

## 1. CALL TO ORDER

Call to Order – 7:33pm

## 2. TERRITORIAL ACKNOWLEDGMENT

We respectfully acknowledge that the SFSS is located on the traditional, unceded territories of the Coast Salish peoples, including the x<sup>w</sup>məθk<sup>w</sup>əy̓əm (Musqueam), Sḵw̓xwú7mesh Úxwumixw (Squamish), Selíłwítulh (Tseil-Waututh), k<sup>w</sup>ik<sup>w</sup>əł̓əm (Kwikwetlem) and ǵícəy̓ (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 Outreach Committee Composition

Communications Councillor (Co-Chair)	Alan Röpke
Mathematics Councillor (Co-Chair)	Ben Tischler
World Languages & Literature Councillor (Vice-Chair)	Raghava Payment
Ex-Officio	Helen Sofia Pahou
VP Finance and Services	Abhishek Parmar
Physics Councillor	Daniel Alder
FCATSU Councillor	Rastko Koprivica
Residence Hall Association Councillor	Emmanuel Adegboyega

### 3.2 Absents

VP Finance and Services	Abhishek Parmar
FCATSU Councillor	Rastko Koprivica

## 4. CONSENT AGENDA

### 4.1 CONSENT AGENDA

Be it resolved to adopt the consent agenda by unanimous consent.

**CARRIED UNANIMOUSLY**

**4.1.1. MATTERS ARISING FROM THE MINUTES - Outreach Committee**  
**Minutes - MOTION OC 2022-11-07:01**

Be it resolved to receive and file the following minutes:

- OC 2022-09-30

**5. ADOPTION OF THE AGENDA**

**5.1 MOTION OC 2022-11-07:02**

Alan/Ben

Be it resolved to adopt the agenda as presented.

**CARRIED AS AMENDED**

- Strike the colon after the word “presented” and replace it with a period.
- Add discussion item 10.4 “Future of Outreach Committee”

**6. DISCUSSION ITEMS**

**6.1 Historical Work of Outreach Working Group**

**SUBMITTED BY:** Mathematics Councillor “Ben Tischler”

- The working group was formed in Summer 2021 to foster better student outreach. They created informative videos about the SFSS which committee members can access in the shared Google Drive.
- Committee members were encouraged to look through the files in the Drive. They will revisit this item in a future meeting to discuss what they want to work on.

**6.2 Commuter School Complaint Legitimacy**

**SUBMITTED BY:** Communications Councillor “Alan Röpke”

**BLURB:** Discussion on the reason for the lack of student engagement, is the Commuter school aspect the biggest reason?

- Alan asked the committee on their thoughts about the claim that SFSS struggles with engagement due to SFU being a commuter school and should the main goal of the committee reflect this complaint.
- Emmanuel agreed to this claim and shared that events can improved student life on campus and create a sense of community. He also

mentioned that consistent or annual events can create engagement among students.

- Raghava agreed that being at a commuter school can reduce engagement and how events or activities help create a sense of community.
- Daniel mentioned that the label of being a commuter school can be a self-fulfilling prophecy.

### **6.3 Social Media Outreach, Traditional Media Outreach — What works?**

**SUBMITTED BY:** Communications Councillor “Alan Röpke”

**BLURB:** Best examples of outreach/engagement we’ve seen at SFU (Clubs, Organizations, Faculty) or at other universities.

- Alan asked the committee what kind of outreach has been effective for the clubs or DSUs they have been in and what would work for the SFSS.
- The committee mentioned Instagram, email, and Discord as effective platforms for outreach.
- They also acknowledge that word of mouth and creating an in-person connection generates engagement. For the SFSS, they discuss spreading engagement through a ripple effect by going to DSUs members who will then share to their friends.

### **6.4 Future of Outreach Committee**

**SUBMITTED BY:** Communications Councillor “Alan Röpke”

- Alan wanted to go over the constitution as it does not fit what Outreach Committee is. He mentioned that it would be good to define what Outreach Committee is for the current and future years.
- Ben shared that he hopes that the Outreach Committee can produce the drafted videos. He also mentioned that any changes to the Committee should be brought to staff first to ensure work does not get taken away from them.

## **7. ADJOURNMENT**

### **7.1 MOTION OC 2022-11-07:03**

**Ben/Daniel**

Be it resolved to adjourn the meeting at 8:03pm

**CARRIED UNANIMOUSLY**