

1. CALL TO ORDER

Call to Order – 2:32 pm.

2. TERRITORIAL ACKNOWLEDGMENT

We acknowledge that this meeting is being conducted on the unceded territories of the Coast Salish peoples; which, to the current knowledge of the Society include the Squamish, Musqueam, Stó:lo, and Tsleil-Waututh people.

3. ROLL CALL OF ATTENDANCE

| 3.1 Committee Composition | |
|---|--------------------|
| Interim President & VP Student Services (Chair) | 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 |
| Chief Executive Officer | Martin Wyant |
| 3.3 Regrets | |
| Faculty Representative (Communication, Art & Technology). | Prab Bassi |
| 3.5 Guests | |
| Communications coordinator | Sindhu Dharmarajah |
| The Peak web news editor | Nathan Ross |
| Student | Ryan Yewchin |
| Student | Ariana Sider |
| | |



4. RATIFICATION OF REGRETS

4.1 MOTION BOD 2016-09-09:01

John/Alan

Be it resolved to ratify regrets from Prab Bassi.

Discussion:

• Friendly amendment: "Be it resolved to ratify regrets from Prab Bassi & Paul Hans".

CARRIED

5. ADOPTION OF THE AGENDA

5.1 MOTION BOD 2016-09-19:02

Mudi/Jimmy

Be it resolved to adopt the agenda as presented.

→ Motion amended as follows:

5.2 MOTION BOD 2016-09-19:03

Curtis/Mudi

Be it resolved to adopt the agenda as amended to add '10.4 Events discussion' under Discussion items.

CARRIED AS AMENDED

6. Presentations

6.1 SFSS Branding

- SFSS logo and department name will be underneath.
- Six different options presented to the Board. 20 point font vs.18 point font and department logo underneath with all caps, sentence case, or all lower case.
- Martin Wyant stated the purpose of the re-branding is to standardize the branding across SFSS and it's affiliates.
- Emphasis will be on the Simon Fraser Student Society Brand, and then the department.
- There was concern that standardizing the SFSS branding will result in the SFSS
 departments losing their individuality; Sindhu stated they have been talking to OOC and
 Women's centre concerning these possible issues and they were informed that there
 would be a seamless transition period.
- Next steps would be to talk to the departments involved and come up with a transition process.
- Signage would also be changed across the SFSS; approximate cost would be \$1,500 to \$3,095, which will come out of the communications budget.

^{**} Sindhu Dharmarajah left at 2:48 pm



7. REPORTS FROM SOCIETY

7.1 Reports from Council Chair

8. OLD BUSINESS

8.1 MOTION BOD 2016-09-09:04

Hangue/Pritesh

Whereas the Finance and Audit committee has reviewed the relevant documents and provided these recommendations to the SFSS Board of Directors;

Be it resolved to recommend and approve the draft financial statements for the year ended April 30th, 2016.

Be it further resolved to have x and y sign the draft financial statements.

Discussion:

- There were some changes made from the Build SFU portion of the document; updated letter for new expected date the Board will be approving the financial statements and updated the journal entries, which now include the write off for the Stadium.
- The Finance and Audit committee recommended having the Vice President of Finance (Hangue Kim) and an SFSS staff member sign the statement.
- <u>Friendly amendment:</u> "Be it further resolved to have Hangue Kim (Vice President Finance) and Martin Wyant (Chief Executive Officer) sign the draft financial statements".

CARRIED

9. NEW BUSINESS

9.1 MOTION BOD 2016-09-09:05

John/Mudi

Be it resolved to receive and file the Committee updates and Board reports for August 15th-August 30th.

CARRIED

9.2 MOTION BOD 2016-09-09:06

Raajan/Blossom

Whereas Pritesh Pachchigar has had to step down from the Finance and Audit Committee;

Whereas the committee requires five board members;

Be it resolved to appoint x to the Finance and Audit Committee.



Discussion:

- Arr Farah expressed interest to join the committee.
- Friendly amendment: "Be it resolved to appoint Arr Farah to the Finance and Audit Committee".

