

Call to Order – 12:34pm, September 25th, 2014 | MBC 2294

1. Roll Call of Attendance

Committee Composition

Vice President External Relations (*chair*) Darwin Binesh
President (*ex officio*) Chardaye Bueckert
Vice President Student Life (MSO *pro tem*) Kayode Fatoba
Board of Directors Representative Brady Wallace
Councillor Kathleen Yang
Councillor
Board of Governors Representative
Out On Campus Representative
Women’s Centre Representative Anjali Biju
Senate Representative
Student At-Large
Councillor
Councillor
Student At-Large

Society Staff

Campaigns, Research, and Policy Coordinator Pierre Cassidy
Build SFU Administrative Assistant Michelle Robertson

Guest

Guest Arjan Mundy

Regrets

Councillor Maren Thompson
Councillor Rahul Rajanala
Student At-Large Muhsin Suleiman

Absent

Vice President University Relations Moe Kopahi
Board of Directors Representative Tesicca Truong

2. Adoption of the Agenda

MOTION ADV 2014-09-25:01

Yang

Be it resolved to adopt the agenda as amended.

‘Promotion of Public Transport’ added to 8a.

‘Task Force of Flexible Education’ added to 9a.

CARRIED AS AMENDED

3. Ratification of Regrets

MOTION ADV 2014-09-25:02

Wallace

Be it resolved to ratify regrets from:

Councillor Maren Thompson
Councillor Rahul Rajanala
Student At-Large Muhsin Suleiman

CARRIED

4. Matters Arising from the Minutes

MOTION ADV 2014-09-25:03

Fatoba

Be it resolved to approve the minutes of 2014-09-18

Edits were sent to SFSS Minute Taker. The committee was uncertain whether the corrections were added.

POSTPONED TO NEXT ADV

5. Updates

a. Academic Advocacy

Inquiries have been made regarding donations from Nesters and Costco. VP External Relations spoke with Communications Office about posters, simple communications plan, and brief satire style videos. The Communications Office is on board with the campaign.

b. Promotion of Public Transit 'Pass-Ups' Campaign

The committee was given a document of a sample poster for the 'Pass-Ups' campaign. VP External Relations will be meeting with Mark Mclaughlin, SFU Ancillary Services, and wanted to get the committees approval of poster and forms before proceeding. GSS is also working on this campaign and Sustainable SFU has been contacted about the matter.

c. Financial Tracking Forms

Financial tracking forms are complete. These forms will help the committee keep track of their budget and be brought to the committee weekly.

d. Kinder Morgan Pipeline

In lieu of the recommendation from the committee of a joint submission with SFU for intervener status, the President reviewed the University's submission but felt it did not touch on the impacts to students. It was recommended to not complete a joint submission with the University. Because the deadline to submit had passed before the committee meeting, a neutral application was submitted entitling the Society to make comments and request more information in the future.

e. Open Textbook Campaign

The SFU Faculty Association's next meeting is on October 3.

f. SFU Budget Consultation

The provincial government and the University are hosting separate public budget consultations and ADV may want to express opinions on the Core Institutional budget and deferred maintenance funding issues among others.

CPR Coordinator, the President and SFU representatives are working together to make complimentary proposals for the Provincial Government Consultations. It was noted that making complimentary proposals and collaborating with the University would be expedient.

The SFU Budget Consultations are happening on the following dates:

- October 7th from 9:30 am to 11:00 am – Surrey campus
- October 8th from 10:00 am to 11:30 am – Burnaby campus
- October 21st from 9:30 am to 11:00 am – Harbour Centre
- October 28th from 9:00 am to 10:30 am – GSS and SFSS private consultation at Burnaby campus

The budget consultations are an opportunity for the international student community to speak to the increase in international student fees.

International student groups have taken actions to reach out to their constituencies and review with their executive regarding increase in fees and collection of student letters. The collection, review and submission of letters is time sensitive as the first consultation begins next week.

It was suggested that the SFSS take a formal position for the private budget consultation on October 28. Given the timeline, advertising in The Peak should occur regardless of positions the SFSS or student groups take.

Throughout the coming weeks, VP Student Life will be attending various international club mixers. Formalizing of campaign and submissions from these groups is expected to occur after this. It was noted to be cognizant of the timeline and that perhaps student groups could use letters that are already submitted to begin to build their submission for the consultations.

MOTION ADV 2014-09-25:04

Bueckert

Be it resolved to approve up to \$400.00 to advertise the SFU Public Budget Consultations.

Discussion

Advertising budget will pay for a large advertisement in The Peak as well as posters. The advertisement should be neutral and focus on encouraging student attendance.

Action Item: President to coordinate with Communications Coordinator to create best communication plan for advertising the SFU Public Budget Consultations.

CARRIED

6. Unfinished Business
7. New Business
8. Discussion
 - a. Promotion of Public Transit

In collaboration with SFU Ancillary Services, a form has been created to track and collect data on the number of times buses pass students on SFU bus routes. This will build a case for the campaign.

The Communications Coordinator would like to redesign the current poster to attract more attention making the campaign more effective. Options for advertising include the Build SFU triangle displays (needs approval), bus stops on and off campus, and Council meetings.

Suggestions to communications and campaign include:

- change URL on poster to 'sfu/passups'
- change survey to identify exact bus stops making it easier to complete
- create PassUps app
- create video promotion
- collaboration with SFSS Events Committee to mobilize students

(The President left 12:58pm)

All suggestions and interest from the committee and students should be communicated to VP External Relations who will then communicate with SFU Ancillary Services. VP External Relations will keep committee informed.

b. Revisiting Issues Policy

The discussion was postponed as the member who could speak to the matter was absent.

c. January Debate/Marc Emery at SFU

The Board of Directors have tasked VP External Relations to investigate the feasibility of Marc Emery as a guest speaker at SFU. Marc Emery's tour will promote the Liberal Party's support of legalization and he is willing to speak at the Burnaby and Vancouver campuses.

A cost of \$4500 including taxes and travel expenses would include an interview with The Peak, time for a Q&A period, and one hour at each campus. The SFU Theatre on the Burnaby campus is being held for January 28th and will cost approximately \$500-600. The Vancouver campus location is TBD.

It was reported that as of yet there is no interest from SFU professors or TED Talks presenters to debate with Marc Emery. However, there is expected to be much interest from clubs and students at SFU. The VP External Relations will continue to search for representatives to debate the opposing side to Marc Emery as it is a critical piece to the event.

It was suggested to seek partnership with other post-secondary institutions to help manage the costs. The University of Victoria Student Society (UVSS) was opposed but the VP External Relations will continue to explore options for collaboration and keep the committee informed.

The committee discussed the importance of having a non-partisan stance at the event. Providing a space for dialogue will allow for both positions of the debated and represented.

Interest was expressed to see the event tied more closely to an advocacy initiative more broadly. This could be in the form of advocating the importance of voting or tie into the 2015 federal elections.

(The Campaigns, Research, and Policy Coordinator left at 1:10pm)

The committee was reminded that the event is only in initial discussions and will be brought back to the Board of Directors for more discussion.

9. Announcements

a. Task Force on Flexible Education (TFFE)

The TFFE is looking for students to attend their student advisory committee. Any interested volunteers can contact Candy Ho at candyh@sfu.ca.

b. Open Textbook Campaign Promotion

The last count stated the campaign collected 2200 signatures. The campaign needs 3000 signatures by October 1st. The committee was asked to share Facebook page and promote petition within their networks.

10. Attachments

11. Adjournment: 1:17 pm