1. CALL TO ORDER

Call to Order - 12:32 PM

2. TERRITORIALACKNOWLEDGMENT

We respectfully acknowledge that the SFSS is located on the traditional, unceded territories of the Coast Salish peoples, including the x^wməθk^wəÿəm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish), Selílwitulh (Tsleil-Waututh), k^wik^wəλ̈əm (Kwikwetlem) and qicə̈y̆ (Katzie) Nations. 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 Committee Composition

VP Student Life (<i>Chair</i>)	Jennifer Chou
Student At-Large (Vice Chair)	. Abhishek Parmar
EX-Officio	. Osob Mohamed
At-Large Representative	. Phum Luckkid
Faculty Representative (Communications, Art, & Technology)	Haider Masood
Faculty Representative (Education)	Emerly Liu
Student At-Large	. Karishma Sen
Student At-Large	. Emma Macchabee
Student At-Large	. Fiona Wong
Student At-Large	. Yashvir Gupta
Student At-Large	. Ahad Ghani
Council Representative	. Adrienne Blas

3.2 Society Staff

MSC Events	Dipti Chavan
Administrative Assistant	Joseph An

3.3 Regrets

Student At-Large	Yashvir Gupta
Faculty Representative (Communications, Art, & Technology)	
Student At-Large	Karishma Sen
Student At-Large	
	υ

3.4 Guest

Student At-Large Jes	5 Dela	Cruz
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4. RATIFICATIONS OF REGRETS

4.1 MOTION EVENTS-2021-04-21:01

Abhishek/Emma

Be it resolved to ratify regrets from Yashvir Gupta, Karishma Sen, Haider Masood, Fiona Wong CARRIED UNANIMOUSLY

5. ADOPTION OF THE AGENDA

5.1 MOTION EVENTS-2021-04-21:02 Jennifer/Emerly

Be it resolved to adopt the agenda as amended.

CARRIED UNANIMOUSLY

- Add Karishma Sen, Haider Masood, Fiona Wong to Ratification of Regrets
- Add New Business 7.1 Mental Health Monday Giveaways for Summer 2021.

6. MATTERS ARISING FROM THE MINUTES

6.1 Events Committee Minutes-MOTION EVENTS-2021-04-21:03

Abhishek/Emma

Be it resolved to receive and file the following minutes:

• EVENTS 2021-04-07

CARRIED UNANIMOUSLY

7. NEW BUSINESS

7.1 Mental Health Monday Giveaways for Summer 2021 – MOTION EVENTS – 2021-04-21:04 Abhishek/Emma

Be it resolved to approve \$240 for Summer 2021's Mental Health Monday giveaways. CARRIED UNANIMOUSLY

- Passing this motion to be proactive as people are expecting giveaways every month and to make the transition easier by passing this motion ahead for May when the new committee comes in.
- \$50 per month for 4 months of Summer Semester (May,June,July,August), of \$200 and 20% contingency adding up to total of \$240.
- Dipti suggested to specify who will be coordinating the giveaway and that Dipti can help with it.
- Money approved for the next semester now but can be changed and reconsidered by the next Events Committee.

8. DISCUSSION

8.1 Women of the Year Awards Update

- Main recommendation from Jennifer is to start planning things earlier.
- Has compilation of details of all the years for the event and this document can help for future planning and reference.

8.2 Mental Health Mondays Update

- Started in July and Jennifer recorded what was given out each month (Starbucks, Skipthedishes, etc) and screenshotted how many likes and comments each got. October's Starbucks was the most popular.
- Recommendations and what it take to run the giveaway are outlined in the document.

8.3 April's Exam Season Gift Card Giveaway Update

- Emma, Fiona, Abhishek put in lots of work into the giveaway.
- Study Snacks Instagram post got almost 50 people saving the recipes.



- Also posted semester end study tips giveaway and actual tips in Events Instagram page and Stories.
- Received a lot of positive feedback.
- Will be posting Sustainability Tips giveaway on Thursday, tomorrow.
- Abhishek mentioned that the committee should do this again and that finding recipes wasn't too hard but it was tricky to balance recipes that can be veganized and allergy-free. So having lots of recipes, students can find what they need and be inspired.
- Emma mentioned that the graphics for Sustainability came out really well.

8.4 Pet Yoga with SFU Recreation Update

- Jennifer mentioned that this was really fun.
- Talked with a student after the event for an hour about getting involved which was a good bonding moment.
- SFU Recreation planned everything so it was a comfortable collaboration.

8.5 Social Media Campaigns Update

• Still some work needed on the Zodiac post, so any help is welcome.

8.6 Disability Awareness Workshop Update

- Planned for Friday May 28th
- Hosting it with Creating Accessible Neighborhood. This one will be about general disability information. Posted graphics on Instagram.

8.7 Thank you/Goodbye

- Zodiac sign Buzzfeed quiz party hosted by Jennifer as a short goodbye event.
- Jennifer recommended Hours.zone website as a work time organization tool.

9. ATTACHMENTS

- 9.1 Women of the Year Awards Post-Event Report
- 9.2 Mental Health Monday Post-Event Report
- 9.3 April Social Media Giveaways Post-Event Report
- 9.4 SFSS x SFU Recreation Pets Yoga Post-Event Report
- 9.5 Disability Awareness Workshop with Creating Accessible Neighbourhoods Post-Event Report

10. ADJOURNMENT

10.1 MOTION EVENTS-2021-04-21:04

Adrienne/Emma

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

CARRIED UNANIMOUSLY

- Abhishek voted against the motion
- Vote carried by majority vote.

Women of the Year Awards Post-Event Report

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Executive Summary

Summary

The SFSS Women of the Year Awards celebrates incredible women in the community who have demonstrated leadership and advocated for positive changes in society.

Relevant documents

- Event plan
- <u>Website statement</u> (linked on the nomination form)
- Celebration event script
- <u>Meeting notes from 2 planning meetings</u> (it says Feb 18 but we met twice)

For this year's Women of the Year Awards, we had three initiatives:

- Women's Personal Safety and Self-Defence Workshop with Elements Elements Academy of Martial Arts
- Women of the Year Awards
- Women of the Year Awards Celebration event

Overall, the budget for this year (2021) was significantly smaller than previous years due to everything being online. However, we also started planning later this year so the timeline was rushed.

We promoted across multiple SFSS platforms and asked other groups to help promote, but there could be more extensive promotion in which groups would actively ask their members to get involved and nominate someone rather than reposting our graphics on their stories.