CARRIED

*Abstentions: Arr Farah

9.3 MOTION BOD 2016-09-09:07

Mudi/Curtis

Whereas the Board of Directors sent Arr Farah, Christine Dyson, Mudi Bwakura, and Paul Hans as the SFSS delegates to the Student Union Development Summit;

Whereas the SFSS Board of Directors requested a conference report;

Be it resolved to receive and file the SUDS 2016 conference report.

Discussion:

- Recommendation for next year's Board of directors to send 2-3 delegates.
- There will be a follow up plan in place to implement the major messages from this conference.
- The Board members will review the report in detail to see which committees and SFSS staff members can benefit from whichever information received.
- There will be subsequent updates provided to the Board for any plans going forward.

CARRIED

9.4 MOTION BOD 2016-09-09:08

Blossom/Christine

Whereas the Accessibility Fund Committee has recognized the need for at-large members on the committee;

Be it resolved to include the attached Accessibility Fund Committee terms of reference in the SFSS Board policies.

Discussion:

• Board was informed that the reason for this change was to allow for three at large students from the membership to be on the committee.

CARRIED

9.5 MOTION BOD 2016-09-09:09

Blossom/Jimmy

Whereas the student union building construction is managed by SFU and construction invoices are paid by SFU on behalf of the SFSS;

^{**}Ariana Sider (Student) arrived at 2:54 pm



Whereas SFU's finance department requires an up-to-date Capital Project Business Case & Agreement document in order to pay invoices;

Whereas the existing document is outdated and reflects only \$3.5M for costs related to the Working Drawings phase;

Be it resolved that Martin Wyant, Marc Fontaine, and Larissa Chen be authorized to execute the Capital Project Business Case & Agreement Amendment dated September 2, 2016.

Discussion:

• SFU has requested an amendment to the SUB business case signed off to increase the budget of the SUB in their Financial System (FAST).

CARRIED

** Karen Atara arrived at 3:01 pm

10. DISCUSSION ITEMS

10.1 AGM Update

- September 30th, 2016 at 3 pm.
- Draft agenda was emailed to the Board members.
- Karen Atara (SFSS administrative Supervisor) met with management and there were a couple recommendations to the Board members.
- Recommend to email the financial statements, annual reports, AGM agenda, and SGM/AGM minutes to the society members and post them on the website.
- There were concerns from students that they have class at the same time; Larissa stated that this issue has occurred in the past, however there's not much the SFSS can do.
- It was suggested getting a message out to SFU Academics so students don't get penalized for attending.
- Hangue stated the Graduate Student Society would be counting the votes for the AGM.
- There are also efforts to make the AGM more accessible.
- Karen stated she spoke with Pierre Cassidy and it's too late to contact SFU Academics to request that professors don't penalize students for attending the AGM. Students would have to ask professors directly if they might be excused from classes.
- A board member suggested putting the agenda on the projector for accessibility.
- Martin suggested having a half page of committee updates available as well.
- The 2016 AGM agenda will be approved at next week's Board meeting.

10.2 Communications Presentation



- Larissa met with a representative from SFU communications and this individual mentioned an opportunity for the SFSS Board members to meet with all the communicators from the SFU side.
- Good opportunity for Board members to establish relationship with student bodies as well as for the SFSS to advocate their resources to students.
- Opportunity to have a presentation as well.
- Blossom Malhan expressed interest to attend the event.
- Larissa will follow up with SFU communications regarding the exact date and she will inform the Board once she gets this information.

10.3 Quarterly Financial Report

- Attachment shows revenue and expenditures for the three months.
- Got a bit more revenue than anticipated.
- Finance office spent a bit more due to the training process.
- Spent less on capital expenditures.
- Some expenses on computer upgrades.
- FSUs less spending.
- A lot of FROSH submitted their grants.
- A board member suggested another update stating why these expense changes occurred; Hangue stated he would follow up with the Board regarding this request.

10.4 Events Discussion

- Blossom Malhan and potentially Pritesh Pachchigar will be vacating their seats on the Events committee.
- There will also be two vacancies for at-large members.
- This could potentially be a motion on the agenda for the next Board meeting.

