

Call to Order – 11:30 am, August 20, 2015 | MBC 2296

1. Territory Acknowledgement

The Advocacy Committee acknowledged that the meeting was being conducted on the traditional and unceded territories of the Coast Salish peoples, which included the Squamish, Musqueam, Stó:lo, and Tsleil-Waututh people to the current knowledge of the Society.

2. Roll Call of Attendance

Committee Composition

Vice President External Relations (*chair*) Kathleen Yang
President (*ex officio*) Enoch Weng
Vice President Student Life Deepak Sharma
Vice President University Relations Brady Yano
Board of Directors Representative Arr Farah
Board of Directors Representative Christine Dyson
Councilor
Councilor Erwin Kwok
Councilor Blaise Crisologo
Women’s Centre Representative
Senate Representative Arjan Mundy
Student At-Large John Ragone
Student At-Large Muhsin Suleiman

Society Staff

Campaigns, Research, and Policy Coordinator Pierre Cassidy
Minute Taker Dion Chong

Regrets

Board of Governors Representative Deven Azevedo
Out On Campus Representative Russell Kanim

Absence

Councilor Jesse Velay-Vitow

3. Adoption of the Agenda

MOTION ADV 2015-08-20:01

Sharma

Be it resolved to adopt the agenda as presented.

CARRIED

4. Ratification of Regrets

MOTION ADV 2015-08-20:02

Yano

Be it resolved to ratify regrets from:

Board of Governors Representative Deven Azevedo (*out of town*)
Out On Campus Representative Russell Kanim (*out of town*)

CARRIED

5. Matters Arising from the Minutes

MOTION ADV 2015-08-20:03

Sharma

Be it resolved to approve the minutes of 2015-08-13

CARRIED

6. Committee Member Updates

Vice President University Relations

- Attended the Student Union Development Summit at UBC, which had an Elections Canada presentation. A conference report would be put together.
- Additional outreach materials from Elections Canada were ordered. 300 pen, 300 bookmarks with screen cleaning phone stickers, and some voter guides. Fridge clips were not ordered. Additional supplies could be ordered for free if the committee would be doing more in person tabling.

Vice President External Relations

- Went to the Campus to Campus Consent Conference at UVIC.
 - A report is being developed between the Vice President External Relations, WCTR Coordinator and a WCTR volunteer.
 - The OOC Representative could not attend. Nearly all costs were recovered.
 - Per diem cheque requisitions were being processed.
 - Substantial amounts of positive consent swag was received.
- Met with Jane Shin, MLA.
 - MLA has discussed student housing extensively but was not currently pursuing any initiatives related to student housing.
 - Gave a number of useful tips for the presentation to the provincial budget submission.
 - In the previous year, the SFSS presented in person to the committee.
 - Registration opened on September 1st. It was recommended by the CRP Coordinator that the Society call to register first thing in the morning if they wished to go forth with a presentation again.
- A GSS/SFSS joint funded Kinder Morgan pipeline research assistant.
 - The SFSS has been approved for an oral submission on the Transmountain pipeline project on September 17th.
 - A presentation would have to be prepared.
- Federal Election
 - Met with representative from Council of Canadians.
 - September 8th—was originally training for canvassing, but that could be postponed to October 8th.
 - Facilities and catering has been ordered for the all-candidates debate in Saywell Hall.

September would be an extremely busy month given the number of initiatives planned.

Doodles would be circulated for the various volunteering opportunities coming up in the September month, including event/initiative set up and takedown. Many of the events upcoming may not require substantial number of volunteers to be present, as such a Doodle may not be necessary. Open Textbook campaign would be a major initiative requiring substantial volunteer presence.

The committee may wish to consider the SFU Ambassador program for additional volunteers.