Some key considerations to keep in mind for future Women of the Year Awards are:

- Board members' eligibility for nominations
- Earlier timeline (plan earlier)
- Better documentation (write things down)
- Clear nomination form (have clearer guidelines)
- Secure ballot (ensure no multiple votes from 1 person)
- Improved communication with winners and nominees
- Sexism (brainstorm ways to address this)

Key Achievements

Attendees of the celebration event expressed <u>positive feedback</u> for the event. The awards recognized hard working women in the community.

Key Recommendations

Set up a working group to plan this in October or November, and have initial meetings/emails in January. Things should be finalized in early February.

Ask multiple student groups (Departmental Student Unions, Faculty Student Unions, SFU Departments/Department newsletters, clubs, etc.) to help promote.

Have clear guidelines regarding who can be nominated and who can't.

Have a longer buffer time between nominations and voting (more than 1 day of buffer time)

Have clearer instructions about the nomination form and how it works.

Ensure the WebSurvey doesn't allow multiple votes from the same person.

Keep a Google Sheets with relevant winners information to help stay organized.

Have a 10-15% contingency for trophies in case it breaks or if there are unexpected shipping costs.



Introduction

History

In the past, SFSS has hosted Women of the Year Awards since 2019. This year (2021) is the third year the SFSS has hosted the awards.

In 2019 and 2020, the SFSS Events Committee worked with Young Women in Business (YWIB) to host the awards and subsequent gala. In 2019, there was also an afterparty at a pub, and award winners got complimentary tickets to Michelle Obama's "Becoming" tour. In 2020, the gala was cancelled due to COVID-19, and SFSS broke off our partnership with YWIB due to a pro-pipeline panelist who was planning to speak at the gala.

For 2021, the Women of the Year Awards ran a bit differently because of COVID-19. There was a tight timeline due to a late start in planning, and <u>some concerns arose</u>. Instead of a gala collaboration with YWIB, we had our own <u>Women of the Year Awards</u> <u>Celebration Event</u>.

The Peak articles

2019 2020 2021

Objectives

- Celebrate women who have done a lot of work for marginalized communities
- Build connections with more students and have them be more aware of what the SFSS is

Finances

Budget (approved, not sure about how much was actually spent)

2019

Budget breakdown:

<u>\$305.20</u> complimentary gala tickets for winners

<u>\$790</u> video for International Women's Day

<u>\$2,302.40</u> for posters, ads, and tickets to Michelle Obama's "Becoming" Tour for each winner

\$1,600 for International Women's Day Gala After Party at the Portside Pub

- See Events Committee minutes for a briefing note
- Tickets for the after party sold for \$10, and attendees could also get in by donating feminine hygiene products

\$252.40 for Events Committee Members to attend the International Women's Day Gala
 \$360.00 for Board members to attend the International Women's Day Gala
 \$708.60 for trophies for award winners

\$200 for decorations for Women Crush Wednesday

• Events Committee members handed out Crush soda

<u>\$152.60</u>, an additional amount, was approved for Events Committee members to go to the International Women's Day Gala

<u>\$45</u>0 for photography for the International Women's Day Gala

<u>\$80</u>, an additional amount, was approved for complimentary tickets to the gala for award winners

<u>\$140</u> for SFSS Surrey Campus Committee to hand out cookies

\$7,413.20 total

(Note: scroll down on <u>these minutes</u> for a briefing note that details 2019's Women of the Year Awards planning, and check out <u>these minutes</u> for the planning)

2020

Budget breakdown:

\$200 for International Women's Day video
 \$1,500 for gala venue
 \$1,455.83 for trophies and care package prizes for winners
 \$600 or so for trophies

<u>\$610.40</u> for tickets for the gala for Board members, Events Committee members, and winners

<u>\$99.30</u> to replace and re-ship a broken trophy

\$3,865.53 total

2021

Budget breakdown:

\$400 for raffle prizes for the Women of the Year Awards Celebration event
\$1,488 for Women of the Year Awards (trophies, gift cards for 8 winners)
\$680 for 8 trophies
\$160 for shipping for 8 trophies
\$400 for \$50 gift cards for 8 winners
\$248 for 20% contingency (in case a winner lived overseas for shipping costs)

\$1,888 total

Actual Costs

I do not know the actual costs for previous years since I was not involved with planning previous years and could not find documentation.

For 2021, the actual costs were?

Recommendations

If this is to be a recurring project/event, perhaps we could dedicate a line item to this with a set budget.

Have a 10-15% contingency for trophies in case it breaks or if there are unexpected shipping costs.

Logistics

Timeline & requirements

2019

Planning started around November/December/January (initial meetings)

Call for submissions: Feb 18 Nomination Package Submission Period: Until Sunday, Feb 24 Deliberation Period: Monday, Feb 25 – Thursday, Feb 28 Voting Period: Thursday, Feb 28 – Sunday, Mar 3* Announcement of Winners: Monday, Mar 4 Gala/Awards Day: Saturday, Mar 9

*Depending on the number of nominees

Requirements:

You must be a self-identified woman, undergraduate student at SFU, and a member of the SFSS to be eligible. If you are in two faculties, you can only be nominated for one.

Nomination Checklist:

The following documents must be submitted as part of the nomination package.

- 1. Completed nomination form (including a brief biography)
- 2. 1 additional letter of support for the nominee (reference letter)
- 3. Resume

Nomination form: bit.ly/sfsswomenoftheyear19

Event page: https://www.facebook.com/events/606272506463576/

Website: https://sfss.ca/women-of-the-year-awards/

2020

Planning started around January.

Nomination Package Submission Period: Feb 7 - March 1* Deliberation Period: March 2 – March 5 Voting Period: March 5 – March 9 Announcement of Winners: Mar 9 Gala/Awards Day: March 21

*extended to March 5

Nominee Eligibility:

- You must be an undergraduate student at SFU.
- You must be a member of the SFSS.
- You must be 18 years or older, OR have the signature of a parent if you are under 18.
- You must sign the SFSS statement of consent and release form.

Website: https://sfss.ca/sfss-women-of-the-year-2020/

2021

Planning started around February. The initial email from YWIB asking for a collaboration was February, and we discussed it at the Events Committee on January 13 and emailed YWIB back saying we were interested in the collaboration the same day. We followed up after we didn't get an email response, and later got a response (January 28) saying that there would be no collaboration because it would be a lot of work to send out awards and make sure people nominate others. In the end, we hosted events separately; YWIB had a virtual conference and SFSS hosted the awards, and YWIB helped us promote the awards as well.