11. ANNOUNCEMENTS

11.1 Committee Applications

- Opening later today and closing September 23rd at noon.
- Applications for the Advocacy committee, Surrey Campus committee, Vancouver Campus committee, and Accessibility Fund committee.
- The committee meeting times will also be included on the applications.
- Prab Bassi has been organizing different days board members will be tabling downtown.
- For at-large representatives on the Vancouver campus committee there will be interviews.

12. ATTACHMENTS

• Construction Business Case Sept.16 (1).pdf



- SFSS Consolidation May-July.pdf
- StudentUnionDevelopmentSummitReport.pdf
- Accessibility Fund Committee.pdf

12. ADJOURNMENT

MOTION BOD 2016-09-09:10 John/Alan Be it resolved to adjourn the meeting at 3:24 pm. CARRIED

Project Name: Build SFU Construction

Project #:59-910712

Prepared date: September 2, 2016

PURPOSE OF AMENDMENT

(Briefly explain the rationale and changes from the original approved business case)

The Simon Fraser Student Society (SFSS) and SFU have signed the Construction and Development Phase Cost Control, Indemnity and Construction Agreement whereby SFSS as agreed to be responsible for the construction phase costs of the Build SFU Project related to the Student Union Building (SUB). The Construction and Development Phase Cost Control, Indemnity and Construction Agreement sets out the responsibilities including that SFSS will pay SFU the aggregate total amount payable set forth in the Agreement.

The Construction and Development Phase Cost Control, Indemnity and Construction Agreement sets the "Construction Budget Cap" at \$49,255,000 plus GST which includes the Planning and Design Costs covered by the original Business Case.

| COSTS/FUNDINGS AMENDMENTS (complete where applicable) | | |
|---|---|--|
| Project Timeline: | Start date: Jan 4, 2016 End date: December 31, 2018 | |

| Funding Source | Original Funding Amount | Change (+/-) in Funding Amount this Amendment | Revised Total Funding Amount |
|------------------------------|----------------------------|---|------------------------------|
| Simon Fraser Student Society | \$3,500,000 | \$ | \$ 3,500,000 |
| Simon Fraser Student Society | | \$45,755,000 | \$45,755,000 |
| Total Project Cost | | | \$ 49,255,000 |

Revised: 05.22.2015



Project Name: Build SFU Construction

Project #:59-910712

Prepared date: September 2, 2016

AMENDED BUSINESS CASE FOR PROJECT AND ITS OPERATIONAL OUTCOMES

As Project Sponsor, I agree that the amended business case is sound. I will deliver the described outcomes, and have addressed the operating budget considerations.

Marc Fontaine

General Manager BuildSFU, Simon Fraser Student Society

Ian Abercrombie, Director, Campus

Signature

Date

lan Abercrombie, Director, Campus Planning and Development

Signature

Date

PROJECT COST 49,255,000 COMPLETION DATE Oct 31, 2018

As Project Management, we agree to deliver the amended scope of project on time and budget.

