

1. CALL TO ORDER

Call to Order – 2:40 PM

2. TERRITORIAL ACKNOWLEDGMENT

We acknowledge that this meeting takes place on the traditional, unceded territories of the Coast Salish peoples, including the x^wməθk^wəyəm (Musqueam), Sk̓wxwú7mesh (Squamish), Sel̓ílwitulh (Tsleil-Waututh), k^wik^wəłəm (Kwikwetlem) and Katzie Nations, on which we are privileged to live, work and play. Unceded means that these territories have never been handed over, sold, or given up by these nations, and we are currently situated on occupied territories.

3. ROLL CALL OF ATTENDANCE

3.1 Board Composition

| | |
|--|-------------------|
| President..... | Giovanni HoSang |
| VP External Relations | Jasdeep Gill |
| VP Finance | Tawanda Chitapi |
| VP Student Services..... | Christina Loutsik |
| VP Student Life | Jessica Nguyen |
| VP University Relations..... | Shina Kaur |
| At-Large Representative | Maneet Aujla |
| At-Large Representative (<i>Chair</i>) | Rayhaan Khan |
| Faculty Representative (Applied Sciences) | Nick Chubb |
| Faculty Representative (Arts & Social Sciences)..... | Jennifer Chou |
| Faculty Representative (Business) | Andrew Wong |
| Faculty Representative (Communications, Art, & Technology) | Fiona Li |
| Faculty Representative (Education)..... | Emerly Liu |
| Faculty Representative (Environment) | Julian Loutsik |
| Faculty Representative (Health Sciences) | Osob Mohamed |
| Faculty Representative (Science)..... | Simran Uppal |

3.2 Society Staff

| | |
|---|--------------------|
| Campaign, Research, and Policy Coordinator..... | Sarah Edmunds |
| Executive Director | Sylvia Ceacero |
| SUB Project Assistant..... | Zoya Nari |
| Communications Coordinator..... | Sindhu Dharmarajah |

3.3 Guests

| | |
|---|---------------------|
| Directors at SFU's Student Conduct Office | Michelle Verbrugghe |
| Manager of Campus Sustainability | Kayla Bolk |
| SFU Chief Commercial Services Officer | Mark McLaughlin |

3.4 Regrets

| | |
|-----------------|-----------------|
| President | Giovanni HoSang |
|-----------------|-----------------|

| | |
|---|-----------------|
| VP Finance | Tawanda Chitapi |
| At-Large Representative | Maneet Aujla |
| Faculty Representative (Applied Sciences) | Nick Chubb |
| Faculty Representative (Environment) | Julian Loutsik |
| Faculty Representative (Health Sciences) | Osob Mohamed |

4. RATIFICATION OF REGRETS

4.1 MOTION BOD 2019-08-08:01

Jasdeep/Emerly

Be it resolved to ratify regrets from Giovanni Hosang, Tawanda Chitapi, Maneet Aujla, Nick Chubb, Julian Loutsik, and Osob Mohamed.

CARRIED

5. ADOPTION OF THE AGENDA

5.1 MOTION BOD 2019-08-08:02

Jasdeep/Andrew

Be it resolved to adopt the agenda as amended.

CARRIED AS AMENDED

- Discussion: 8.8 AGM Chair and 8.9 Mental Wellness Day Post-Event Report
- In-Camera: Board Absences
- Move 8.1 “Presentation by Michelle Verbrugghe” to 8.7 in “Discussion Items”
- Move “Discussion Items” to before “Approval of the Minutes”

6. DISCUSSION ITEMS

6.1 SFU’s Efforts Towards a Plastic-Free Campus

- Refer to attachment
- The project is student-driven in response to Ban the Bottle project
- Over a million single use plastics and products (SUPPS) are being wasted every year
- It is part of the sustainable goal for SFU
- SFU will be:
 - Assisting some of the targeted stakeholders in reducing SUPPS
 - Providing reusable bottles in vending machines to make it accessible for everyone
 - Will be reducing non-reusable products in Mackenzie Café and Dining Hall
- Currently missing dishwashing stations around campus
- Questions:
 - What are the alternatives to straws?
 - SFU branded metal straws are available, and bendable plastic straws will be available for those with who request it
 - Has the Disability and Neurodiversity Alliance constituency group and the Accessibility & Fund Committee been contacted?
 - SFU will look into the groups

6.2 FASS Future Survey Questions

- Refer to attachment
- Information regarding the survey questions was sent to Board members back in June
- Another survey will be conducted in November by FASS
 - SFSS is encouraged to contribute 2-3 questions (to reference off the SFSS General Membership Survey questions)
- The Executive Director contacted Vancity regarding their financial literacy workshops
 - It is noted that Vancity is willing to do the workshops for the SFSS

6.3 Welcome Day Collab

- Refer to attachment
- It is noted that 50% the contribution will be towards raffle prizes and 50% towards food
- The working group would like to hand out 2 SFSS branded air pods as prizes
 - VP Student Life suggested that Fall Kickoff tickets should be handed out instead so that students are given an experience that they can take away and share with friends
- There will be an opportunity for a 2-minute presentation by the SFSS before handing out the prizes and another 2 minutes to show the Fall kickoff video before the movie

6.4 AGM Chair

- An external Chair has been hired for the 2019 AGM
- The Board will need one member to introduce the AGM before handing it off to the external chair
 - Historically it has been the VP Student Services or VP Finance

3:50 PM a 10-minute break was taken

6.5 Student Conduct Office

- Goal: that SFU and SFSS understand each other
- The office was established to support students and keeping the community safe
 - They also offer resources for different needs/supports
- The presenter provided examples of situations they had handled in the office
- If students have any types of concerns (behaviour, mental health, imminent risk, etc.) with peers or themselves, they can contact the office
- Suggestion: to have a couple slides as a visual to explain how student concerns can be addressed and what common concerns are referred to the Student Conduct Office
- Issues were noted:
 - Academic dishonesty: course hoarding (when students hold onto courses and give them up to friends through payment)

Giovanni HoSang called in at 4:30 PM

6.6 Communications Plan

- Refer to attachment
- This plan is meant to align with the Board's Strategic plan

- Board members to let the Communications Coordinator of any missed stakeholders
- Notes:
 - Missing the timeframe to achieve the stated goals
 - The Student Union Building is not included in the communications plan because an external PR has been hired to create the plan
- Board members are recommended to submit social media work orders for a campaign on a timely basis in order for a schedule to be created for the posts
- Board members are encouraged to be mindful of what they post on their personal accounts since readers will link them to the SFSS
- The “Comms Ad-Hoc Committee” is open to Board members to join but will be facilitated by staff (the Executive Director and the Communications Coordinator)

6.7 Board Meetings in September

- A doodle was sent to Board members regarding the Fall Board meetings
- This is a reminder for Board members to fill out the doodle

6.8 BCFS Semi-Annual General Meeting Report

- Refer to attachment
- Most of the topics discussed at the BCFS meeting related to Open Education Resources (OER)

6.9 Mental Wellness Day Post-Event Report

- Recommendations:
 - More external sponsors to put in the packages for the future
 - Advertise the event earlier

7. APPROVAL OF THE MINUTES

7.1 Board Minutes – MOTION BOD 2019-08-08:03

Jasdeep/Shina

Be it resolved to receive and file the following minutes:

- BOD 2019-07-25
- BOD 2019-08-01

CARRIED

8. NEW BUSINESS

8.1 Banning Harmful Conversation Therapy – MOTION BOD 2019-08-08:04

Jasdeep/Emerly

Be it resolved to issue a public statement advocating for a nationwide ban on the practice of “CT” in Canada.

CARRIED

- Refer to attachment
- To allow the Society to take a firm stance in relations to the Strategic Plan

8.2 Paperless Agenda – MOTION BOD 2019-08-08:05

Jennifer/Shina

Be it resolved to discontinue the practice of printing paper agendas for each Board member, and instead only print 4 agendas per meeting for guests and The Peak for the remainder of the 2019/2020 Board year;

Be it further resolved to have 1 of those 4 agendas be a large print in 24 font agenda for anyone with accessibility needs, and to promote this accessibility information on the Facebook event page for SFSS Board Meetings;

Be it further resolved to have Board members submit requests to the Chair for paper agendas, with the deadline being the day before the Board meeting.

CARRIED AS AMENDED

- Amendment: change “2018/2019” to “2019/2020”. Add “24 font” after large print

8.3 Email Signatures – MOTION BOD 2019-08-08:06

Christina/Shina

Be it resolved to include optional pronouns and consistent territorial acknowledgements in SFSS email signatures.

CARRIED AS AMENDED

- Amendment: add “optional” in front of pronouns
- It is noted that pronouns are not a requirement and is up to the discretion of each individual

8.4 August 22nd Board Meeting Chair – MOTION BOD 2019-08-08:07

Jessica/Christina

Be it resolved to appoint Jasdeep Gill as Chair of the Board of the August 22, 2019 Board Meeting.

CARRIED

9. IN-CAMERA

9.1 MOTION BOD 2019-08-08:08

Jessica/Jasdeep

Be it resolved to go in-camera for the remainder of the meeting.

CARRIED

9.2 Board Absences

10. EX-CAMERA

10.1 MOTION BOD 2019-08-08:09

Christina/Jessica

Be it resolved to go ex-camera.

CARRIED

11. ATTACHMENTS

- SFSS FASS Futures Survey Questions
- SFSS FASS Fest Futures Questions Background
- Welcome Day Collab Brief

- Welcome Day Collab Budgets
- Conversation Therapy Briefing Note
- SFSS Reuse for Good
- Communications Plan
- BCFS Semi-Annual General Meeting Report July 2019
- Mental Wellness Day Post-Event Report

12. ADJOURNMENT

MOTION BOD 2019-08-08:10

Jasdeep/Shina

Be it resolved to adjourn the meeting at 5:25 PM.

CARRIED

British Columbia Federation of Students Semi-Annual General Meeting**Prepared by:** Shina Kaur, Simran Uppal**Attended by:** Shina Kaur, Simran Uppal**Overview:**

The British Columbia Federation of Students (BCFS) is a provincial alliance with student unions from every part of BC. At this 76th Semi-Annual General Meeting the main BCFS campaigns were discussed which include, Knockout Interest, Open Textbooks Now, Grants not Loans and Fairness of International Students.

Description of Campaigns:**1. Knockout Interest Campaign**

The ultimate goal of the Knockout Interest Campaign is to eliminate interest on federal student loans. The BCFS campaign to eliminate interest on BC students loans successfully resulted in the elimination of interest in the 2019 BC Budget, but this represents only a portion of students' total loans. This campaign aims to maintain momentum throughout the summer as people are starting to focus their attention on the federal elections in 2019. BCFS is using online tactics to scale up engagement such as email the Prime Minister and their local Member of Parliament, tweet at their Local Member of Parliament, send a fax to the Prime Minister's office or send a letter to their local newspaper editor. This Federation is continuing to reach out to other non-member local students' union across the country to seek endorsements to build the campaign beyond the reach of BC; SFSS is endorsing this campaign.