Nominations start: Monday the 22nd Nominations end: March 3, with possibility of extension* Deliberation period: March 4-5 Voting period: March 8-12** Announcement of winners: March 12 Celebration event: March 26

*extended to March 5 **delayed until March 10

Website: https://sfss.ca/sfss-women-of-the-year-awards-2021/

Location

2019

The gala was in Vancouver and awards were voted on online via WebSurvey.

2020

The gala was planned to be hosted in New Westminster and the awards were voted on online via WebSurvey.

There was a contract that had to be signed with Anvil Centre in New Westminster. There was also a contract of partnership signed between SFSS and YWIB.

I also saw some email threads in which a certificate of insurance had to be requested for the International Women's Day gala.

2021

The awards were voted on via WebSurvey, but some people could vote more than once so we had to turn that option off on the WebSurvey.

The celebration event was held via Zoom, and I (VP Student Life - Jennifer Chou) read off <u>a script to start off the event</u>. We then talked a bit about ourselves and got to know each other, then took a picture.

Marketing & Media Promotion

2019

Social media promotion alongside a promo video where students answered prompts about women they looked up to.

2020

There were some issues with miscommunication where YWIB had their own graphics while SFSS thought we were creating our own graphics, so SFSS was surprised when YWIB posted their own graphics multiple times.

There was also a promo video.

2021

The awards and events (celebration event and Women's Personal Safety and Self-Defence workshop) were promoted via SFSS social media (Facebook, Instagram, email newsletter). The @sfss_events Instagram also promoted the event, and other SFU groups helped promote on Instagram as well (including YWIB and some other student groups I asked to help promote).

The awards were also put on the Student Bulletin email newsletter that's sent out to all SFU students every week (deadline to send events in is every Wednesday at 10am; newsletter is sent out Thursday or Friday). The VP Student Life email receives the callout for these items for the newsletter every week (Monday) ever since I requested to be subscribed to the list.

The Communications Department also promoted the awards across multiple channels.

See a guide on how to promote events here: <u>https://docs.google.com/document/d/1z0U6F_Dr1u5dR74KwGXQINzDBGnTmupZb4-z</u> <u>g6DUw9o/edit</u>

Other concerns

2019

Not sure; couldn't find documentation.

2020

There were concerns around a panelist at the International Women's Day Gala: Susannah Pierce, who works for LNG Canada (its Coastal Gaslink project directly threatens Indigenous rights).

The SFSS recently passed a motion in support of Wet'suwet'en, and since the SFSS advocates for Indigenous rights, some Board members were concerned about this panelist.

When these concerns were brought forward to YWIB, the Chair of the International Women's Day Gala event at the time said that their team does not want the gala event to be a political event. This ended up leading to the cancellation of YWIB and SFSS' partnership on this event.

Later, due to the COVID-19 pandemic, YWIB ended up cancelling the International Women's Day Gala in light of news that the venue (Anvil Centre) would allow them to cancel with no deposit penalty.

2021

See next section.

Recommendations

Set up a working group to plan this in October or November, and have initial meetings/emails in January. Things should be finalized in early February. Can reach out to other groups for collaborations (like YWIB).

Have a clear communications plan in case deadlines have to be extended, so all social media can be updated accordingly.

Have clear documentation (maybe a folder?) of the event-planning process, including all contracts signed.

Ask multiple student groups (Departmental Student Unions, Faculty Student Unions, SFU Departments/Department newsletters, clubs, etc.) to help promote.

Consider outlining a procedure for the SFSS Women of the Year Awards, especially if this will be an annual initiative.

Promote the self-defence workshop as for everyone.

Key considerations and recommendations

(Mainly for 2021)

Board members being nominated

Context

In 2019, it was clear that Board members could not be nominated. However, in 2020 there were no rules explicitly saying Board members could not be nominated. Since 2021's nomination form was similar to 2020's form, we did not have clear rules regarding whether Board members could be nominated or not.

This led to confusion about conflicts of interest (since we were giving out \$50 gift cards to winners) and people saying that they already had a draft nomination written up for Board members who deserved the award for their hard work this year. Students let me know that if it was not stated clearly that current SFSS Board members were not eligible to be nominated, then SFSS Board members should be able to be nominated because they deserve to be recognized for their work, especially when they are advocating for marginalized communities.

While this situation was NOT a conflict of interest, it is still not great for PR to have an SFSS Board member win an award hosted by the SFSS.

Shortlisting group (Women of the Year Awards working group)

The group of people working on the Women of the Year Awards was made up of some people from the SFSS Events Committee. When the issue of Board members' nominations arose, we considered having this Women of the Year Awards working group make the decision whether to shortlist candidates for students to vote on or not. However, if we did not receive enough nominations, this would not be an issue as it would just go to a vote by the students.

In the case that we had to shortlist nominees, we had to explore the options. If a member of the Women of the Year Awards working group knew the Board member, they could recuse themselves from voting on whether to shortlist the Board member or not. If all members of the Women of the Year Awards working group had to make a decision whether to shortlist a Board member or not, and if we all knew the Board member, it would not be a conflict of interest according to the <u>BC Societies Act</u>:

Division 4 — Directors' Conflicts of Interest

Disclosure of director's interest

- 56 (1) This section applies to a director of a society who has a direct or indirect material interest in
 - (a) a contract or transaction, or a proposed contract or transaction, of the society, or
 - (b) a matter that is or is to be the subject of consideration by the directors, if that interest could result in the creation of a duty or interest that materially conflicts with that director's duty or interest as a director of the society.
 - (2) A director to whom this section applies must
 - (a) disclose fully and promptly to the other directors the nature and extent of the director's interest,
 - (b) abstain from voting on a directors' resolution or consenting to a consent resolution of directors in respect c the contract, transaction or matter referred to in subsection (1),
 - (c) leave the directors' meeting, if any,
 - (i) when the contract, transaction or matter is discussed, unless asked by the other directors to be prese to provide information, and
 - (ii) when the other directors vote on the contract, transaction or matter, and
 - (d) refrain from any action intended to influence the discussion or vote.
 - (3) A disclosure under subsection (2) (a) must be evidenced in at least one of the following records:
 - (a) the minutes of a meeting of directors;
 - (b) a consent resolution of directors;
 - (c) a record addressed to the directors that is delivered to the delivery address, or mailed by registered mail to the mailing address, of the registered office of the society.
 - (4) If all of the directors of a society have disclosed under subsection (2) (a) a direct or indirect material interest, describe in subsection (1), in a contract, transaction or matter,
 - (a) any or all of the directors may, despite subsection (2) (b), vote on a directors' resolution or consent to a consent resolution of directors in respect of the contract, transaction or matter, and

. . . .