Signature

Todd Farup

Project Manager

lan Abercrombie, Campus Planning and Development

Signature

Date

Dato



Project Name: Build SFU Construction

Project #:59-910712

Prepared date: September 2, 2016

| (COMPLE | TE THIS SECTION ONLY IF | THE AMENDMENT INVOLVES ADDITIONAL FU | INDING) |
|---------------------------|--|--|---------------------------|
| PROJECT I As a Project | | to provide the additional funds as specified in this b | ousiness case amendment |
| | 55,000 per the terms of th truction Agreement | e Construction and Development Phase Co | st Control, Indemnity and |
| Mark Fonta | aine | | |
| General Ma | anager BuildSFU, Simon dent Society. | Signature | Date |
| If the fund Martin Wya | | econd signature is required | |
| Chief Execu Student So | utive Officer, Simon Fraser ciety | Signature | Date |
| Auu auun | Horiai signature sections s | pelow if more than 1 funding party. | |
| APPROVA | AL IF AMENDED PROJECT O | OST IS INCREASED OVER THE ORIGINAL PROJE | CT ADDDOVAL TUDESHOLD |
| | | ptioned "Final budget increase sign-off" for de | |
| | ASED (see notes below ca | ptioned "Final budget increase sign-off" for de | |
| IS DECREA | \$0 - \$200,000 Associate \$200,000 - \$2,000,000 | ptioned "Final budget increase sign-off" for de e Vice President, Finance Vice President, Finance & Administration | |
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| is decrea i) ii) | \$0 - \$200,000 Associate \$200,000 - \$2,000,000 | ptioned "Final budget increase sign-off" for de e Vice President, Finance Vice President, Finance & Administration | |

Notes on Use of this Amendment Form:

This Business Case Amendment document is to be considered an amendment to the Original Approved Business Case. All terms and conditions of the originally submitted business case that

Revised: 05.22.2015

Project Name: Build SFU Construction

Project #:59-910712

Prepared date: September 2, 2016

are not expressly modified by this Business Case Amendment remain unchanged and in full effect.

Procedures to prepare the Amendment Form:

- 1. <u>Project sponsor</u> is typically responsible for preparing the Business Case and any amendment.
- 2. <u>Project manager</u> project manager is to sign to denote agreement of scope and cost of amendment.
- 3. <u>Funding party</u> if the amendment involves an increase in budget over the original agreement, each funding party of the additional budget is to sign. Where the increased funding is over \$200,000, a second signatory, at the next higher level up is required. No signature is necessary if there is no change in funding.
- 4. <u>Final budget increase/decrease sign-off</u> by AVPF; VPFA or BOG is required only if the budget of the amendment is increased beyond the approval threshold of the original business case agreement. (e.g. An original project with budget of \$150,000 was approved by AVPF. If the amended cost is increased to \$180,000, no new approval is needed. However, if it is increased to \$250,000, then the VPFA's signature is required for the amendment).

If the amended budget is decreased, approval is also required. The level of authorization is as per the University Policy B10.11 for signing authorization thresholds.

When the amended form is duly signed, please forward to Audrey Yan in Financial Services to activate project revision.

A copy of this Agreement will then be distributed to all signing parties.

Revised: 05.22.2015

SIMON FRASER STUDENT SOCIETY STATEMENT OF REVENUE AND EXPENDITURES

3 Months Ended July 31, 2016

Draft Statement Only - Unaudited

| | | YTD | YTD | YTD | ANNUAL |
|-------|-------------------------------------|---------|---------|---------|-----------|
| | | ACTUAL | BUDGET | DIFF | BUDGET |
| REVEN | UE | | | | |
| 31 | Activity Fee Revenue | 615,559 | 611,837 | (3,722) | 2,621,105 |
| 31 | Rent Revenue | 30,773 | 30,867 | 94 | 126,620 |
| 31 | Interest Revenue | 5,428 | 1,500 | (3,928) | 6,000 |
| 31 | Advertising Revenue | 0 | 0 | 0 | 0 |
| | TOTAL REVENUE | 651,760 | 644,204 | (7,556) | 2,753,725 |
| ADMIN | ISTRATIVE COSTS | | | | |
| 10 | Financial Office | 53,268 | 47,062 | (6,206) | 156,270 |
| 13 | General Office | 44,279 | 44,460 | 181 | 150,692 |
| 17 | Communications Office | 24,182 | 31,129 | 6,946 | 117,942 |
| 18 | Campaigns, Research & Policy Office | 17,875 | 21,540 | 3,665 | 81,284 |
| 25 | Independent Electoral Commission | 0 | 0 | 0 | 24,630 |
| 29 | Surrey Campus Office | 17,755 | 19,991 | 2,236 | 72,699 |
| 32 | Chief Executive Officer Office | 41,092 | 44,483 | 3,392 | 183,188 |
| 11 | Building Operating Costs | 561 | 15,386 | 14,825 | 65,604 |
| 31 | Audit | 4,860 | 4,750 | (110) | 19,000 |
| 31 | Bank & Interest Charges | 2,050 | 1,125 | (925) | 4,500 |
| 31 | Capital Expenditures | 6,395 | 18,623 | 12,228 | 74,490 |
| 31 | Insurance | 5,580 | 6,000 | 420 | 24,000 |
| 31 | Miscellaneous Administrative Costs | 1,299 | 2,822 | 1,523 | 11,490 |
| 31 | Amortization | 0 | 0 | 0 | 0 |
| | TOTAL ADMINISTRATIVE COSTS | 219,195 | 257,370 | 38,175 | 985,789 |
| BOD A | LLOCATIONS | | | | |
| | Total BOD Administrative Costs | 65,146 | 100,327 | 35,181 | 409,409 |
| | Total BOD Services Costs | 2,892 | 22,838 | 19,945 | 158,350 |
| | TOTAL BOD ALLOCATIONS | 68,039 | 123,165 | 55,126 | 567,759 |
| | | | | | |
| SERVI | CES COSTS | | | | |
| 12 | | 25,778 | 30,901 | 5,123 | 113,310 |
| 12 | Faculty Student Unions | 1,158 | 3,938 | 2,780 | 15,750 |
| 12 | Departmental Student Unions | 7,816 | 37,625 | 29,809 | 150,500 |
| 13 | Clubs | 21,830 | 50,000 | 28,170 | 200,000 |