2. Open Textbooks Now

The goal for the Open Textbooks Now campaign is to encourage faculties across BC to incorporate open educational resources into their classrooms. These resources commonly include textbooks and open access journals, but can also include other materials used for learning and research like course materials, modules, videos, tests, software and more. This movement is done through lobbying provincial government and presenting this to administration and faculty. A few more tactics used are, posters, rack cards, buttons, social media, classroom talk scripts, and FAQs. A large portion of the campaigning will be done during Open Access Week which is October 21 - 27, 2019.

3. Fairness For International Students

The Fairness for International Students campaign consists of 4 main goals: To establish a provincial regulation of tuition fees for international students (cap on increases), to establish an institution-level regulation or standardisation of tuition fees for international students, to increase awareness among members of the unique challenges facing international students (predatory tuition fee models, standard student services, racism on and off campus) and to ensure the development of the new provincial International Education Strategy. Most importantly, without any regulation of non-resident tuition fees, international students pay two to three times the fee paid by Canadian citizens and they are a major component of the funding model of BC's public post-secondary information system. This campaign is being implemented by providing information at tables and events, collecting signed postcards and working with institutional administration to voluntarily cap annual tuition fees increase in the absence of provincial regulation.

4. Grants Not Loans

The Grants not Loans campaign is to establish an up-front needs-based grants program for students. Throughout the 2018-19 year, BCFS worked to develop this campaign to mobilize members and educate the general public on the issue. To assist with the outreach to members and the public BCFS developed leaflets, posters, pledge cards, and stickers. BCFS is aiming to maximize outreach to the general public through physical and digital media advertisements.

Descriptions of Sessions and Workshop:

Session 1: Online Communities:

This session showcased the importance of digital communication and online organizing in a campaigns plan. In addition, learning the significance of accurate data collection during a campaign, how is it utilized during the campaign and how it is used to launch new campaigns.

Session 2: Women in Trades:

This session discussed how discrimination and poor workplace culture have long been barriers for women entering careers in trades. The BC Centre for Women in Trades works to eliminate the barriers faced by women in the trades by building a network committed to creating a culture of equality and equal opportunity. Furthermore, issues preventing and hindering women's participation in the trades were talked about.

Session 3: Precarious Employment

This session provided an overview of the current state of precarious employment in British Columbia and the initiatives of the Canadian Centre for Policy Alternatives to determine the policies necessary to protect workers and stabilize the labor markets in our province.

Session 4: Combating Politics of Fear and Hate

This session provided delegates information on ways to identify negative tactics and strategies in politics and the upcoming elections and tackle them in meaningful and productive ways. The presenter gave examples such as the increase of hate and fear being used in the elections of Doug Ford and Donald Trump.

Session 5: History of Student Organising

This session discusses the long history of student organizing in Canada from the confederation, through the two world wars, the Vietnam War and to the present day. The speaker emphasized that knowing our history is important in order to learn from the successes in the past and avoid repeating mistakes.

Session 6: Federal Election Landscape:

In the session, we were provided an overview of the Federal political landscape, important issues at play, what is happening in and outside BC, and what the pressure points exist for our current Government.

Workshop 1: Organizing Successful Campaigns:

This workshop identified the key steps in organizing successful campaigns. The steps of identifying a goal and building a timeline of tactics to pursue it were explained. The goal of this workshop was to equip delegates with the skills required to both build and implement, existing campaigns for their campuses.

Campaigning ideas:

| Idea | Corresponding BCFS Campaign |
|---|------------------------------------|
| Students guess how much a textbook is worth | Open Education Resources |
| Wall of sticky notes with questions like, "What would you rather spend your money on instead of textbooks?" | Open Education Resources |
| FARM reps present to their faculty dean about the benefits of OER's | Open Education Resources |
| Indicate which classes provide OER sourced textbooks when students are selecting classes | Open Education Resources |
| Professors who source through OER can apply to grant incentive program | Open Education Resources |
| Social Media campaign showcasing professors who use OER's, why they chose to do this and discuss importance of open | Open Education Resources |

| | |
|--|-------------------|
| education | |
| Snowball fight to raise awareness | Knockout Interest |
| Wishlist for Santa - "I wish to eliminate interest on federal student loans" | Knockout Interest |
| Visuals and graphics with data and numbers on student loan interest | Knockout Interest |
| Bobo Doll/punching bag arcade game at events or public settings | Knockout Interest |

Purpose of Briefing Note

This briefing note describes the hallmarks of ‘conversion therapy’ (‘CT’¹), the medical credibility of ‘CT’, the current legal status of ‘CT’ in Canada, recent developments on the issue in Canada, and recommendations to the Board.

Understanding ‘Conversion Therapy’

‘CT’ aims to change the sexual orientation of same-sex-attracted people using physical, psychological, and spiritual means. ‘CT’ has more recently been applied to transgender individuals in order to make them identify in a way consistent with their sex assigned at birth. Such ‘therapies’ operate on the assumption that sexual and gender diversity is abnormal and requires ‘treatment’.

Homosexuality was removed from the Diagnostic and Statistical Manual of Mental Disorders 2nd edition (DSM-II) in 1974 and from the International Statistical Classification of Diseases (ICD) in 1990. Gender Identity Disorder was reclassified in the ICD as gender incongruence, moving away from its prior pathological language while still facilitating access to gender-identity-affirming care.

Historically, techniques for achieving conversion have included:

- Lobotomies
- Chemical castration
- Aversion techniques (e.g., applying electric shocks or inducing vomiting alongside sexual stimuli)

Current interventions include:

- One-to-one and family-based counselling
- Social skills training (e.g., participating only in stereotypically gendered activities)
- Visualization (e.g., picturing oneself as heterosexual)
- Prayer and spiritual pressure

Presently, no estimates have been made regarding the number of Canadians who have received ‘CT’. As of January 2018, The Williams Institute estimates that almost 700,000 people in the U.S. have received ‘CT’, with over half of them receiving it as adolescents.

Credibility of ‘Conversion Therapy’

Conversion therapy is regarded by more than 30 international medical bodies – including the World Psychiatric Association, The American Psychiatric Association, The Canadian Psychological Association, and the British Psychological Society – as ineffective and potentially harmful. It is generally accepted by the mainstream medical community that sexual orientation and gender identity cannot be altered through ‘therapy’. Despite this, ex-gay groups of purportedly converted individuals encourage this process – though some prominent figures within the ex-gay movement have now come out against it.

More broadly, adolescents coming out in unsupportive family environments are more than 8 times as likely to attempt suicide, almost 6 times as likely to report high levels of depression, more than 3 times as likely to use illegal drugs, and more than 3 times as likely to be at high risk of acquiring HIV and other

¹ Quibble marks are used intentionally throughout this document in light of the evidence to follow challenging the therapeutic benefits of ‘CT’.

STIs. Exposure to 'CT' may compound these risks; adults whose parents enlisted a therapist or religious leader to change their sexual orientation when they were an adolescent were 5 times more likely to have attempted suicide. Those who have spoken publicly about undergoing 'CT' have reported experiencing emotional scarring, shame, trauma, and sexual dysfunction as a result.

Legality of 'Conversion Therapy'

'CT' is currently banned for people of all ages in Manitoba and for minors in Ontario and Nova Scotia. It is also banned within the city limits of Vancouver. For the purposes of health insurance billing, 'CT' is not recognized as a legitimate therapy.

Present Issue

The Criminal Code of Canada does not currently prevent the practice of 'CT' nationwide, yet a recent poll of 1,000 Canadian adults suggested that 58% of them support a nationwide ban on the practice. This year, the federal government rejected a petition of over 18,000 signatories in favor of banning it federally on the basis that healthcare is dealt with provincially and that existing Criminal Code offences may apply to the practice of 'CT'. It further commented that "conversion therapies are immoral, painful, and do not reflect the values of our government or those of Canadians".

The failures of this stance are threefold:

- It treats 'CT' as a legitimate healthcare issue in spite of the medical evidence, personal stories, and public statement of the federal government describing it as neither effective nor safe.
- Current Criminal Code offences – such as kidnapping, forcible confinement, and assault – do not characterize all forms of 'CT' (e.g., talking therapies).
- It creates a patchwork of different rules regarding the legality of 'CT', resulting in unequal protections from province to province and silos for the practice to continue unchecked. To illustrate, whereas a Bill seeking a ban in BC was recently tabled by the BC Green Party, an NDP-chaired working group in Alberta with similar aims was disbanded by the incoming Conservative provincial government this year.

Recommendation

- That the board issues a public statement advocating for a nationwide ban on the practice of 'CT' in Canada.

Background

- 2 FASS Futures surveys were done in the spring semester, where FASS reached out to all FASS undergrads and some other students not in the faculty
- There were some questions from the SFSS
 - SFSS services awareness (U-Pass, Student Health & Dental Plan, Food Bank, Free Legal Clinic)
 - Low tuition is a top priority
 - Course availability, access to scholarships and grants, campus security, sexual violence prevention and support are next highly-ranked priorities
 - Most popular proposed workshop to be offered by SFSS is Financial Fluency
 - Next is Public Speaking/Participation Assistance



Communications Plan 2019 - 2021

Last updated on: July 31, 2019

COMMUNICATIONS PLAN

This report was commissioned by the Simon Fraser Student Society (SFSS) Executive Director 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 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 ways to encourage students to get involved in federal and SFSS elections, developing and promoting more advocacy campaigns, 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:

- Developing relationships with other student groups (SFSS and SFU)
- Improving student engagement in-person and through social media
- Building brand and services strength and awareness with members

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.

Mission:

To support students to reach their full potential by providing resources and services that represent, connect and benefit our membership.