- (b) subsection (2) (c) and (d) does not apply.
- (5) Despite subsection (1), this section does not apply to a director of a society in respect of a contract, transaction or matter that relates to any of the following:

What we did

In the end, we ended up not having to shortlist anyone, so every confirmed nominee's name was put on the ballot for students to vote on.

I emailed Board members saying that if they are nominated, they have the choice to refuse the nomination if they want.

Email I sent to SFSS Board members:

Hey everyone!

I'm emailing to clarify a few things around the Women of the Year Awards. This year, SFSS Board members can be nominated for these awards; however, Board members do have the option to refuse the nomination (in which case the name wouldn't go to students to vote on).

Some things to consider are the potential optics of having an SFSS Board member win an SFSS award. However, the decision to accept or reject the nomination is a choice that can be made at the personal discretion of any Board member who is nominated.

Please let me know if you have any questions!

Recommendations

Have clear guidelines regarding who can be nominated and who can't.

• I recommend having SFSS Councillors be eligible, but SFSS Executives not be eligible

Have clear guidelines and expectations for people who would shortlist nominees for the ballot (if applicable)

- Note situations in which people would have to recuse themselves from the vote (if they know the nominee on a personal level)
- If every member of this shortlisting group knows the nominee, then it is not a conflict of interest and everyone can vote (no need to recuse themselves)

Timeline

This year's Women of the Year Awards planning started later than usual. We had a tight timeline:

Nominations start: Monday the 22nd Nominations end: March 3, with possibility of extension* Deliberation period: March 4-5 Voting period: March 8-12** Announcement of winners: March 12 Celebration event: March 26

*extended to March 5 **delayed until March 10

When we extended the deadline to nominate people, the effects on the rest of the timeline was not communicated super clearly. Voting period had changed, and this was not clearly indicated to students.

Voting period had been delayed because it took more time to email nominees to double check whether they were going to sign the nomination form (some forms did not have signatures).

Recommendations

Have a clear communications plan in case deadlines have to be extended, so all social media can be updated accordingly.

Have a longer buffer time between nominations and voting (more than 1 day of buffer time)

- This buffer time is to ensure nominees are SFSS members (paid student fees)
- This time could be used to email nominees to follow up on whether they would sign the nomination form if they did not sign it

Lack of documentation

The issue

I (VP Student Life - Jennifer Chou) found this year's Women of the Year Awards difficult to plan because there was not a lot of accessible documentation regarding how previous years' awards were planned. While I had heard about the awards and participated in some of the activities, it was always in my capacity as a student rather than planning it first-hand.

I was given a timeline and some documents about how the awards ran in previous years, so we copied what was done in previous years.

Previous documents

For this post-event report, I dug up some documents by looking through SFSS Board of Directors and SFSS Events Committee meeting minutes on the SFSS website. I also looked through the SFSS VP Student Life's Gmail (previous email threads) and Google Drive. It was a bit difficult to piece it all together.

It seemed like previous years had possible partnerships with multiple groups, like YWIB, HerCampus, Women in Engineering, multiple Departmental Student Unions (DSUs), and multiple faculties. I found this letter for partnership (2019): <u>https://docs.google.com/document/d/1jDEcGKSsCKkY6hd5Q63jxCJBVUVfZT3VhuC_F</u> <u>Zwp4Bw/edit#heading=h.e2n1dnbmg2t</u>

Here is another example of some of the documents in VP Student Life Gmail's Google Drive (work and semester reports):

Project Four: YWiB x SFSS IWD Gala & Women of the Year Awards

Summary

The YWiB International Women's Day Gala & SFSS Women of the Year Awards is a collaborative event that celebrates not only women but every individual in our community. The gist of the event entails a dinner and speaker presentations, followed by the distribution of awards with digital photography throughout the night. Similar to the previous year's event, the SFSS will be organizing the awards portion.

Outcomes

To honor self-identified women who set the bar high and empower others to create positive change in their faculties and communities.

Timeline

[October 16] Intro meeting [October 31] Logistical planning meeting [November 26] Event approved at Committee [November 28] Renegotiation of contract [December 28] Renegotiation of contract [December 6] Logistical planning meeting [December 12] Contract meeting and approval by Committee [January 9] Contract meeting [January 16] Contract and logistics meeting [January 28] Update meeting [March 21] Day of event

For six months, I had been working with Young Women in Business for their annual International Women's Day Gala wherein the SFSS would be hosting the SFSS Women of the Year Awards. This collaborative event was intended to celebrate not only women but every individual in our community; however, this was not fulfilled due to COVID-19. Despite this, the SFSS was still able to celebrate women across all faculties through the announcement of our

[Emerly Liu], [Education Rep]

Exit Report

2019/2020

award winners. Even more so, I was able to film the <u>SFSS Women's Month video</u> in which SFU students shared their thoughts about women in their lives which were powerful and inspiring.

Recommendations

Have clear documentation (maybe a folder?) of the event-planning process, including all contracts signed.

Ask multiple student groups (Departmental Student Unions, Faculty Student Unions, SFU Departments/Department newsletters, clubs, etc.) to help promote.

Nomination form

With everything being online, there were some issues we ran into with the nomination form. To nominate someone else, you would need to get their signature somehow.

In the past, students could save the form and then physically get together to fill it out with the nominee. Since this wasn't possible with COVID-19, we changed it so after a student submitted the nomination form, it would be automatically forwarded to the nominee, who could edit their personal information and sign the form.

However, some students got confused between "nominee" and "nominator" and we had a case in which the person who was nominating someone signed when it was the person they were nominating who had to sign.

Recommendations

Have clearer instructions about the nomination form and how it works.

• Maybe say that if you are nominating someone else, you can submit the form which would then be emailed to the person you nominated. This person can then fill in their personal information and sign the form

Clearly define nominee versus nominator, or use more accessible/clearer terms.

Voting ballot

I was notified that students were allowed to vote multiple times, because the WebSurvey we used did not disallow them to. We ended up changing this so students could only vote once.

Recommendation

Ensure the WebSurvey doesn't allow multiple votes from the same person.

Communication with winners and nominees

I had sent a few emails to winners and nominees, but it was unfortunately a busy time for me so I did not respond to a lot of emails to confirm things. For example, I would ask for winners' addresses for mailing trophies and I would also ask for a filled out gift card prize acknowledgement form. When winners sent them back, I recorded the addresses on a Google Sheet and forwarded the gift card prize acknowledgement form to the SFSS Events Coordinator, Dipti, to get the gift card prizes. However, I did not email winners back to confirm receipt of the signed forms.