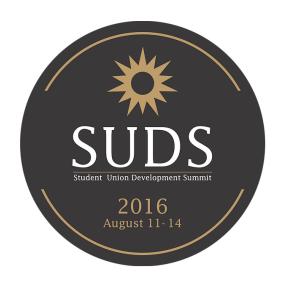
| 14 | Ombuds Office | 586 | 671 | 86 | 2,685 |
|----|--|---------|---------|-----------|-----------|
| 15 | Copy Centre | 17,916 | 18,874 | 959 | 74,129 |
| 24 | Women's Centre | 18,993 | 27,009 | 8,016 | 104,189 |
| 27 | Out On Campus | 30,167 | 33,263 | 3,096 | 128,668 |
| | TOTAL SERVICES COSTS | 124,244 | 202,282 | 78,038 | 789,231 |
| | | | | | |
| | TOTAL SFSS (NO FBS) EXPENDITURES | 411,478 | 582,817 | 171,339 | 2,342,779 |
| | | | | | |
| | Increase/(Decrease) To | | | | |
| | Members Equity (Net Income) | 240,282 | 61,387 | (178,895) | 410,946 |
| | | | | | |
| | Restricted 5% Required Surplus As Per AP 7.5 | | | | 131,055 |
| | | | | | |
| | Unrestricted Surplus Remaining | | | | 279,891 |
| | | | | | |

BUDGET REMAINING 2,005,546 95,847 572 0 2,101,965 103,002 106,413 93,760 63,409 24,630 54,944 142,096 65,043 14,140 2,450 68,096 18,420 10,191 0 766,594 344,263 155,458

499,720

87,532 14,592 142,684 178,170 2,099 56,213 85,196 98,501 664,987

170,664



Student Union Development Summit 2016 Conference Report

Compiled by: Arr Farah, Christine Dyson, Mudi Bwakura and Paul Hans

Intro

The student union development summit was held from August 11th to 14th at the UBC Vancouver campus. The event was hosted by the UBC Alma Mater Society and was attended by 103 student representatives from across the country. The Summit included a variety of workshops and social events over the course of 4 days.

Review of Day One Sessions

Session 1 - Professional Development (Keynote speaker Lev Bukhman)

The first session was led by Student Care CEO Lev Bukhman who introduced the attendees to the summit as the keynote speaker. Lev discussed topics such as student engagement, apathy, service development and personal development. He emphasized the importance of self-care as a key component of having a successful year.

Takeaways: In order to be successful in all the activities of a student society, student leaders need to be enthusiastic and learn to take care of themselves.