Goals:

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

- ☐ Strengthening our brand
- ☐ Providing regular and meaningful opportunities to communicate with members
- ☐ Being an effective advocate for our members
- ☐ Improving our internal and external communications

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

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 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
- Faculty of Arts and Social Science
- Faculty of Business
- Faculty of Communications Arts and Technology
- Faculty of Environment
- Faculty of Education
- Faculty of Health Science
- Faculty of Science
- Student Groups

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 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

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)

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

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
 - Facebook - www.facebook.com/sfuclan
 - Twitter - @SFUClan

1. Internal Stakeholders:

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

- Administration

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

□ Board of Directors

- Board of Directors (16 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

- 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:

- ✦ Send messages for undergraduates during the highest attendance periods (fall semester) and for urgent matters through:
 - Our SFU undergraduate mailing list (please notify our Campaigns, Research and Policy Coordinator to obtain the most recent list)
- University-affiliated boards and committees
 - ✦ Board of Governors
 - ✦ Committees
- Internal/External Groups
 - Fraser Fraser International College (FIC)
 - 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 event 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 event, 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
 - ✦ New Westminster/Burnaby: Peter Julian (NDP)
 - ✦ Burnaby South: Jagmeet Singh (NDP)
 - ✦ Burnaby North/Seymour: Terry Beech (Liberal)
 - ✦ Vancouver East: Jenny Kwan (NDP)
 - ✦ Vancouver Quadra: Hon. Joyce Murray (Liberal)
 - ✦ Vancouver Centre: Hon. Hedy Fry (Liberal)
 - ✦ Surrey Centre: Randeep Sarai (Liberal)
 - ✦ Port Moody/Coquitlam: Fin Donnelly (NDP)
 - ✦ Coquitlam/Port Coquitlam: Ron McKinnon (Liberal)
 - ✦ Steveston/Richmond East: Joe Peschisolido (Liberal)
 - ✦ Richmond Centre: Hon. Alice Wong (Conservative)
 - Councils and Resources
 - ✦ Social Science and Research Council
 - ✦ Innovation Science and Economic Canada
 - ✦ Grants and Financing
 - ✦ National Student Loan Service Centre
- Provincial government
 - MLAs
 - ✦ SFU Burnaby Campus: Katrina Chen (NDP)
 - ✦ SFU Vancouver Campus: Sam Sullivan (Liberal)
 - ✦ SFU Surrey Campus: Bruce Ralston (NDP)
 - Ministries and Central Agencies
 - ✦ Ministry of Education: Hon. Rob Fleming (NDP)
 - ✦ Ministry of Advanced Education, Skills & Training: Hon. Melanie Mark (NDP)
 - ✦ Ministry of Community, Sport & Cultural Development (changed to Ministry of Municipal Affairs & Housing): Hon. Selina Robinson (NDP)

- ✦ Ministry of Jobs, Trade and Technology: Hon. Bruce Ralston (NDP)
- ✦ Ministry of Social Development & Poverty Reduction: Hon. Shane Simpson (NDP)
- ✦ Ministry of Citizens' Services: Hon. Jinny Sims (NDP)
- Municipal governments
 - ✦ City of Burnaby – Mayor Mike Hurley
 - ✦ City of Surrey – Mayor Doug McCallum
 - ✦ City of Vancouver – Mayor Kennedy Stewart
 - ✦ City of Coquitlam – Mayor Richard Stewart
 - ✦ City of New Westminster – Mayor Jonathan Cote
 - ✦ City of Richmond – Mayor Malcolm Brodie
- 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

- ☐ Extended Health and Dental Plan
- ☐ TransLink U-pass/ Compass Card
- ☐ Legal Clinic

What will these groups message out to the audience?

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

Communications Strategies 2019/2021

Draft: August 6, 2019

The Communications Departments intends to implement the Communications Plan by applying strategies to achieve the goals set out in this document. Note: The SFSS is working with an external Public Relations firm to develop a separate communications plan for the opening of the new Student Union Building.

1. Strengthen the SFSS brand

a. Encourage the Board of Directors be the ambassadors of the SFSS

- Increase the amount of wearable branded merchandise for Board members
 - Merchandise should be worn during all SFSS events, including tabling, SFU fairs, SFSS large scale events (Fall Kickoff, SFSS Clubs Days)
 - Branded material could include, but is not limited to, jackets, hats, t-shirts, nametags, etc.

b. Introduce our organization to incoming students (first years and FIC), and work with these groups to inform them of what the SFSS and its services

- Have a more collaborative approach to engage with incoming students during their first two weeks
 - Board members will attend their fairs and events and then provide them with the opportunity to get involved with the SFSS immediately. Example: Following the event, guide the students to our office or show them how to sign up for a club
 - Introduce SFSS during the campus tour and orientation and talk to potential students at that time by encouraging them to come to an upcoming SFSS event
 - Map our SFU orientation and fair dates by connecting with SFU Student Services and Student Engagement
- Be present at FIC welcome days, tours and orientation. As a new stakeholder this demographic has the opportunity to be familiar with us and to work with the SFSS before becoming an SFSS member
 - We've already been integrated into their orientation tours, but we will need to follow up every semester with the FIC Student Experience Associate Director

c. Develop social media strategy

- The strategy will list our current accounts (and how to use them), appropriate content, policies, sample messages, and frequency of messages
 - Ensure the social media content reflects the Board voice and the student body as a whole
 - The plan will have a greater focus on advocacy and services, rather than only promoting events on campus
 - Create a content calendar (pre-developed content) with enticing content, and schedule posts for the upcoming months
 - Determine the tools and resources required to implement social media plan (filming equipment, software, etc.)
 - Consistent effective communications through our various channels
- d. Revise and enforce a brand guide that includes themes and identities (to be revised on an annual basis) – *This is to be implemented following the SUB move-in*
- Develop a brand that we want to associate with visually and mentally. Propose an internal brand identity
 - Example:
 - Flat icons, vector images only and light-hearted content
 - Stock photos of real people and places with a more serious tone
- e. Reinforce signage and the SFSS name to large-scale events such as Clubs Days and Kickoff Concerts
- Determine what type of prepared branded materials is necessary for the year and have it printed externally for the following events
2. Provide regular and meaningful opportunities to communicate with members (in addition to social media content)
- a. Encourage more students to run for the SFSS Board of Directors
- Plan and manage campaigns in addition to the required media distribution (as mentioned in the Elections Policies)
 - Create a list of various faculty contacts to help distribute digital promotional material for the faculty positions on Board
- b. Be more involved with club and student unions on campus
- Board members to attend club and student union meetings and be more involved in their events and activities

- Board members will attend x amount of club and student union events in a year
 - SFSS Staff to provide Board members with a schedule of regular meetings, and make clubs and student unions aware that Board
 - c. Improve tabling interactions with the members
 - Provide Board members with resources such as resources, talking points, and general guidance, specifically on the SUB and ongoing committees.
 - d. Regularly evaluate member views on key issues
 - Provide students with the opportunity to voice current key issues that are relevant to them
 - Determine process: this could be done through a survey, town halls, and a general suggestion box
 - Analyze results and make recommendations to the Board every six months
 - Find out their needs
 - An annual survey
 - Provide regular opportunities for members to voice their concerns whether it's at a Board meeting, AGM, or consultations
3. Being an effective advocate for our members. SFSS will achieve measurable progress on issues that are important to members
- a. Facilitate and convene dialogues that address key issues using the assistance and recommendations from University & Academic Affairs committee and Federal Advocacy committee.
 - b. Regularly Identifying relevant student issues (see #2c) rather than taking a stance after the issue is raised publicly
 - Every six months, identify three issues important to students across Canada
4. Improving our internal and external communications by simplifying our message and making our information more accessible
- a. Improve navigation and information on our platforms
 - Review processes and simplify messages using analytics
 - Start with the SFSS website and then focus on every service provided

- Have a strong focus on Club and Student Union Management navigation ease
- Set out ideal process and review it, and conduct a walk-through with active club and student union members, and revise it as needed
- b. Develop SFSS centric events calendar
 - The events calendar should place a strong emphasis on SFSS content (at least 85%) to promote club, student union and Board events
 - Using the Hub, make the events calendar more accessible and easier to submit through the user end
 - Link this on our website and social media accounts
- c. Use existing channels to invite students to ask questions
 - Prompt students to use our online suggestion box/feedback form after in-person encounters at the Student Centre
 - Develop process to be more responsive to students and address their concerns.
 - Example: Dedicate 15 amount of time in the morning to respond to student questions and concerns, and follow up with student to provide an update on the progress, if necessary
- d. Rewriting content on our website
 - Maintain the tone specific to the student population
 - Keeping in mind, students may not be aware of our internal process, so we must revise the content to be user-friendly in plain communications
- e. Regularly track data/comments and make improvements
 - Track survey responses
 - In the future, add a component to the survey summary that includes a section for positive comments vs. negative comments
 - Social media
 - Using Hootsuite, see how many positive vs negative comments were posted regarding the SFSS in the past three months, and then review on a bi-annual basis
 - Website
 - Using Google Analytics, see what information is frequently sought after, and further expand on that topic or make that information as accessible as possible
 - Analyze common patterns and make improvements





- From the data tracking, identify problem areas, and maintain a list of items to work on. Put in a plan to address those concerns and provide an update to the membership/Board every six months

Simon Fraser Student Society Social Media Plan

Last updated on: July 31, 2019



SOCIAL MEDIA ANALYTICS

| SOCIAL MEDIA OUTLET | NAME OF ACTIVE ACCOUNT | MANAGED BY | FOLLOWING |
|---|---|-----------------------------------|-----------|
|  | Simon Fraser Student Society facebook.com/sfss1 | Communications | 11,504 |
| | SFSS Women's Centre facebook.com/sfsswomenscentre | Communications/ Women's Centre | 985 |
| | SFSS Out on Campus facebook.com/OOC.SFU | Communications/ Out on Campus | 898 |
|  | SFSS Out On Campus twitter.com/outoncampus | Communications/ Out on Campus | 465 |
| | SFSS Women's Centre twitter.com/sfsswomensctr (Last post was Apr 1, 2019) | Communications/ Women's Centre | 189 |
|  | Simon Fraser Student Society instagram.com/sfss_sfu (Last post was Feb 11, 2019) | Communications | 455 |
| | SFSS Women's Centre instagram.com/sfsswomenscentre | Communications/ Women's Centre | 1,239 |
| | SFSS Out on Campus instagram.com/sfsssooc | Communications/ Out on Campus | 237 |
|  | SFSS youtube.com/SFUSFSS | Communications | 247 |

Social Media Goals (effective October 2019)

- 1) Engage students with posts relating to their campus experience:
 - ☐ We will be posting information that relates to students and encourages them to partake in activities on campus outside the classroom environment. Types of information we'll post will include:
 - Events promotion
 - Videos of campaigns
 - Encouragement to join a club or DSU
 - (a) Showcase individual clubs and DSU's on a weekly basis
- 2) Give students an opportunity to be involved with the SFSS by providing them with:
 - ☐ Volunteer and job opportunities
 - ☐ Guest feature opportunities
 - ☐ Video participation
 - ☐ Challenges and contests
- 3) Drive more traffic to the sfss.ca website:
 - ☐ Providing teaser content leading back to the website
 - ☐ Developing graphics of what resources students can find on the SFSS website
- 4) Build our branding and enhance transparency:
 - ☐ Increase conversation about the SFSS
 - ☐ Let the students know we are student led
 - ☐ Provide information on how we can contribute to their undergraduate experience
- 5) Increase our likes and followers:
 - ☐ The Communications team aims to grow our Facebook page to 12,000 page likes by the end of March 2020 by trying out strategies with video, optimal timing, and tagging.

Content Plan

Platform and Purpose:

1) Facebook

- a) Simon Fraser Student Society: We will share daily posts that reflect student life on campus. We'll promote events, campaigns, good news stories and contests.
- c) Women's Centre: The Facebook feed will reflect the space: A collective-run, pro-feminist, anti-racist, pro-choice, sex positive, trans & intersex inclusive space on campus. The Women's Centre team will be responsible for developing a schedule for the frequency of posts.
- d) Out on Campus: The Facebook feed will reflect OOC values: Committing to resist all forms of discrimination and oppression, as well as celebrating the wide diversity of communities that LGBATQ+ folks represent. The Out On Campus team will be responsible for developing a schedule for the frequency of posts.