Email to winners

Congratulations on winning an award as this year's SFSS Woman of the Year!

To acknowledge your achievements, we will be giving you a gift card prize (\$50 to anywhere that has e-gift cards) as well as a trophy.

There are a few things I'd need from you as the winner:

Prize acknowledgement form

Please fill out the form (attached) so we can send you a gift card! Please also let me know where you'd like the gift card for.

The Peak

Please let me know if I have your permission to give your email to The Peak, since they are doing an article about this!

Trophy (shipping and name)

Please let me know where we can ship your trophy to. Also let me know what name you want engraved on the trophy!

Celebration event

On Friday, March 26 at 7pm, there will be a celebration event to celebrate your hard work! Here is the link to RSVP if you would like to come: <u>https://www.eventbrite.ca/e/2021-sfss-women-of-the-year-awards-celebration-tick</u> <u>ets-146640269995</u>

Congrats again, and I look forward to hearing from you!

Email to nominees

Congratulations on all your achievements this year as a nominee for this year's SFSS Women of the Year Awards! Thank you for all the work you've done for your community.

Although you did not win the Women of the Year Awards, it does not diminish any of your accomplishments. This is why I would love to invite you to the Women of the Year Awards Celebration Event, where we will celebrate all nominees and winners. It will be a social event (saying "networking" sounds too formal).

Here is the link to RSVP if you would like to come on Friday, March 26 at 7pm: <u>https://www.eventbrite.ca/e/2021-sfss-women-of-the-year-awards-celebration-tick</u> <u>ets-146640269995</u>

Let me know if you have any questions, and I hope to see you next Friday if you're able to attend!

Recommendations

Set up an email tag for all communication relating to winners and nominees to make things easier to sort through.

Reply to emails to confirm receipt of forms and any other relevant information.

Keep a Google Sheets with relevant winners information to help stay organized.

Sexism?

I received a message from a nominee of the SFSS Women of the Year Awards. This person provided a new perspective. Regarding my email invitation to the SFSS Women of the Year Awards Celebration Event, they replied with this:

I will not be part-taking in an event that celebrates pitting self-identifying women against each other - especially when the decision is determined by popularity, not by achievements.

Not to mention this entire process is stained with Benevolent Sexism, quite ironic considering that the SFSS is "championing women."

My response:

Thanks so much for letting me know, I appreciate you taking the time to send me your thoughts!

I'm sorry to hear that this was your experience with the Women of the Year Awards this year. If you'd like, I'd be open to taking feedback on how to improve the event next year since I am already putting together a comprehensive report detailing lessons learned this year and how to make it better next year!

Based on what you've outlined in your email, it seems like we could improve in these ways:

 Having a separate group judge who will receive the award or not, instead of voting

- However, I'm not sure if people would think this group is biased or not though - this year we had some issues because we didn't want to favour any one nominee over the other so we thought putting it to a vote (by students) would be the fairest way to ensure there was no bias with the selection (since the people working on this was all from SFSS Events and we all know the nominees who are involved in the SFSS)
- This could be solved by trying to find a group of people to judge who don't know any of the nominees, but this could be difficult if the nominees are already really involved - plus, it might also be seen as pitting people against each other because adding more names to pick from may be seen as adding more to the competition
- Emphasizing achievements on the ballot somehow, rather than just having names there
- Having clearer updates and communication regarding the timeline (when it was pushed back but the voting deadline was the same, communicate this better through social media, SFSS website, and on the ballot itself)
- I also wasn't sure what you meant by the process being stained with benevolent sexism so I wasn't sure how to address that and improve on it - would the things I outlined above address this, or are the concerns more with the awards themselves? Would there be some other better alternative available?

Feel free to send me your thoughts, but if you'd prefer not to, that's fine too. I'll be including the improvements I've outlined above in the post-event report nonetheless.

Later on, I received clarification. It turns out, the original email had been sent in the "heat of the moment" regarding another matter (relating to Senate elections). The nominee let me know about their reasoning regarding benevolent sexism:

- It took a lot of "coaxing" for letting someone nominate this person
- Excluding men from the awards suggest that women don't stand a chance at winning if the award is for everyone women have to have their own subset in order to have a chance
- Recognition for achievement should not be dependent on gender
- Benevolent sexism disguises itself as women empowerment when it's just "putting women in their place"
- Pitting high-achieving women against each other for votes is problematic

However, I also consulted with some other students who gave me their thoughts on the Women of the Year Awards:

- The purpose of the awards is to have equitable treatment and to "even" the playing field since the problem is that men are more likely to be recognized for their achievements, while the work of other marginalized genders go unnoticed
 - If there were to be just general awards (if we got rid of the gender category), more men might be nominated anyway which ignores the problem
- The Women of the Year Awards were women-organized

I included this part in this post-event report so future organizers can keep this in mind and perhaps brainstorm ways to address this, like possibly having other awards in different categories.

Feedback

For the Women of the Year Awards Celebration Event, attendees expressed positive feedback and said the event was inspiring.

For the Women's Personal Safety and Self-Defence workshop, attendees said the workshop was very informative and helpful.

Conclusion

Overall the 2021 SFSS Women of the Year Awards was planned on a tight timeline, and there were many lessons learned.

In the future, recommendations from this post-event report could be implemented and the SFSS Women of the Year Awards could become a regularly-hosted annual event.

Mental Health Mondays Post-event Report

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Summary

Original briefing note:

https://drive.google.com/file/d/11GSI69d_jV11YPgAHSULLPIqjfG8xt32/view?usp=sharing

This initiative would get SFU students to share how they're taking care of their well-being for an entry into a giveaway (self-care package or \$50 gift card). We would host a giveaway on a Monday every month.

Overall, students enjoyed the giveaways every month (and they loved giveaways in general). We had around 100-200 students comment every month, and they would tag 2-3 friends. The giveaways would be planned a week or so in advance, and we would pick a gift card to give out (the gift cards varied each month).

We had passed \$600 for this initiative at the beginning of the Board year (July), and we went under budget since we did not use up all the contingency (we used up some of it to ship a gift basket).

Related: How To Run Giveaways

July - Visa prepaid card August - Ice Cream gift card of winner's choice September - Flourgirl Baking gift card October - Starbucks gift card November - Mala The Brand gift card December - Etsy gift card January - physical care package (mailed) - \$59.28 February - Skip The Dishes gift card March - Indigo gift card April - gift basket (mailed)

Key Achievements

This project made more students aware of the SFSS and what we did, since students had to share our giveaway post with their friends to enter.

We engaged SFU students and provided value for them.

We also supported some local businesses with some month's giveaways.