Session 2 - Government Relations (Speaker Kathy Corrigan)

This session provided an overview of how student societies can engage with elected officials in office. This included an overview of what to do before and during meetings and how to follow up with officials afterwards. The following were key points that were made during the presentation:

- Send materials in advance of lobbying however, don't assume anyone has read them. This can take the format of a one page briefing note and a supporting document.
- Know your audience
- Don't create an exhaustive list of demands
- Follow up with a letter outlining the time and date met, what commitment was made, and a note that if this was not your understanding of the commitment to follow up
- Have a designated note taker in meetings and make sure they understand their role as note taker
- Make sure it is very clear who the point person is for campaigns or asks
- Make sure you know what externals level of authority is when it comes to making commitments

- Contact constituency assistants
 - They control the calendar of the MLA
 - They may also have some political advice
- Make sure you read the room when making presentations
- Follow up with handwritten notes
- Don't be too personal on social media with politicians directly (can be friendly, but make sure you are professional)
- Look for mentors and recognize your responsibility to mentor others
- Go in and introduce yourself to your MLA (friendly meetings)

Takeaways: The SFSS should ensure that asks are succinct and well thought out before engaging in provincial lobbying. Additionally, proper follow up needs to be done to ensure that asks are not forgotten.

Session 3 - Building a Student Union Building

This session was led by the AMS President, and provided an overview of the AMS's process for the construction of their recently opened student union building, aka the Nest.

- Expertise and longevity on the SUB committee ensures the project goes well
- Consistent branding is key in ensuring that the project remains in good standing with the student body
- Store all documents, minutes, etc. in secure place
- Find out what students want

Takeaways: The SFSS would benefit from a centralized information centre where all information relating to the society can be stored.

Session 4 - How to support clubs

This session was an overview of how to effectively support clubs. It was led by the associate VP student life.

- Catching the attention of clubs and retaining grassroots involvement
- Event based software to track and advertise events (campus Hive)
- Capital project coordinators are common at other universities
- SFU exclusivity contract with companies, relatively strict when compared to other Universities

 Clubs at other universities are required to host 1 event every year to be ratified for the next year at minimum

Takeaways: Looking into the feasibility of hiring a designated staffer for capital projects would be beneficial to the society. Looking into raising the minimum threshold required for a club to exist would also be prudent.

<u>Session 5</u> - Engaging your membership with Spencer Keys

This session was focused on how to get students more involved, and ways in which student societies can ensure their membership is engaged.

- Offering money isn't enough to build a committed supporter base
- Students are not responsible for not caring, it falls on the shoulders of the society
- Feedback loops are key to ensure that the organization learns and betters its services
- Three key tenants
 - Building value for students
 - Listening to students
 - Responding to students
- Building value; what would you do differently if membership was not mandatory?
 - Marketing is about connecting the right people with the right product at the right time (personalized services create loyal membership)
 - Reduce the friction of life
- Listening to students; three areas of emphasis
 - Targeted messaging and make information as easy to digest as possible
 - Lead generation and customer data management
 - Customer experience management
- Push non participants to get involved
 - Send emails to people that didn't vote, targeted mailing
- The ability to charge a premium or create loyal support is contingent on the personal interactions associated with the product

Takeaways: There is a need for the SFSS to increase the perceived value of the society to the membership. The question of "what would you do differently if membership wasn't mandatory?" is one that should guide the engagement aspects of the society.

Review of Day Two Sessions

Session 6 - Governance Reviews with MNP

This session discussed the governance reform the AMS conducted to address long standing institutional hindrances to effective service delivery and advocacy initiative implementation. This session was led by MNP and the previous AMS President.

- Dedicated staff for governance performance review
- Accountability can be punitive without relevant experience
- Carver model isn't always the best model for student societies because they typically aren't oversight entities
- The building blocks of governance review;
 - Compliance
 - Operational
 - Best practice
 - Thought leader
- These steps can be used as main categories into which tasks can be prioritized

Takeaways: Having a designated staffer that has governance work in their portfolio. This ensures a certain level of continuity. Continuity can prevent the drafting of policy or development of practices that are contradictory to By-laws.