Metrics

To monitor our progress, we'll have to check our social media insights on a regular basis. The types of metrics we should be tracking for Facebook is as follows:

- Page likes
- Post reach
- Engagement
- Page impression
- Shares

2) Twitter:

- a) Simon Fraser Student Society: Our twitter feed will be used sparingly to promote SFSS news, election topics, key events, and job opportunities. We will tweet by request.

b) Women's Centre: To be determined by Women's Centre and Communications teams.

c) Out on Campus: To be determined by Out On Campus and Communications teams.

Metrics

To monitor our progress, we'll have to check our social media insights on a regular basis. The types of metrics we should be tracking for Twitter is as follows:

- Engagement (replies, retweets and likes)
- Organic impressions
- Followers
- Messages sent
- Response rate & time
- Mentions
- Profile visits

3) Instagram

- a) Simon Fraser Student Society: We will share at least one photo a week of our events and campaigns. The target is 20 likes for each photo.
- b) Our ongoing campaigns will include weekly "Board Member Mondays" and club and student union spotlights

Metrics

To monitor our progress, we'll have to check our social media insights on a regular basis. The types of metrics we should be tracking for Instagram is as follows:

- Followers
- Engagement (likes and comments)
- Engagements per follower
- Engagements per media
- Traffic to website (via link in bio)

4) YouTube

- a) This year, our goal is to use YouTube as a resource to host videos for our other platforms (Facebook and website) rather than its own tool to increase followers.

Metrics

To monitor our views, we'll have to check our social media insights on a regular basis. The types of metrics we should be tracking for YouTube is as follows:

- Views
- Subscribers
- Likes
- Dislikes
- Favourites
- Comments
- Shares

Strategies to Increase Following:

The communications department will deploy the following engagement methods to increase social media engagement (as per Section 1):

- Integrate statistics & compelling data that provide research---based facts to support why students should care
- Show gratitude by thanking students for their involvement and highlight those are actively engaged
- Students are drawn to graphics, infographics, videos and photos. The condensed information allows for the key information to be highlighted and draws people into inquire more or stay tuned
- Draw people in by sharing humorous or light---hearted content. Keep and engage followers by providing key information and important student issues. Show the 'student personality'
 - Engage the students in developing the conversation/content
 - Idea: "Caption this" competition as students caption humorous photos
 - Idea: Livestream key events and discussions
 - Idea: "Tag 5 friends" to draw people into the postings.

- Idea: Highlight student achievements and talents. Share photos and videos created by student unions and clubs to highlight diverse student campus life
- Include simple call---to---action to make it easy to complete the goals in your social media campaign. Allow people to tag someone else to participate
- Idea: “I care because...” to highlight students sharing what issues they care about. For example, this can be applied for the sexual violence awareness campaign
- Make the students feel as though they are part of the SFSS, this can be done by personalizing the posts, as well as the Board of Director representatives
 - Idea: Behind the scenes of projects, event planning & initiatives
 - Idea: Introducing Board of Directors & SFSS staff

Hashtags & Links

- Use hashtags to cultivate convenient means to track progress and conversations in one central location
- Tag the respective collaboration group to reach out to their networks as well. This will reiterate the partnership and link your followers to their networks
- Use bit.ly links to shorten URL links & allow for easy access

Content Calendar

The communications team will prepare a content calendar with predeveloped messages to be used on all social media platforms. This method could allow us to give students to create content as well (to be revised and added to the calendar by the communications department. This is an example of what the content calendar could look like:

| MONDAY (DATE) | | | | |
|----------------|-------------------|---|---|--------|
| Time | Title | Copy | Link | Clicks |
| | FACEBOOK | | | |
| 6:00 | Winter Craft Fair | Come join crafters from all over BC in the cozy hallway of the North AQ for the "WINTER CRAFT FAIR." | sfss.ca/winter-craft-fair | |
| 10:00 | | | | |
| 2:00 | | | | |
| | TWITTER | | sfss.ca/winter-craft-fair | |
| 6:00 | Winter Craft Fair | Need to get holiday shopping done? Come join crafters from all over BC in the cozy hallway of the North AQ for the "WINTER CRAFT FAIR." | | |
| 10:00 | | | | |
| 2:00 | | | | |
| | INSTAGRAM | | | |
| 12:00 | Winter Craft Fair | Tee time! Want your own? Come get yours at the Winter Craft Fair, on until Dec 2. | PHOTO | |
| 18:00 | | | | |
| | | | | |
| TUESDAY (DATE) | | | | |

Social Media Request Guidelines

The current goals of these channels are 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 SFSS Communications Work Order.

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).

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 filled out a work order form with the following information:

- 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

Recommendations

1. Connect with other communicators and marketing outlets on campus, both formal and informal. Partner with sharing information, reaching out to mutual networks and host joint projects, events or initiatives.

a. Communications related departments at SFU

- ☐ Faculty of Communication, Art and Technology
- ☐ Beedie School of Business - Marketing
- ☐ The School of Interactive Arts & Technology

Note: a potential partnership could be made with these departments for an SFSS Communications Working Group (see Communications Ad-Hoc Committee Terms of Reference)

b. Formal outlets (official SFU accounts):

- ☐ SFU Student Central
- ☐ Health and Counselling Services
- ☐ Hi-F.I.V.E.

c. Strategy to connect with other communicators:

- ☐ Share other communicators' content and contests
- ☐ Share all job and volunteer opportunities
- ☐ Reach out to the communicators managing the accounts mentioned above to regularly collaborate on campaigns

2. Perform [social media audit](#) to review what's working, failing & can be improved across social media channels.

a. What's Working?

- ☐ Social Media contests
- ☐ Light-hearted videos
- ☐ Announcements for free food (pancake breakfast, free hotdogs etc.)
- ☐ Advocacy campaign promotion

b. What could we work on?

- ☐ We need to reduce the number of reminders we post, such as:
 - “Buy your Pub night tickets today”
 - “Sign up now”
 - “Donate now”
- ☐ Develop more engaging visuals
 - Every single post should include an image

3. Identify methods to highlight student-generated content. Introduce regular initiatives that highlight student talent and activity.

- ☐ Submission Videos
- ☐ Volunteer photographers
- ☐ Volunteer social media content developers

FUTURE RESEARCH (to be completed by the end of January 2020):

4. Research other social media platforms that SFU students regularly utilize, as well as the specific techniques that are contained within each platform (ex. videos, photos, contests, prizes, surveys, etc.).
5. Research how other student societies engage with their membership. Identify successful methods and see how they can be integrated within the SFU setting.



simon fraser
student society

Mental Wellness Day

Post-event Report

Table of Contents

| | |
|-----------------------------------|-----|
| Executive Summary..... | 3 |
| Summary..... | 3 |
| Key Achievements..... | 3 |
| Key Recommendations..... | 3 |
| Introduction..... | 4 |
| History..... | 4 |
| Background..... | 4 |
| Objectives..... | 4 |
| Finances..... | 5 |
| Budget..... | 5 |
| Actual Costs..... | 5 |
| Recommendations..... | 5-6 |
| Logistics..... | 7 |
| Location..... | 7 |
| Marketing & Media Promotion..... | 7-8 |
| Sponsorship..... | 9 |
| Recommendations..... | 10 |
| Feedback..... | 11 |
| Conclusion & Recommendations..... | 14 |

Executive Summary

Summary

This project received overwhelming support. The purpose of this project was mainly to promote mental well-being during exam season.

Overall, we went under the original budget - however, this may be because we took out some items and I overestimated the budget (added a 10% contingency). Also, we bought a lot of items in Canada in person, so we did not have to account for CAD/USD conversion or shipping costs.

Logistically, we need more volunteers to walk around campus locations for future iterations of the project. We also need to confirm our Wellness Booth earlier so we can promote the event earlier. Lastly, finding more sponsors, especially health food sponsors, would help cut down costs of the project.

Key Achievements

The feedback for this project was very positive (from students, staff, and faculty). It helped strengthen community ties with student volunteers, SFU departments, and SFU students. This project also helped raise awareness for SFSS and what we do.

Key Recommendations

Finances

- Print somewhere cheaper than SFU Document Solutions, or get other departments to split printing cost

Logistics

- Have the Wellness Booth in a more high-traffic area, such as Blusson Hall
- Confirm table bookings and promote the event earlier
- Collaborate with more campus groups
- Seek more external sponsorships
- Include more vegan and gluten-free options for the Wellness Booth
- Include more resources at the Wellness Booth table
- Use iPads for digitized (not print) feedback forms

Introduction

History

This initiative was the first of its kind; Mental Wellness Day in Summer 2019 was to be a sort of pilot to test the waters before implementing a semesterly program for this Board Year of 2018/2019.

Background

Who: for SFU students, from SFSS

What: handing out Mental Health Care Packages, setting up a Wellness Booth with lemonade, cookies, and a positive sticky notes wall

When: last week of classes - Wednesday, July 31 from 11am to 1pm (it ran long - went until 2pm)

Where: Burnaby - North AQ, around the campus, Surrey - around the campus (not Mez, and there was no booth for Surrey)

Why: to provide stress relief before finals season, and to show that SFSS cares

Objectives

- To make SFU students happier and improve their day
- To show SFU students that there are people who care about their mental health & well-being
- To reduce stigma against mental health by openly conversing about it
- To raise awareness for SFSS and other SFU services



Finances

Budget

The budget estimated it would cost **\$2,831.66 for 200 packages**. This included a 10% contingency as well as CAD/USD conversion and shipping fees. This also included costs for materials that ended up not being in the final packages.

Actual Costs

We ended up buying most things in store (Costco, Dollarama), so there was no need to convert between CAD and USD or calculate shipping costs.

In total, the cost of supplies and printing was **\$1,749.90**, with around **\$360** of that being used for printed material such as departmental contact postcards, item list, colouring sheets, and SFSS-branded stickers. It is important to note that not all of these stickers were used. **\$45** of the above cost was also due to hand sanitizers, which was not used.

This means each package cost around **\$8.52**. Again, this is not exact as some supplies (bubble wrap, hand sanitizer, smaller SFSS stickers) were not used up.

For the Wellness Booth, we spent **\$108.93** on lemonade, cookies, and other supplies such as napkins, cups, and sticky notes.

Recommendations

Printing

- It may be cheaper to print at Cornerstone Printing rather than at SFU Document Solutions
- Get other SFU departments on the departmental contact postcard to share the cost of the postcard



Supplies

- Buying more items would reduce the price per item - next time, we could order more than 200
- Getting sponsorships would help keep supplies cost down



Logistics

Location

In SFU Burnaby, our booth was located in the **North AQ**; however, I walked around campus handing out the packages. Here are some possible future locations to cover:

- Rotunda
- Library
- MBC
- TASC 1 & 2
- Shrum Science Centre
- BPK Lounge
- AQ Pond (for those studying outside)
- Applied Science Building
- Blusson & Saywell Hall

I noticed that it was easier to approach students studying alone, since I didn't have enough packages to hand out to students studying together. In future semesters, it would be great to hand out packages to groups of students.