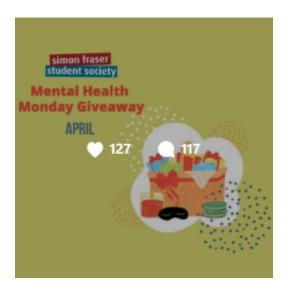
Key Recommendations

Edit captions to say giveaway ended, so when the giveaway ends, there won't be more people commenting on the post.

We need to make it clear that students with private Instagram accounts who tag us in their story must screenshot and send their story to us or else we can't see their story.

Having a gift card tracker on Excel/Google Sheets was really helpful with keeping organized.





Caption:

Happy Monday! To help you get through finals season, this month's giveaway is for a self-care gift basket **1**

In April, we're encouraging you share one thing you'll do to take care of your well-being during exams.

Here's how to enter the giveaway:

1. Follow @sfss_events, @sfss_sfu, AND @sfss_council

2. In the comments, tag 2-3 friends and share how you'll take care of your well-being this finals season

3. Bonus: Share this post to your Instagram story and tag us for 10 extra entries!

We will randomly pick one winner to win the self-care gift basket on Monday, April 19. Only SFU students are eligible to win. Good luck!

Introduction

History

This initiative started as a continuation of Mental Health Care Packages, a project I had taken on last year as the SFSS FASS Rep. However, since we could not give out care packages in person, we changed it to a COVID-friendly project, in which every month students get the chance to win a \$50 gift card.

I am planning to continue this initiative past my Board year, and have chatted with the incoming VP Events and Student Affairs about it.

Background

Who: SFU students on Instagram
What: Mental Health Monday giveaways
When: July 2020 - April 2021
Where: Instagram (@sfss_events)
Why: provide a fun way to engage students

Objectives

Get SFU students to be conscious of their health

- Each giveaway post makes students write down what they are doing to improve their health in some aspect of their life (mental health, physical health, academic health, etc.)
- Many giveaways had students express gratitude and there were positive interactions with their friends (they commented how they cherished their social connections)

Improve engagement by giving back to students

• The gift cards would show our appreciation for students and give them something to be excited about

Increase awareness of SFSS and what we do

• We always gain a lot of followers with the giveaways, and this would keep them posted about future SFSS Events posts about upcoming events

Support local businesses

- Our giveaway prizes included gift cards from local businesses
- These businesses would be promoted to a new audience

Finances

Budget

\$50 a month for 10 months (July 2020 to April 2021) = \$500

Add 20% contingency, so it's \$600 total.

Actual Costs

The actual costs were a bit lower than \$600, because we did not use all of the contingency. However, we did spend more than \$50 on some months because of shipping out gift baskets.

Recommendations

Keep a contingency!

Logistics

Location

This giveaway was hosted on the SFSS Events Instagram account.

It was a bit of work to count all the entries and keep track of DMs (the people who tagged us on their stories for extra entries). It was helpful to have an excel sheet of the extra entries, but we had to ensure that we saw the post and noted down the usernames before the story expired and we couldn't see it anymore.

Later on in the Board year, I found this website

(https://commentpicker.com/business-instagram.php) that could connect SFSS Events' Instagram to Facebook to pick a giveaway entry in the comments. It even allowed extra entries, so I just copy pasted the list of usernames of people who had tagged us in their stories. Before this, I was using the "flag" option on Instagram DMs to keep track of who had extra entries and who did not.

Unfortunately, I had connected the SFSS Events Instagram to my personal Facebook page, so that may have to be changed in the future.

Marketing & Media Promotion

Promotion went well. We posted giveaways on our Instagram, and the most popular post was October's Starbucks gift card giveaway with almost 300 entries. Skip The Dishes gift cards (done for the AGM giveaway not a part of this initiative) were also very popular.



Recommendations

Find a giveaway picker app to host giveaways easier so you don't have to manually count comments and story tags. Allocate a portion of the budget for this app.

We need to make it clear that students with private Instagram accounts who tag us in their story must screenshot and send their story to us or else we can't see their story.

We need to ensure there are options to participate through desktop, not just the mobile app (like have students send in their answers or participation via DM instead of reposting things to story).

Feedback

Overall, students loved giveaways because if they did not win one month, they had another chance to win in the following month.

Attendees

Some feedback from winners:

- I just handed in my last assignment and wow this is such a nice surprise to end it off og
- Thank you so much!

(Many winners thanked us and some people who entered the giveaway wrote funny/heartwarming comments in the giveaway post. I didn't copy paste them here since you can see them on our Instagram.)

Organizers/Volunteers

Giveaways are always a bit exhausting to run, but so worth it!

Conclusion

Overall, this initiative was really engaging and I had fun thinking up of what to give away each month. Students also seemed to really like these giveaways.

In the future, Mental Health Mondays could continue even after we return to in-person because it is relatively easy to run (and will be easier if we had a giveaway picker app).

April Social Media Giveaways Post-Event Report

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Executive Summary

Summary

We had 3 giveaways with 3 separate themes:

- Study snacks (with recipes)
- Sustainability (with sustainability tips for Earth day)
- Semester-end (with study tips and encouragement)

Overall, each giveaway had more than 100-200 participants. We had students engage with our Instagram account (@sfss_events) to enter the giveaway.

The giveaway was under budget because we did not use our contingency.

Key Achievements

Engaged SFU students with fun activities to de-stress over finals season.

Provided value to SFU students with swipeable informative posts (recipes, sustainability tips, and study tips).

Increased awareness of SFSS and expanded our portfolio of events/giveaways.

Key Recommendations

Having a gift card tracker on Excel/Google Sheets was really helpful with keeping organized.

We need to make it clear that students with private Instagram accounts who tag us in their story must screenshot and send their story to us or else we can't see their story.

Introduction

History

Although this wasn't the first time the SFSS has done a giveaway, it was the first time we combined a giveaway with cool informative posts. We shared study snack recipes alongside facts about why it's important to eat healthy during exam season. We also shared sustainability tips for Earth day, and study tips for exams.

Background

Who: SFU students on Instagram
What: April Social Media Giveaways
When: April 19 - 29 (each giveaway was posted at a different time, but there would be around 1 week for students to enter)
Where: Instagram (@sfss_events)
Why: provide a fun way to engage students and de-stress during finals season

Objectives

Increase engagement with SFSS.

Provide a fun way to de-stress and win prizes during the stressful finals season.

Boost students' morale during exams.

Provide valuable tips for students.

Bring awareness to various resources and communities for students.

Increase awareness of SFSS and expand our portfolio of events.

