, there are levels at which an appeal may be review:

1. Appeal to the SFSS Grant Program administrators
2. Appeal to the Board of Directors

A proponent who feels that their application was misunderstood or was not processed in a manner consistent with the process described here, may submit an appeal to the SFSS Grant Program administrators, detailing what features of the proposal were misunderstood, or what aspects of the process were not followed.

Should the appeal be rejected, and should the proponent feel that their appeal was not understood or given due consideration, the proponent may resubmit their appeal to the Board of Directors for further consideration at the next Board meeting.

# REPORTING PROCESS

## 1. PURPOSE OF REPORTING

All approved grant applications must result in a clear and standardized report on the benefits of the project to the membership of the SFSS.

Where such reports are not duly submitted, the individual proponents as well as the groups with which those proponents are affiliated will not be considered eligible for any further grant either permanently, or for a period established by the SFSS Grant Program administrators.

## 2. REPORTING REQUIREMENTS

A standardized SFSS Grant Final Report must be submitted within two weeks of the close of any project supported by an SFSS grant. The report is comprised of six sections:

1. Applicant information
2. Project Description
3. Intended Outcomes
4. Projected Impact
5. Lessons Learned and Knowledge Transfer
6. Final Budget Report

# SFSS GRANT PROGRAM FINAL REPORT

## 1. PROPONENT INFORMATION

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Student Number (if applicable): \_\_\_\_\_  
Affiliate SFSS Group or External Organization: \_\_\_\_\_  
Proposal Title \_\_\_\_\_

## 2. GRANT INFORMATION

Grant ID Number \_\_\_\_\_  
Grant Approved By \_\_\_\_\_  
Total Grant Value: \_\_\_\_\_  
Total Revenue Generated (if any): \_\_\_\_\_

## 3. PROJECT

3.1 Please describe the original goals and objectives stated in your grant application. Did these goals and objectives change over the course of the project. If so, how? Why?



3.2 Describe the time of key activities undertaken in support of this project. Did these activities change from those you had originally projected for the project? If so, how? Why?

3.3 List the SFSS groups or external organizations with whom you partnered. Were these relationships productive? Were there any challenges with these partnerships?

## 4. OUTCOMES

4.1 How did your project aim to forward the mission and vision of the SFSS?

4.2 How many people were involved with your project as participants, volunteers, and project leaders?

4.3 How did you measure the success of your project? Do you believe your project was successful?

4.4 Were there unanticipated results?

## 5. DESCRIPTION OF IMPACT ON SFSS MEMBERSHIP

5.1 Describe the impact you envision this project will have in the short and long term.

- Will this project continue? If so, do you see it evolving or expanding?
- How will the members of the SFSS and the broader SFSS community benefit as a result of this project?

## 6. KNOWLEDGE TRANSFER

6.1 What lessons learned would you like to share with a person or organization trying to do similar work? How will you use the knowledge gained from this project to improve any other initiatives you may pursue?

6.2 Please share a testimonial or story that illustrates what you consider the most significant change that result from your project.

6.3 If applicable, please include attachments or additional information related to your project, such as:

- Resources and publications
- Media clippings
- Photograms
- Additional program evaluation or research if available.

## PROPONENT SIGNATURE

The information I have provided is complete and accurate to the best of my knowledge. I understand that incomplete, inaccurate, or unclear information may delay the processing or lead to the rejection of this proposal submission.

Date	
Printed Name	
Signature	

## For Office Use Only

Proposal Reference Number	
Date Received	
Received By (Print Name)	
Received By (Signature)	

# SFSS GRANT PROGRAM PROPOSAL FORM

## 1. PROPONENT INFORMATION

First Name:	_____
Last Name:	_____
Email:	_____
Telephone:	_____
Student Number (if applicable):	_____
Affiliate SFSS Group or External Organization:	_____
Proposal Title	_____

## 2. PROJECT

Please describe the goals and objectives of your project.

Please describe the key activities that will be undertaken in the context of your project. Include the expected dates, times, and locations for these activities.

List the SFSS groups or external organizations with whom you will partner (if any). Describe what contribution each group will make to the project.



### 3. OUTCOMES

3.1 How does your project aim to forward the mission and vision of the SFSS? Be specific.

3.2 How will you measure whether your project is successful?

## 4. DESCRIPTION OF IMPACT ON SFSS MEMBERSHIP

4.1 Describe the impact you envision this project will have in the short and long term.

## 5. SUPPORTING DOCUMENTATION

5.1 Please provide a list of the supporting documents you will submit along with your proposal.

## PROPONENT SIGNATURE

The information I have provided is complete and accurate to the best of my knowledge. I understand that incomplete, inaccurate, or unclear information may delay the processing or lead to the rejection of this proposal submission.

Date	
Printed Name	
Signature	

## For Office Use Only

Proposal Reference Number	
Date Received	
Received By (Print Name)	
Received By (Signature)	