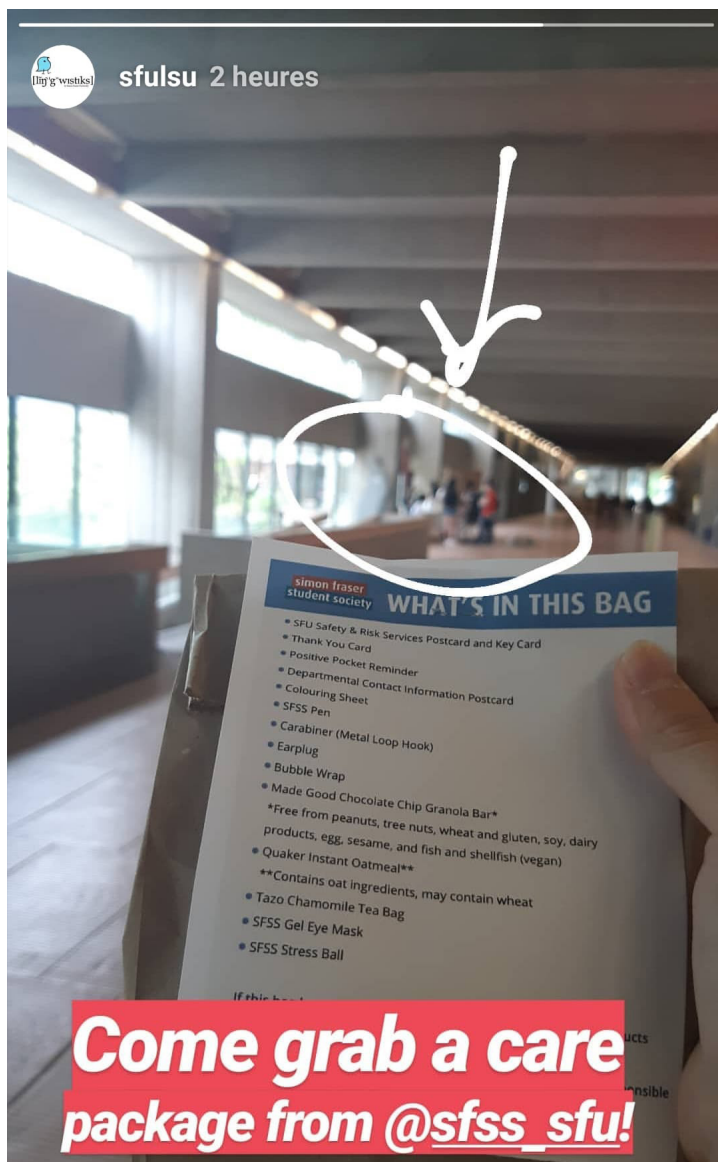
Marketing & Media Promotion



Some feedback suggested promoting this event more, which makes sense considering that the Facebook event page went up the week of the event. We also had a last-minute location change because the table booking wasn't confirmed until the day before.

Collaborating with the mental health club, Pursuit of Happiness, helped us promote our event further. It also helped strengthen our community ties, so we impacted both students who received the package and students who helped distribute the packages (whether that's the SFSS Events Committee, SFSS Board of Directors, or SFU Pursuit of Happiness). In fact, both students who received the package and students who were organizing this event promoted it on Instagram and tagged @sfss_sfu.

Overall, it was a very positive experience for everyone who was involved, and all parties expressed interest in re-doing this initiative in the future.



Sponsorship

We got some items for free because they were donated to us from different departments across campus. These items include but are not limited to:

- Pads from the **SFSS Women's Centre**
- Thank you cards and positive pocket reminders from **SFU Health & Counselling**
- Informational business cards from **SFSS Out on Campus**
- Earplugs
- Postcard and key card from **SFU Safety and Risk Services**

In the future, it might be good to seek out external sponsorships from non-perishable food companies as well.

WHAT'S IN THIS BAG

- SFU Safety & Risk Services Postcard and Key Card
- Thank You Card
- Positive Pocket Reminder
- Departmental Contact Information Postcard
- Colouring Sheet
- SFSS Pen
- Carabiner (Metal Loop Hook)

- Earplug

- Bubble Wrap

- Made Good Chocolate Chip Granola Bar*

*Free from peanuts, tree nuts, wheat and gluten, soy, dairy products, egg, sesame, and fish and shellfish (vegan)

- Quaker Instant Oatmeal**

**Contains oat ingredients, may contain wheat

- Decaf Chamomile Tea Bag

- Unscented Hand Sanitizer

- Gel Eye Mask

- Stress Ball

If this bag has a red or pink sticker, it includes menstrual products

Disclaimer: Some items may contain allergens; we are not responsible for any reactions that may occur as a result.

Recommendations

- Set up the booth in a busier location like Blusson Hall
- Have more volunteers walking around handing out packages
- Promote the event earlier
- Collaborate with mental health groups on campus (HiFIVE, Health Peers, Pursuit of Happiness, Wings of Hope)
- Contact more external sponsors
- Have items like heating bags, first aid kit (band-aids), gum, hand sanitizer, and fuzzy socks
- Include vegan and gluten-free options
- Collaborate with Embark for healthier foods (one student suggested healthier foods)
- Recruit more people to help assemble packages
- Use a red marker instead of stickers
- Use a bigger assembly space to not lose track of items
- Include informational pamphlets from SFU departments and other resources on the table

DEPARTMENT CONTACTS

Sexual Violence Support and Prevention Office

A trauma-informed and survivor-centered service which offers support to campus community members impacted by sexual violence, regardless of when or where the incident took place.

778-782-7233 sv-support@sfu.ca sfu.ca/sexual-violence

Ombudsperson

A confidential, impartial and independent resource for students seeking help to resolve a University concern.

778-782-4563 ombuds@sfu.ca sfu.ca/ombudsperson

Women's Centre

A caring-safer space that provide services to students of all genders, including, crisis referrals & peer support, a free feminist library, free menstrual and safer sex supplies, food support, and a 24/7 safer space for women (cis, trans, femmes).

778-782-3670 womenscentre@sfss.ca sfss.ca/wctr

Human Rights Office

The Human Rights Office handles complaints from students, staff, and faculty under SFU's human rights policy which prohibits discrimination and harassment.

778-782-4446 mbrunell@sfu.ca sfu.ca/hro

Appointments
778-782-6632
hroadmin@sfu.ca

Out on Campus

Find LGBTQ+ community, support, and resources at SFSS Out On Campus.

778-782-5933 ooc@sfss.ca sfss.ca/ooc

DEPARTMENT CONTACTS

Health & Counselling

A team of medical and mental health professionals are available in Health & Counselling Services to support the health and well-being.

BBY:
778-782-4615
SRY/VAN:
778-782-5200 hcsinfo@sfu.ca sfu.ca/students/health

My SSP

All SFU students can access free, 24/7 Mental Health support via chat or phone. Or you can phone to book an in-person appointment; request a counsellor of a specific cultural identification or request a different counsellor.

1.844.451.9700
Outside North America:
001.416.380.6578 sfu.ca/students/health/support/mental-health/my-ssp

Interfaith Centre

Support the spiritual well-being of students, staff and faculty and increase the understanding of and respect for religious beliefs and practices.

778-782-3180 ifcadmin@sfu.ca sfu.ca/students/interfaith

Safety & Risk Services (SRS)

778-782-4500 Emergency Line (Urgent Security/ First Aid)

778-782-7991 Non-Emergency Line (Security/ Safe Walk)

sfu.ca/emergency sfu.ca/srs

Feedback

Students, staff, and faculty alike supported this initiative, especially because it highlights the importance of mental well-being.

Attendees

Many students were happy to get free food and care packages - however, I found that we had to clarify that packages were free before students would accept them.

One student pointed out that the menstrual products donated by the SFSS Women's Centre were a nice touch. Other students enjoyed how "everyone look[ed] cheerful" and stated how the project "brought so much positivity to [their] day."

Mental Health Day & Care Packages Feedback

Did you like this project? Yes/ No

Why? because it makes you
assess your health

Mental Health Day & Care Packages Feedback

Did you like this project? Yes/ No

Why? Its nice to remind
ppl that this is important

Staff & Faculty

This project received support from many staff and faculty members. When I contacted the different SFU departments for the departmental contact postcard, many of them loved this initiative. The Faculty of Arts and Social Sciences also supported this initiative and even offered to help promote it in the future.

“

I've been going through a lot lately, [I don't know] what clicked today but I feel way better!

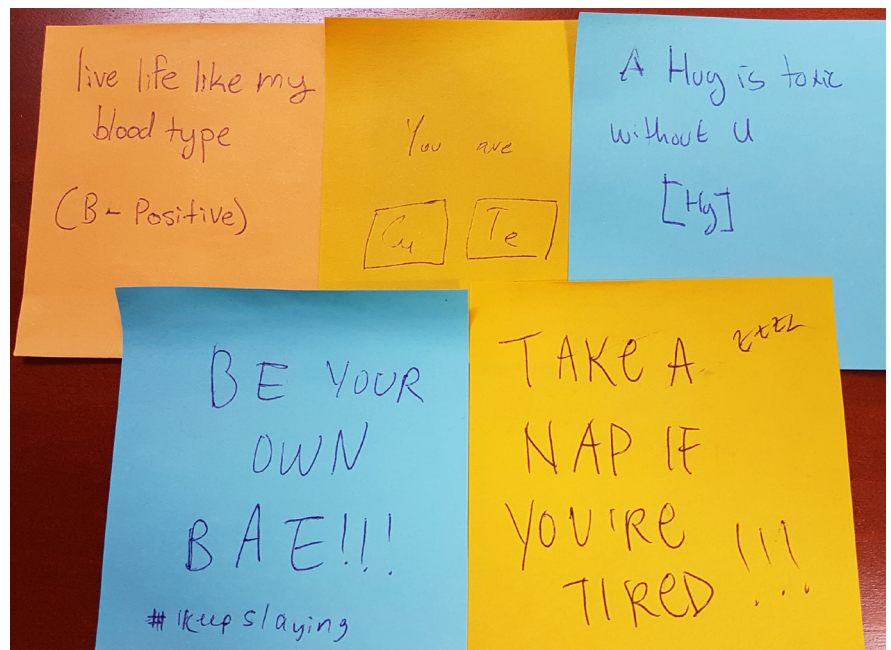
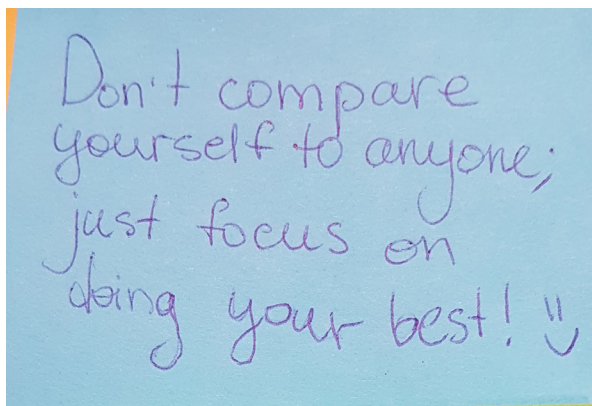
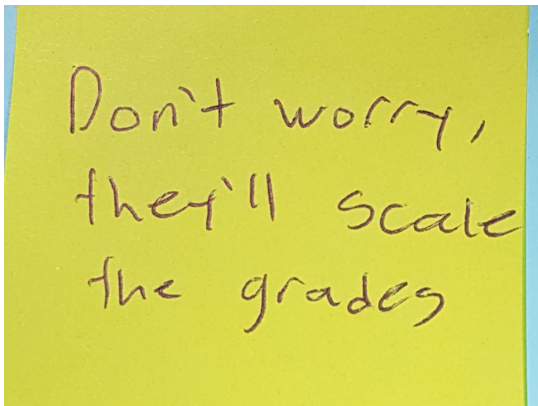
I didn't have breakfast and your project saved me.