Finances

Budget

Social media giveaways (study snacks and sustainability): **\$200**

- Study snacks: 3 winners x \$25 gift cards each
- Sustainability: 3 winners x 25 gift cards each
- Contingency: \$50 (in case we have to mail a package out)

April semester-end study tips: \$125

• 5 winners x \$25 gift cards each

Total: \$325

Actual Costs

Overall, we went a bit under budget. We did not use the contingency, so the actual cost was **\$275.**

Recommendations

Keep an Excel spreadsheet of everything to stay organized with giveaways!

Logistics

Location

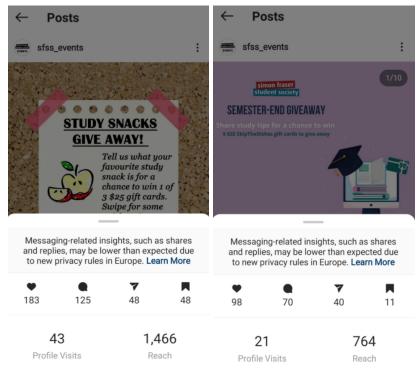
This giveaway was hosted on the SFSS Events Instagram account.

It was a bit of work to count all the entries and keep track of DMs (the people who tagged us on their stories). We had to look at the story tags (from people who wanted extra entries) and note them down in a separate Excel spreadsheet before the story expired (after 24 hours).

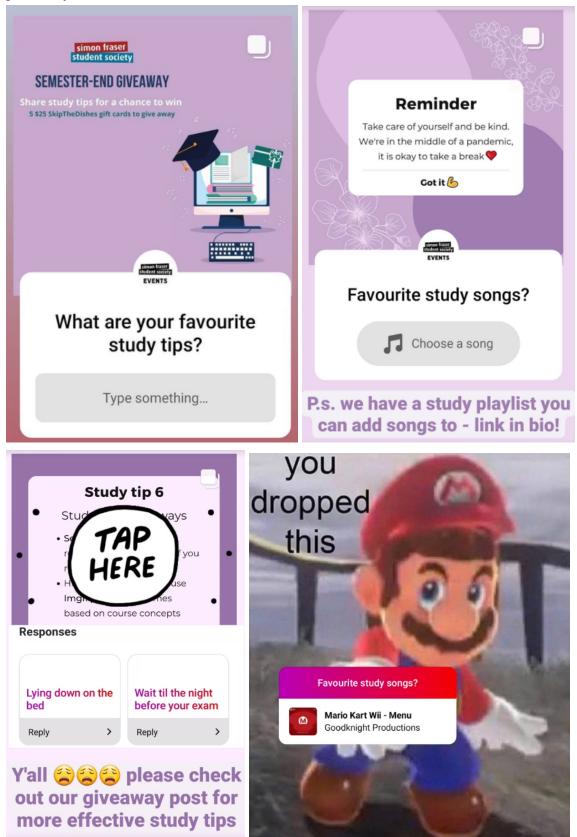
Marketing & Media Promotion



Promotion went well - we had a lot of comments, shares, and saves.



We also shared prompts on our Instagram stories to get more people to be aware of the giveaways.



Recommendations

Having a gift card tracker on Excel/Google Sheets was really helpful with keeping organized.

We need to make it clear that students with private Instagram accounts who tag us in their story must screenshot and send their story to us or else we can't see their story.

Feedback

Overall, this project was received very well. Some students left funny comments, joking around with their friends.

Attendees

For the study snack one, the prompt was to share your favourite study snack.



heisterical Does "the tears of my enemies and white supremacists" count? Asking for a friend. 🙆 1d 8 likes Reply Hide replies sfss_events @heisterical \odot no but only because that's not a snack, it's a whole meal 1d 2 likes Reply heisterical @sfss_events \odot 😂 😂 whoever is running this account deserves a raise!! 1d 1 like Reply

"Hii, I would surely say this was much funn! I have participated in both of these activities and shared the post to my story as well. I hope I have entered the giveaway! Thanks for hosting it!!

For the study tips one, students were encouraging each other and motivating each other to study while sharing study tips.

Organizers/Volunteers

It was so fun reading people's comments and sharing stuff on our Instagram stories. I also really appreciated Events Committee members helping out with creating some of the graphics (the study snacks and sustainability one).

Conclusion

Overall, this giveaway was a success. Students had positive feedback and got value from the recipes and tips shared in the giveaway posts (a lot of people saved the post).

In the future, we could have more giveaways featuring information, like for holidays or specific times of the semester.

SFSS x SFU Recreation Quick Bites Food Workshop Post-Event Report

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Logistics

- Location
- Marketing & media promotion
- <u>Recommendations</u>

Feedback

Conclusion

Executive Summary

Summary

This workshop was hosted on Zoom in collaboration with SFU Recreation. It had around 15 attendees, including myself (SFSS VP Student Life - Jennifer) and SFU Recreation volunteers/student staff.

Marketing started around a week before the event and both SFU Recreation and SFSS promoted the event. SFU Recreation created the graphics and put the SFSS logo on them, so SFSS Events just reposted the same graphic.

During the workshop, both SFU Recreation and SFSS (me - SFSS VP Student Life, Jennifer) did introductions and promoted ourselves (I promoted the SFSS Events Instagram). I read from a script similar to this:

https://docs.google.com/document/d/1WbuUIqrafRUGqAdtRI1nA-aPIo1fSimalE-9pgBsy s0/edit

Key Achievements

Attendees of the event expressed positive feedback for the event.

The event helped teach students more about yoga and health.

This event helped students become more connected with the SFU community.

We had a successful collaboration with SFU Recreation.

Key Recommendations

In the future, I would recommend laying out the logistics of giving winners gift cards in advance. Decide beforehand who will handle the payments and reimbursements, and who will handle contacting winners.

Introduction

History

This was the second time that SFSS Events hosted an online workshop with SFU Recreation. It was a fun collaboration where SFSS would provide gift card prizes while SFU Recreation handled setting up the workshop and creating graphics for both parties to promote.

SFU Recreation reached out to us with the idea, even though at the time we weren't actively seeking collaborations (we stopped sending out the form for clubs to apply for a collaboration). However, it was great to collaborate with SFU Recreation because the work was split up and we had a clear idea of what we wanted the event to look like.

Background

Who: students interested in yoga
What: Pets and Yoga
When: Friday, April 16 from 7pm to 8pm
Where: Zoom
Why: to teach students how to make easy and healthy snacks, while also talking about the importance of nutrition and healthy living

Objectives

- Build connections with more students and have them be more aware of what the SFSS is
- Give students some skills that will help them in their future
- Teach students how to make easy and healthy food
- Teach students about nutrition

Finances

Budget

The budget for this event was \$100.