Session 7 - Working with businesses

This session was focused on how to create new business or services. This presentation was led by Ron Gorodetsky.

- Create a student attachment to the services provided so as to build a solid consumer base
- Steps to service implementation;
 - o Idea what is the service?
 - Build placement of service infrastructure
 - Complete assess the financial commitment and long term feasibility of service
 - Validate original idea does the final product reflect the original idea?
- If all 4 are satisfactory, then the service is worth pursuing

Takeaways: Consultation needs to become a key component of SFSS service delivery. Regular review of services to prevent the misallocation of resources.

<u>Session 8</u> - PR crisis management with Jackie Asante

In this session Jackie Asante Senior Vice-President at Fleishman Hillard gave us a workshop on good public relations and crisis management.

- Media relations = it's not about answering the question, but responding
- View conversation with the media as a transaction
- Always being prepared and knowing speaking points well ahead of time to generate seg ways during an interview towards main speaking points
- Responding to media inquiries quickly and effectively mitigates accelerating a bad situation
- Only speak when some good can come of doing so
- It's better to be succinct because the longer you speak, the larger the chance for error
- By asking "what's your deadline" ensures that you not only make a friend in the media but also makes sure that your message is sent out in time
- The role of the spokesperson
 - Public face of the organization
 - Responding and not answering questions
- A good media response has four layers
 - Headline main speaking point
 - The most important messages
 - Secondary messages
 - An illustrative anecdote
- Communication is:
 - 60% body language
 - 37% tone and attitude
 - 3% verbal
- Tips for taking control
 - o ask/identify what the reporter is looking for
 - What is the outlet and how much does the reporter know about the topic
 - What is the focus of the interview? Who else has the reporter spoken with?
 - o How will the interview be conducted? I.e. over the phone? Live? One-on-one?
 - When and where will the story appear?

Takeaways: When dealing with the media it is crucial to get out in front of the story and be aware of the deadline that the reporter has. The aim should not be to simply answer a question but to have the most advantageous response, even if that means not responding.

Recommendations

The individuals who attended this conference agreed that many of the workshops were informative and applicable to the SFSS, and that the conference overall was useful. At times there would be three workshops running at once, so it was beneficial having multiple delegates. Our recommendation would be for next year's board of directors to send 2-3 delegates.



ACCESSIBILITY FUND COMMITTEE

Name and Type

Name: Accessibility Fund Committee

Duration: The committee will be established upon the adoption of these terms of reference and dissolved at the discretion of the Board.

Purpose

This purpose of this committee is to review grant proposal submissions targeting the Accessibility Fund and make formal recommendations to the Board of Directors regarding their approval.

Membership

- Voting members
 - o President (ex-officio)
 - o Executive Board member
 - o 3 board members
 - o 3 at-large members (where possible, preference will be shown for candidates self-identifying as students with disabilities)
- Non-voting ex-officio members
 - o Chief Executive Officer
 - Student Union Organiser

Deliverables

As a Board committee, the purpose of this committee is to provide the Board with formal recommendations and reports relating to:

- grant proposals requesting financial support for the purposes of improved accessibility to Society resources and initiatives,
- appeals submitted by groups whose proposals were rejected, and
- the size, scope, scale, and purpose of the Accessibility Fund Levy.

Governance

The committee will strive for consensus. Where no consensus is reached, the committee will make decisions by simple majority vote.

A majority of voting members constitutes quorum.

Robert's Rules of Order shall govern the conduct committee meetings.

Communications

The committee shall meet in person as required and at the call of the Chair.

The committee shall report on its progress at Board meetings.

The committee shall set a meeting calendar for the duration of the academic term at the first meeting of that term.

The Chair may call a meeting where a notice of three working days has been provided.

Relevant Policies

- Ends Policies
- GP-6: Board Committee Principles
- GP-7: Board Committee Structure
- EL-3: Financial Condition and Activities
- EL-4: Financial Planning and Budgeting
- EL-5: Asset Protection
- GP-9: Annual Planning