It's so cool to know SFSS is involved in caring for students.
Thank you!!

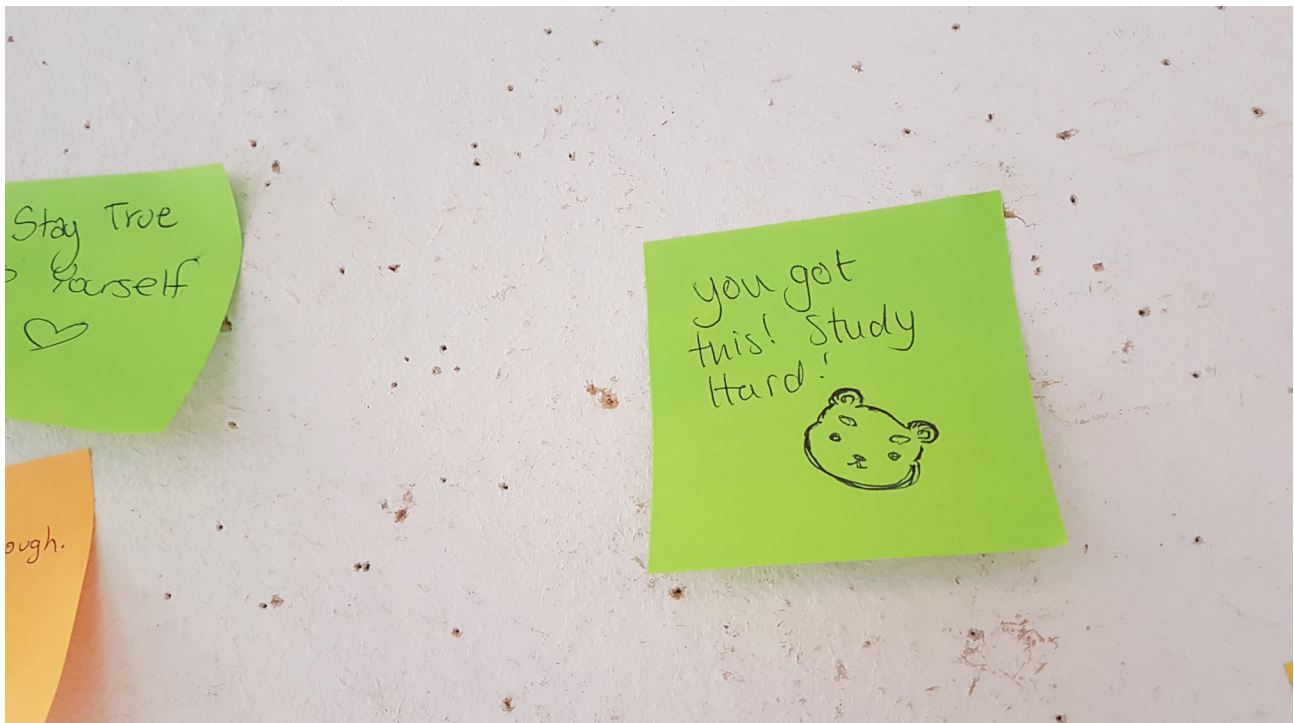
It's nice to know someone cares.

Cool way to keep the campus engaged and destress during finals.

I really enjoyed the care packages and the post-it note activity.



Out of all the people who filled out the feedback form, **93%** like said they liked this initiative (7% did not circle a response). **95%** (5% did not circle a response) said they would like to see this happen again.



Conclusion & Recommendations

Overall, this project was very successful and garnered not just the attention of SFU students but also that of SFU staff and faculty.

In the future, I am hoping that each package will be cheaper than it was in this pilot initiative. The team has definitely learned a lot from this first run of the project. We also have some leftover material such as bubble wrap and stickers.



FASS Futures Part 2: SFSS Question Results

June 12, 2019

Monica Petek, Data Analyst, FASS Dean's Office

Table of Contents

| | |
|--|----------|
| Executive Summary | 2 |
| Background Note on the FASS Futures Surveys | 3 |
| Composition of SFSS Survey Sample | 4 |
| Question 1: SFSS Services | 5 |
| Question 2: Student Priorities | 6 |
| Question 3: SFSS Professional Development Workshops | 8 |

Executive Summary

In Spring 2019, the Faculty of Arts and Social Sciences Dean's Office conducted two 'FASS Futures' surveys. These surveys were designed to help the Faculty better understand student's current work lives and future career aspirations, in order to guide curriculum and student service planning. These surveys were sent to all undergraduate and graduates students in FASS, as well as undergraduates from other Faculties enrolled in one or more FASS course in Spring 2019.

The second survey includes three questions from the SFSS. The first question gauges student awareness of different SFSS-provided services. The second asks students to rank different campus issues (e. g. lower tuition, course availability, affordable food options of campus, etc.) in terms of importance. The third question asks students to choose one of five different workshops or professional development opportunities that they would most like the SFSS to offer. These questions were shown only to undergraduate students. In total, 1592 students responded to at least one of the three questions provided by the SFSS.

Highlights from the survey results include:

- **An overwhelming majority of survey respondents are aware the SFSS provides the U-Pass and Student Health and Dental Plan. Other SFSS services, such as free or low cost workshops, the food bank program, and the free legal clinic are much less widely known.**
 - International students were less likely than domestic students to know that SFSS provides the U-Pass and Health and Dental Plan, but more likely to know about the food bank and free legal clinic.
- **Lower tuition is a top priority for the majority of survey respondents.**
 - Lower tuition received the highest average ranking of importance from a list of seven student issues.
 - Half of all respondents rated lower tuition as their number one priority. 76% of survey respondents rated it as one of their top three priorities.
- **Course availability, access to scholarships and grants, campus security, and sexual violence prevention and support are the next highly ranked priorities.**
 - On average, women rated campus safety and sexual assault support and prevention as more important than men.
- **The most popular proposed workshop to be offered by the SFSS is Financial Fluency.**
 - 26.3% of respondents selected the Financial Fluency workshop option.
 - The top workshop choice for international students was Public Speaking/Participation Assistance. This was also the second most selected workshop choice for domestic students.

Background Note on the FASS Futures Surveys

The Faculty of Arts and Social Sciences Dean's Office conducted two "FASS Futures" surveys in Spring 2019. These surveys were primarily designed to help the Faculty better understand student's current work lives and future career aspirations. They also included questions from the English Department, Arts Central, and the SFSSS. Data collected from the surveys is being used to guide curriculum and student service planning.

The first FASS Futures survey was sent to 16 186 students, including all undergraduate and graduates students in FASS, as well as undergraduates from other Faculties enrolled in one or more FASS course. The survey received 2848 responses in total, a response rate of 17.6%. 2793 of these responses were complete (i. e. the respondent reached the end of the survey).

The second FASS Futures survey was sent to the 2793 students who completed the first survey. This second survey received 1786 responses, a response rate of 63.9%. Of the 1786 respondents, 1712 completed the survey to the end and 74 provided partial responses.

Questions from the SFSS were included in the second FASS Futures survey. These questions were shown only to undergraduates. 1592 students responded to at least one of the three questions provided by the SFSS.

Composition of the SFSS Survey Sample

The demographic composition of the SFSS survey sample is described below.

Faculty Composition: 67.3% of the survey respondents are in the Faculty of Arts and Social Sciences, 39.5% are in other Faculties. The full breakdown of survey respondents by Faculty is shown below. Because survey respondents were given the option to select more than one Faculty, percentages do not add up to 100%.

| Faculty | Number of Respondents | Percentage of Respondents ¹ |
|---|-----------------------|--|
| Faculty of Arts and Social Sciences | 1071 | 67.3% |
| Faculty of Science | 152 | 9.5% |
| Beedie School of Business | 130 | 8.2% |
| Faculty of Communications, Arts, and Technology | 104 | 6.5% |
| Faculty of Health Sciences | 81 | 5.1% |
| Faculty of Education | 58 | 3.6% |
| Faculty of Applied Sciences | 54 | 3.4% |
| Faculty of Environment | 51 | 3.2% |

Course Load: 88.8% of respondents (1414) have a full-time course load (taking at least 9 units). 11.2% (178) are part-time students.

Gender Composition: The majority of respondents are women. Out of the 1522 survey respondents who chose to disclose their gender, 72.9% (1109) identify as women, 26.3% (400) as men, and 0.8% (13) as non-binary and/or other gender identities.

Domestic/International Status: 88.7% of survey respondents are domestic students (1411), 11.3% international students (179).

Students at Work: 62.4% of all respondents to the SFSS survey questions (993) are currently working.

First Generation University Students: 26.0% of survey respondents (413) report they are the first person in their immediate family to go to university. 72.6% (1155) report not being the first and another 1.45% (23) report they do not know.

For a complete overview of the results of the FASS Futures surveys, including the demographic composition of the full survey samples, please request the comprehensive survey reports.

¹ This is the percentage of the 1592 undergraduate students who responded to at least one of the three questions provided by the SFSS.

Question 1: Which of the following services were you aware the SFSS provided?

As shown in the table below, **an overwhelming majority of survey respondents know that the SFSS provides the U-Pass (93.4%) and the Health and Dental plan (90.0%).** Other services provided by the SFSS are less widely known. **A minority of survey respondents were aware that the SFSS provides free or low cost workshops (21.2%), a food bank program (20.5%), or a free legal clinic (16.7%).**

Students were invited to select as many options as they felt applied, so the table below indicates the percentage of respondents who selected each option out of the total 1549 respondents.

| Which of the following services were you aware the SFSS provided? | Percentage of Respondents | Number of Respondents |
|---|---------------------------|-----------------------|
| U-Pass BC | 93.4% | 1447 |
| Student Health and Dental Plan | 90.0% | 1394 |
| Room and Equipment Bookings | 35.8% | 554 |
| Free or Low Cost Workshops | 21.2% | 329 |
| Food Bank Program | 20.5% | 317 |
| Free Legal Clinic | 16.7% | 259 |

Demographic Differences in Awareness of SFSS Services²

Women were less likely than men to report they were aware the SFSS provides a free legal clinic (15.3% vs 20.8%) or food bank program (18.4% vs 24.9%). However, women were more likely to report they were aware of the Student Health and Dental Plan (91.8% vs 86.7%).