Budget breakdown:

\$25 x 4 gift cards

\$100 total

Actual Costs

\$100 for 4 \$25 gift cards.

Recommendations

In the future, I would recommend laying out the logistics of giving winners gift cards in advance. Decide beforehand who will handle the payments and reimbursements, and who will handle contacting winners.

Logistics

Location

The workshop was hosted on Zoom. It was not recorded, so many people turned on their cameras as they did the yoga poses. I remember one person was a dancer and she was sooooo flexible...I was shook. We also hosted raffle draws at the end.

Marketing & Media Promotion



The event was promoted via SFSS social media, including the <u>@sfss_events</u> <u>Instagram</u>. It was also promoted on SFU Recreation's social media - on Instagram and Facebook.

I also asked SFU to put this event on their Student Bulletin newsletter that goes out to all undergraduate students at SFU.

Recommendations

I would recommend promoting earlier (instead of 1 week).

Feedback

Overall, the event was well-received. Attendees had positive feedback, and I had a lot of fun too.

Attendees

Students thanked us and the yoga instructor for the class.

Some students stayed behind (1 hour behind) to chat about getting involved and schoolwork, graduation, and more. It was a nice bonding experience between the student, myself, and SFU Recreation's student volunteers and student staff.

Organizers/Volunteers

SFU Recreation is always so fun to work with, I felt like part of the team! You can tell that they are close and they have fun together because they were joking around with each other. It was a good vibe.

Conclusion

Overall this event was a great experience, and collaborating with SFU Recreation was fun.

In the future, we can probably host more fitness workshops with SFU Recreation. SFU Recreation already has some live weekly fitness classes, but I am unsure about the attendance at those classes.

Disability Awareness Workshop with Creating Accessible Neighbourhoods Post-event Report

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Summary

Need to update this section later after the event happens! How many people attended, how it went, etc.

We promoted this through SFSS social media.

Key Achievements

This workshop taught SFU students and SFSS staff about disability, ableism, and being more equitable.

This workshop strengthened community ties between SFU students and SFSS.

This workshop strengthened the relationship between SFSS and Creating Accessible Neighbourhoods.

Key Recommendations

I would recommend booking ASL interpretation ahead of time, then cancelling if no one requests it. This is because ASL usually needs advance notice, but cancellation could be within 2 days of the event (relatively quick).

I would recommend setting aside 2 months to plan if it's an event that's never been done before, or 1 month if it's an event that has been planned multiple times so you are already familiar with the processes. For example, the email back-and-forths and initial planning for this workshop happened early March 2021, and we started planning logistics and promoting the event late April 2021. The workshop is in late May 2021.

Introduction

History

The SFSS Board of Directors had a great development session with Creating Accessible Neighbourhoods in the past, and they reached out to me (SFSS VP Student Life - Jennifer) via email about hosting another workshop.

This would be the first time the SFSS has collaborated with Creating Accessible Neighbourhoods to host a disability awareness workshop for the SFU community.

Background

Who: people interested in learning more about disability and ableism
What: Disability Awareness Workshop with Creating Accessible Neighbourhoods
When: May 28, 2021 from 2:30pm to 4:30pm
Where: Zoom
Why: to learn more about disability and ableism

Objectives

To learn more about how to be more inclusive

To strengthen the relationship between SFSS and Creating Accessible Neighbourhoods

Finances

Budget

The budget for this event was \$300 for the 2 hour workshop.

Actual Costs

\$300

Recommendations

N/A

Logistics

Location

This event was mainly hosted on Zoom. There were a lot of resources that were sent to me beforehand, and I scheduled an email to attendees (on Eventbrite) to share the resources with them after the workshop.

Resources folder here:

https://drive.google.com/drive/folders/1wKK9wEggFFayZa9tKBDA2sdf9TcyW1Ai?usp=s haring

We also had to set up Zoom polls before the meeting. Below you can see screenshots for how to do so.

First, go to http://zoom.us/ and sign in with Google (vpstudentlife@sfss.ca account).

Then, click on Meetings and click on the meeting link for the workshop:

Profile	Meetings			
Meetings	Upcoming Previous	s Personal Room Meeting Templates		
Webinars	🛗 Start Time to End Time			
Recordings				
Settings	Tomorrow			
Account Profile	02:00 PM - 03:00 PM	MSA Committee Meeting		
Reports		Meeting ID: 933 6304 2125		
	Fri, May 28	Disability Awareness workshop with Creating Accessible Neighbourhoods		
Attend Live Training	02:30 PM - 04:30 PM	Disability Awareness workshop with Creating Start Edit Delete		
Video Tutorials		Meeting ID: 961 3053 9189		

Scroll down to the very bottom and there should be a section for polls:

Poll Live Streaming			
You have created 2 polls for this meeting.			Add
Title	Total Questions	Anonymous	
 Poll 1:Question 1 	1 question	No	Edit Delete
 Poll 2:Question 2 	1 question	No	Edit Delete

To create multiple polls for different times throughout the workshop, click on "add" on the top right corner to add new polls. To have one poll with multiple questions that attendees can take all at once, you can just click "add question" when you are editing a poll.



Marketing & Media Promotion

The event was promoted via SFSS social media (Facebook, Instagram, email newsletter). The <u>@sfss_events Instagram</u> also promoted the event. I also posted event details in a Facebook group called SFU CAL Pals (CAL is the Centre for Accessible Learning) and the SFU Disability and Neurodiversity Alliance Discord server.

Recommendations

I would recommend booking ASL interpretation ahead of time, then cancelling if no one requests it. This is because ASL usually needs advance notice, but cancellation could be within 2 days of the event (relatively quick).

Planning this event ahead of time was great. I would recommend setting aside 2 months to plan if it's an event that's never been done before, or 1 month if it's an event that has been planned multiple times so you are already familiar with the processes. For example, the email back-and-forths and initial planning for this workshop happened early March 2021, and we started planning logistics and promoting the event late April 2021. The workshop is in late May 2021.

Feedback

Fill in after the workshop.

Attendees

Fill in after the workshop.

Organizers/Volunteers

I (SFSS VP Student Life) learned a LOT. Even just looking over the resources (like the ableism bingo) made me realize I had a lot of internalized ableism. However, one thing I am proud of is that we kind of followed the recommendations from a previous workshop, <u>Hosting Inclusive Events with SFPIRG</u>. We started planning really early and promoted early as well, so there was time for people to request accommodations.

Conclusion

Fill in after the workshop.