7. Working Group Updates

Open Textbook Campaign

- Textbook campaign has been rebranded as #TextbookbrokeBC. UBC AMS and SFSS have been the primary drivers for the campaign, with interest from the Kwantlen Student Association and the Capilano Student Association to participate.
 - It was suggested to consider running a social media contest to drive additional interest. This may be used in the Spring semester, as the current plan was to drive student interest with the current number of plans being developed for the campaign.
- AMS was currently developing bookmarks for the campaign, which would be used throughout the semester. Until dimensions were received, a quote was not available from the Copy Centre.
- Outreach would be occurring during September 8 to 11.
 - Hashtag was to be used on social media as a measurable of the success of the campaign.
 - Volunteer signups for shifts was requested.
- Planning collaboration with UBC and SFU Libraries, potentially with Kwantlen Library
 - Premiere event for Open Access week in October at Woodward's or Vancouver Campus
 - Working Group is being set up for a second event as well, which would start meeting in the second week of September.

Sexual Assault Support Centre

- A new working group is being formed from various student organizations, SFU departments. The group was beginning to meet to discuss the opportunity to develop such a centre at SFU.

8. New Business

a. Advocacy T-Shirts

MOTION ADV 2015-08-20:03

Yano, Amedeo Yano

Whereas the committee has a desire to spend up to \$1000 on volunteer t-shirts
Be it resolved to allocate \$361.20 from ADV line 820/20 to cover the cost of 30 Advocacy committee branded volunteer t-shirts.

Be it further resolved to allocate up to \$639 from ADV line 820/20 to cover the cost of general SFSS volunteer t-shirts.

30 American Apparel advocacy committee shirts have been ordered by the Communications Office. As 100 of the general SFSS volunteering shirts have already been ordered by the Events and Promotions Committee, these could be used by the committee until such time that the next batch of general shirts were needed, at which time the ADV could cover the cost of the next order.

CARRIED AS AMENDED

b. Outreach Supplies

MOTION ADV 2015-08-20:03

Yano, Amended Yano

Whereas there is a need to replenish outreach supplies for the society

Whereas the committee has expressed increasing outreach and visibility of the SFSS to be a priority for the year

Be it resolved to allocate up to \$1500 from ADV line 820/20 for the purpose of ordering SFSS branded merchandise limited to pens, notebooks, and lanyards.

Be it further resolved to task the Communications office with ordering Advocacy funded outreach supplies.

The Vice President External Relations had reviewed a number of swag options and had recommended that the Communications Office select a number of lower cost items.

It was raised that all swag should be sourced from a general Communications Office advertising and Membership Engagement line items. However, the current year budgeting was such that this was being done through ADV and EPCOM Events and Promotions Committee has already contributed to the purchase of swag, which could be used for any outreach done by the Society, in addition to the work of the two largest committees of the SFSS.

Quantity was not specified as costs change based on number of units ordered and from which supplier. Certain more expensive swag items would be used for contests and other special initiatives, while lower cost ones would be used for tabling. Some money should be approved immediately in order to ensure that the SFSS has some outreach materials for the September period.

Question was raised of whether there was any advantage in branding swag specifically as Advocacy Committee, as it may confuse general students around the relation between the committee and the SFSS. It was raised that it should be a priority to raise the profile of the SFSS at large before raising awareness of its individual components.

Quantity of swag was prioritized by the committee.

CARRIED AS AMENDED

c. Open Textbook Campaign

MOTION ADV 2015-08-20:03

Yano, Amended Yano

Be it resolved to allocate up to \$400 from ADV line 820/20 for the purchase of Open-textbook campaign t-shirts with the slogans.

Be it resolved to allocate up to \$500 from ADV line 820/20 for the purchase of OpenTextbook campaign bookmarks.

The Committee discussed the slogans provided by the committee. 30 “beer” slogan shirts would be purchased, and 20 “gold” shirts would be purchased. The committee expressed interest in purchasing 50 shirts in total.

CARRIED AS AMENDED

9. Discussion

Two potential meeting times have been proposed for the committee during the Fall semester as per the email circulated. The doodle would be recirculated, with the committee requested to fill out the doodle as per the fullest availability.

10. Adjournment 12:27pm

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