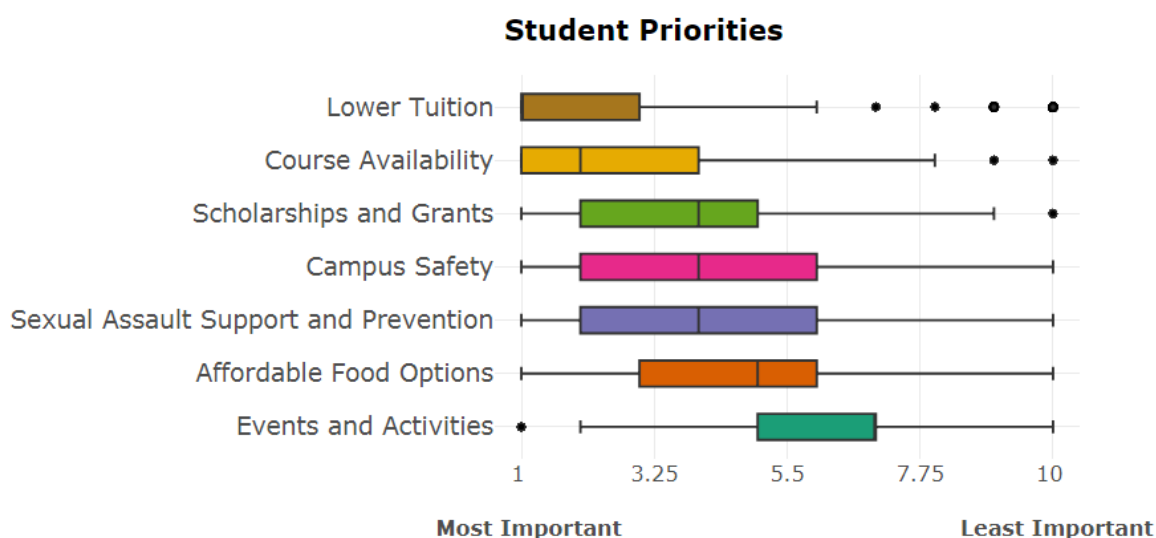
International students were more likely than domestic students to report they were aware the SFSS provides a free legal clinic (22.4% vs 16.0%) and food bank program (34.5% vs 18.7%). However, they were less likely than domestic students to be aware that the SFSS provides the Student Health and Dental Plan (81.0% vs 91.1%) and U-Pass (81.6% vs 95.0%).

² All between-group differences described here are statistically significant with p-values < 0.05.

Question 2: Rank the following items in terms of importance to you.

Survey respondents were shown a range of student issues (listed in the table below) and asked to rank their importance on a scale of 1 to 10, with 1 for most important and 10 for least important. Note that the question wording was somewhat ambiguous. Some respondents rated each issue independently, with multiple '1' scores, while others ranked the issues. Because of this ambiguity, the survey responses likely under-estimate student support for top priorities but potentially over-estimate student support for issues with low rankings.

Respondent ratings for each issue are shown in the figure below:



As shown in the above figure and the table below, **lower tuition is the most highly ranked priority by survey respondents**. It received the highest average ranking of 2.69 out of 10. Half of all respondents rated it as 1 for most important priority. 76% of survey respondents rated it as one of their top three priorities.

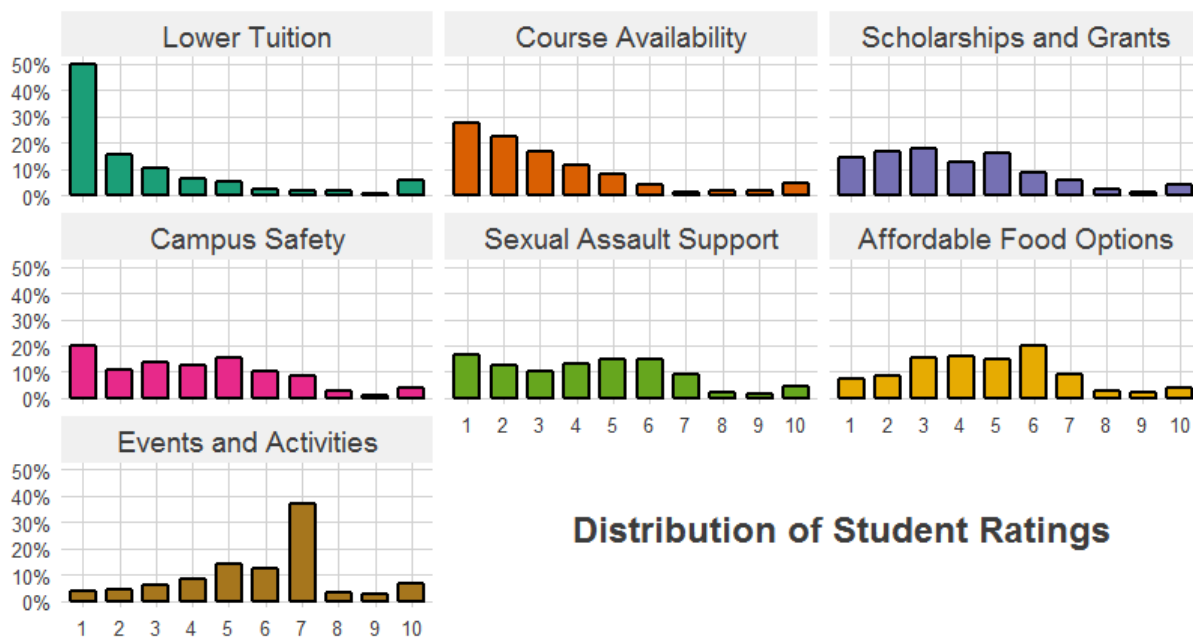
The next most highly rated issue was course availability. It received the second highest average ranking of 3.19 out of 10. 27.7% of survey respondents gave it a score of 1 and 67.1% rated it as one of their top three priorities.

Although both campus safety / security initiatives and sexual assault support and prevention measures received lower average rankings than access to scholarships and grants, the most common ranking for these two issues was '1'. This suggests campus safety and sexual assault support and prevention are top priorities for a significant number of students. Furthermore, on average, women rated campus safety and sexual assault support and prevention as more important than men. For women, the median rankings of these two issues were 4 out of 10, while for the men the median rankings were 5 out of 10.

| Rank the following items in terms of importance to you. | Mean Ranking | Median Ranking | Modal Ranking | Standard Deviation | n |
|---|--------------|----------------|---------------|--------------------|------|
| Lower Tuition | 2.69 | 1 | 1 | 2.53 | 1569 |
| Course Availability | 3.19 | 2 | 1 | 2.39 | 1568 |
| Access to Scholarships and Grants | 3.98 | 4 | 3 | 2.31 | 1565 |
| Campus Safety / Security Initiatives | 4.14 | 4 | 1 | 2.93 | 1568 |
| Sexual Assault Support and Prevention Measures | 4.33 | 4 | 1 | 2.46 | 1558 |
| Affordable Food Options on Campus | 4.75 | 5 | 6 | 3.27 | 1561 |
| More Events / Activities on Campus | 5.93 | 7 | 7 | 2.14 | 1560 |

More events / activities on campus received the lowest rating. On average, students who are currently working rated more events and activities on campus as less important than students who are not working. For working students, the median ranking for this issue was a 7 out of 10, while for students not working the importance was 6 out of 10.

The distributions of student ratings for each issue are illustrated in the figure below:



Question 3: Which one of the following workshops or professional development opportunities would you be most interested in having SFSS offer on your co-curricular record?³

As shown in the table below, the most popular workshop option was 'Financial Fluency', selected by 26.3% of students. This was followed by 'Public Speaking/Participation Assistance' (20.7%), Leadership Programs (19.7%), Conflict Resolution (18.7%), and Tutorship Program (12.5%).

The table below indicates the number and percentage of respondents who selected each option out of the total 1575 respondents to this question.

| Which of the following workshops or professional development opportunities would you be most interested in having SFSS offer on your co-curricular record? | Percentage of Respondents | Number of Respondents |
|--|---------------------------|-----------------------|
| Financial Fluency | 26.3% | 415 |
| Public Speaking / Participation Assistance | 20.7% | 326 |
| Leadership Programs | 19.7% | 310 |
| Conflict Resolution | 18.7% | 294 |
| Tutorship Program | 12.5% | 197 |
| Other | 2.1% | 33 |

There were no statistically significant differences in workshop interest by gender, whether or not the student is a first-generation university student, or whether or not the student is currently working. However, international students were less interested in workshops on financial fluency than domestic students (19.1% vs 27.2%), but more likely to express interest in public speaking workshops (25.3% vs 20.1)⁴. Public Speaking / Participation Assistance was the most frequently selected workshop option for international students, and second most frequently selected for domestic students.

³ It is worth noting that students were asked this question after completing a series of questions to gauge their interest in short, intensive courses which could potentially be developed by FASS. Student responses, especially text responses to the 'Other' option, may have been influenced by this prompting.

⁴ Note this difference is not statistically significant with $p = 0.1$. However, this may be in part due to the small sample of international students.

Text Responses to Question 3

Students who selected the 'Other' option were provided a text box to write suggestions for other workshops they would like the SFSS to offer. Responses are as follows:

13 students suggested workshops to develop specific skills, including social media analytics, statistics, critical thinking, writing, home economics, and e-volunteering.

- Social Media Analytics
- Computer skills
- Statistical analysis of data.
- Statistics
- How to not lie with statistics; logic and reasoning; logical fallacies
- Critical Thinking
- critical thinking and writing
- Creative writing
- Writing
- Speaking + answering questions like an academic!
- Home economics
- Gym fitness coaching programs
- Evolunteering

Four students suggested workshops specifically related to career planning and preparation.

- Academic Career Preparation
- Career planning
- Career related workshop
- Career Personality: What do i like and what do i want help

Two students suggested workshops based around themes of diversity, inclusion, and anti-oppression.

- Navigating workplaces as a person with many intersecting identities
- Diversity/ multiculturalism/ intersectionality

Five students expressed that none of the workshop options offered would be of interest to them.

- they all sound meh
- Not interested in these workshops
- None
- none of theses

- With 15 years of professional experience, I don't feel my professional development needs would be representative of the wider SFU community

One student suggested all of the workshops could be offered.

- All of them are important.

Two students offered feedback on the SFSS survey questions themselves.

- I'm not sure what this question means, sorry for the crap answer.
- Why isn't Out On Campus one of the topics in this part of the survey?

Three students used the question as an opportunity to draw attention to the SFSS itself and SFSS-endorsed campaigns like Tuition Freeze Now.

- Tuition freeze now
- I'm against the SFSS
- Political history of SFSS.

Misc.

- Never got a co-op Education term

"Welcome Day Collaboration"

July 19, 2019

All foods and 1 airpod

| Attendees | Projected |
|------------|-----------|
| Club execs | |
| Students | |
| | |
| | |
| | |
| Total | 0 |

| Revenue | | Revenue Per Person | | | Total Revenue | Notes |
|---------------|----------------------|--------------------|------------|-----------|---------------|-------|
| | | Units | Unit Price | Projected | Projected | |
| 1 | Ticket Sales | | | 0.00 | 0.00 | |
| | | | | 0.00 | 0.00 | |
| | | | | | | |
| 2 | Internal Sponsorship | | | 0.00 | 0.00 | |
| | SFSS Sponsorship | | | 0.00 | 0.00 | |
| | SFSS Core Funding | | | 0.00 | 0.00 | |
| | | | | | | |
| 3 | External Sponsorship | | | 0.00 | 0.00 | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| TOTAL REVENUE | | | | 0.00 | 0.00 | |

| Variable Expenses | | Cost Per Person | | | Total Cost | Notes |
|-------------------------|---|-----------------|------------|-----------|------------|-------|
| | Expenses that can change (ie. Depending on number of attendees). Below are examples of variable expenses. | Units | Unit Price | Projected | Projected | |
| 1 | Ex. Food | | | 0.00 | 705.50 | |
| | Mini Donut Machine Rental | 1 | 35.00 | 0.00 | 35.00 | |
| | Donuts (\$25/70 donuts) | 10 | 25.00 | 0.00 | 250.00 | |
| | Cinnaon Sugar (\$9.95/5 bags) | 1 | 9.95 | 0.00 | 9.95 | |
| | Donut Bags (\$3.50/25bags) | 30 | 105.00 | 0.00 | 105.00 | |
| | Freezies (80/Box) | 10 | 15.00 | 0.00 | 150.00 | |
| | Ice | 5 | 4.00 | 0.00 | 20.00 | |
| | Cotton Candy Sugar Mix | 2 | 39.95 | 0.00 | 79.90 | |
| | Candy Floss Cones (\$7.95/100) | 7 | 7.95 | 0.00 | 55.65 | |
| | | | | | | |
| 2 | Drinks | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| 3 | Other | | | | | |
| | Napkins, 350-count | 2 | 5.00 | | 10.00 | |
| | Prize - Apple AirPods | 1 | 269.00 | | 269.00 | |
| | | | | | | |
| TOTAL VARIABLE EXPENSES | | | | 0.00 | 678.95 | |

| Fixed Expenses | | Cost Per Person | | | Total Cost | Notes |
|----------------|---|-----------------|------------|-----------|------------|-------|
| | Expenses that do not change no matter what. | Units | Unit Price | Projected | Projected | |
| 1 | Ex. Rent | | | 0.00 | 0.00 | |
| | | | | | | |
| | | | | | | |
| 2 | | | | 0.00 | 0.00 | |
| | | | | | | |
| | | | | | | |
| 3 | | | | 0.00 | 0.00 | |

| | | | | | |
|----------------------|--|--|-------|------|---------|
| | | | | | |
| | | | | | |
| | | | | | |
| TOTAL FIXED EXPENSES | | | | 0.00 | 0.00 |
| | | | | | |
| GST (5.00%) | | | 5.00% | 0.00 | 33.95 |
| PST (7.00%) | | | 7.00% | 0.00 | 47.46 |
| | | | | | |
| TOTAL EXPENSES | | | | 0.00 | 760.36 |
| CONTINGENCY (10.00%) | | | | | 836.39 |
| | | | | | |
| Net Deficit | | | | 0.00 | -760.36 |

"Welcome Day Collaboration"

July 19, 2019

2 airpods (at discount) no freezies

2 airpods at \$200 ea.

| Attendees | Projected |
|------------|-----------|
| Club execs | |
| Students | |
| | |
| | |
| | |
| Total | 0 |

| Revenue | | Revenue Per Person | | | Total Revenue | Notes |
|---------------|----------------------|--------------------|------------|-----------|---------------|-------|
| | | Units | Unit Price | Projected | Projected | |
| 1 | Ticket Sales | | | 0.00 | 0.00 | |
| | | | | 0.00 | 0.00 | |
| | | | | | | |
| | | | | | | |
| 2 | Internal Sponsorship | | | 0.00 | 0.00 | |
| | Sponsorship | | | 0.00 | 0.00 | |
| | Funding | | | 0.00 | 0.00 | |
| | | | | | | |
| 3 | External Sponsorship | | | 0.00 | 0.00 | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| TOTAL REVENUE | | | | 0.00 | 0.00 | |

| Variable Expenses | | Cost Per Person | | | Total Cost | Notes |
|-------------------------|-------------------|-----------------|------------|-----------|------------|---------------|
| | <i>can change</i> | Units | Unit Price | Projected | Projected | |
| 1 | Ex. Food | | | 0.00 | 535.50 | |
| | Machine | 1 | 35.00 | 0.00 | 35.00 | |
| | (\$25/70 | 10 | 25.00 | 0.00 | 250.00 | Frozen from (|
| | (\$9.95/5 bags) | 1 | 9.95 | 0.00 | 9.95 | |
| | (\$3.50/25bags) | 30 | 105.00 | 0.00 | 105.00 | |
| | (80/Box) | 10 | 0.00 | 0.00 | 0.00 | |
| | Ice | 5 | 0.00 | 0.00 | 0.00 | |
| | Sugar Mix | 2 | 39.95 | 0.00 | 79.90 | |
| | Cones | 7 | 7.95 | 0.00 | 55.65 | |
| | | | | | | |
| 2 | Drinks | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| 3 | Other | | | | | |
| | Napkins, 350-co | 2 | 5.00 | | 10.00 | |
| | Prize - Apple Ai | 2 | 205.00 | | 410.00 | |
| | | | | | | |
| TOTAL VARIABLE EXPENSES | | | | 0.00 | 945.50 | |

| Fixed Expenses | | Cost Per Person | | | Total Cost | Notes |
|---|----------|-----------------|------------|-----------|------------|----------------|
| Expenses that do not change no matter what. | | Units | Unit Price | Projected | Projected | |
| 1 | Ex. Rent | | | 0.00 | 0.00 | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| 2 | | | | 0.00 | 0.00 | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| 3 | | | | 0.00 | 0.00 | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| TOTAL FIXED EXPENSES | | | | 0.00 | 0.00 | |
| GST (5.00%) | | | 5.00% | 0.00 | 47.28 | |
| PST (7.00%) | | | 7.00% | 0.00 | 66.19 | |
| TOTAL EXPENSES | | | | 0.00 | 1,058.96 | This puts us u |
| CONTINGENCY (10.00%) | | | | | 1,164.86 | |
| Net Deficit | | | | 0.00 | -1,058.96 | |

Costco

up to \$164.86 over budget

"Welcome Day Collaboration"

July 19, 2019

2 airpods and no donuts

| Attendees | Projected |
|--------------|-----------|
| Club execs | |
| Students | |
| | |
| | |
| | |
| Total | 0 |

| Revenue | | Revenue Per Person | | | Total Revenue | Notes |
|----------------------|----------------------|--------------------|------------|-------------|---------------|-------|
| | | Units | Unit Price | Projected | Projected | |
| 1 | Ticket Sales | | | 0.00 | 0.00 | |
| | | | | 0.00 | 0.00 | |
| | | | | | | |
| | | | | | | |
| 2 | Internal Sponsorship | | | 0.00 | 0.00 | |
| | Sponsorship | | | 0.00 | 0.00 | |
| | Funding | | | 0.00 | 0.00 | |
| | | | | | | |
| 3 | External Sponsorship | | | 0.00 | 0.00 | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| TOTAL REVENUE | | | | 0.00 | 0.00 | |

| Variable Expenses | | Cost Per Person | | | Total Cost | Notes |
|--------------------------------|-------------------|-----------------|------------|-------------|---------------|---------------|
| | <i>can change</i> | Units | Unit Price | Projected | Projected | |
| 1 | Ex. Food | | | 0.00 | 305.55 | |
| | Machine | 0 | 0.00 | 0.00 | | |
| | (\$25/70 | 0 | 0.00 | 0.00 | | Frozen from (|
| | (\$9.95/5 bags) | 0 | 0.00 | 0.00 | | |
| | (\$3.50/25bags) | 0 | 0.00 | 0.00 | | |
| | (80/Box) | 10 | 15.00 | 0.00 | 150.00 | |
| | Ice | 5 | 4.00 | 0.00 | 20.00 | |
| | Sugar Mix | 2 | 39.95 | 0.00 | 79.90 | |
| | Cones | 7 | 7.95 | 0.00 | 55.65 | |
| | | | | | | |
| 2 | Drinks | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| 3 | Other | | | | | |
| | Napkins, 350-co | 2 | 5.00 | | 10.00 | |
| | Prize - Apple Ai | 2 | 269.00 | | 538.00 | |
| | | | | | | |
| TOTAL VARIABLE EXPENSES | | | | 0.00 | 853.55 | |

| Fixed Expenses | | Cost Per Person | | | Total Cost | Notes |
|---|----------|-----------------|------------|-----------|------------|----------------|
| Expenses that do not change no matter what. | | Units | Unit Price | Projected | Projected | |
| 1 | Ex. Rent | | | 0.00 | 0.00 | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| 2 | | | | 0.00 | 0.00 | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| 3 | | | | 0.00 | 0.00 | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| TOTAL FIXED EXPENSES | | | | 0.00 | 0.00 | |
| GST (5.00%) | | | 5.00% | 0.00 | 42.68 | |
| PST (7.00%) | | | 7.00% | 0.00 | 59.75 | |
| TOTAL EXPENSES | | | | 0.00 | 955.98 | |
| CONTINGENCY (10.00%) | | | | | 1,051.58 | this puts us u |
| Net Deficit | | | | 0.00 | -955.98 | |

Costco

p to \$51.58 over budget

Welcome Day Collaboration: SFSS x Student Services

Date: August 29th from noon-8pm

Location: Burnaby Campus (our table location is still TBD)

SFSS Members working on this project: Fiona Li, Emerly Liu, Osob Mohamed, Nick Chubb, Shina Kaur, Giovanni Hosang

SFSS Staff working on this project: Dipti Chavan

Description:

We will be contributing around \$1000 to this collaboration from "Engagement - Burnaby Campus" (817/16) line item.

With that, approximately \$500 goes towards 2 airpods with SFSS engravement and another \$500 towards various food items we want to hand out to students (cotton candy, freezies, mini-donuts, etc). The budget is very flexible in terms of food to hand out, but the team definitely wants to give out at least 2 airpods.

We were also given 2 minutes to talk about the SFSS on stage during the BBQ in front of 2000+ incoming students before introducing and announcing raffle winners to the 2 airpods we will be giving away.

Lastly, we have 2 mins to play the kickoff promotional video before the movie.