

## 1. CALL TO ORDER

Call to Order – 12:33pm.

## 2. TERRITORIAL ACKNOWLEDGMENT

We acknowledge that this meeting is being conducted on the unceded territories of the Coast Salish Peoples; which, to the current knowledge of the Society include the Squamish, Musqueam, Stó:lo, and Tsleil-Waututh people.

## 3. ROLL CALL OF ATTENDANCE

### **3.1 Committee composition**

Vice President External Relations ( <i>Chair</i> ) .....	Christine Dyson
Vice President University Relations .....	Arr Farah
Board of Directors Representative .....	Blossom Malhan
Board of Directors Representative .....	Prab Bassi
Board of Directors Representative .....	Raajan Garcha
Student At-Large .....	Kiran Binning
Student At Large .....	Natalia Gretskaia
Student At Large .....	Darien Lechner
Student At Large .....	Vacant
Student At-Large .....	Aarushi Sharma
Student At-Large .....	Erwin Kwok

### **3.2 Society Staff**

Campaigns, Research and Policy Coordinator .....	Pierre Cassidy
Administrative Assistant .....	Zoya Nari
Administrative Supervisor .....	Karen Atara

## 4. RATIFICATION OF REGRETS

## 5. ADOPTION OF THE AGENDA

### **MOTION ADV 2017-02-01:01**

**Arr/Natalia**

*Be it resolved to approve the agenda as presented.*

**CARRIED**

## 5. MATTERS ARISING FROM THE MINUTES

### **MOTION ADV 2017-02-01:02**

**Darien/Arr**

*Be it resolved to approve the minutes from:*

- *AdvocacyCommittee\_2017-01-25*

Abstention: Erwin Kwok

## **CARRIED**

## **6. NEW BUSINESS**

### **6.1 MOTION ADV 2017-02-01:03**

**Arr/Natalia**

*Be it resolved to approve the SFSS Elections Campaign Proposal for up to \$475 from line item 820/20.*

- Promotion plan in place for elections to inform candidates: what SFSS is and what the Board of Directors is
- Election period explaining: who votes, how to vote, and for students to vote
- Informational cards to be created
- Motion for posters to be approved at the next Board Meeting
- Work order form will be created after committee approves Facebook boosts
- Theme of posters is suggested to be similar to the elections video if doable and contain similar aspects as the Sexual Assault cards
- First video will be ready to upload on Monday, February 27, one week prior to nominations
- Second video will be ready near the voting period
- Pamphlets to be distributed may outline the dates and locations of the events

## **CARRIED**

## **7. DISCUSSION ITEMS**

### **7.1 - U.S Travel Ban**

- SFU will host an event (Thursday, February 2nd) to support affected students in the Convocation Mall
- About 400 individuals; including students, staff, and faculty are affected
- Committee to gather details on their preference of assistance
- Mainly to ensure memberships are being supported by the university
- Work order is filed for a press release to communicate to students and individuals of the available resources put in place by SFU. To be re-iterated to students
- Tables are to be set up in the Academic Quadrangle for information and will be required to provide advance notice for students
- Public announcement may be made to openly state positions and promote counselling services

- Task Force this coming up week to show support
- Students on co-op going to the United States could be affected, and will require information on the next steps
- Create a campaign to retract the overall message to those affected by providing a contact number
- The committee suggested that the press release to provide links with further information and available resources for those affected, and compile a list of direct contacts for the press release along with stories as well as providing a platform for members around specific themes that are affecting them
- Committee to potentially work with The Peak for further resources to establish future groundwork for the committee
- Questions that came up between committee members: how to reach out to other universities? Steps University is taking? Steps that can be taken for students involved in the travel ban?

## **7.2 – Provincial Elections**

- Interest in forum of student issues
- Livestream of leaders and debate may be posted on the website
- Currently a CBC moderator and 3 individuals
- Event to be held at the Centre of dialogue in downtown to RSVP 150 students on April 5
- \$1000 allocated however could decrease if more student societies participate
- Topics to be discussed during the debate: Transportation, student housing, institution funding, and the rest is open for debate
- Questions will be prepared in advance
- Student associations that may potentially join the debate is to host a live showing at their respective campuses
- SFU AV will be providing a link for the live feed, with a possible option of GlobalBC1 to film the debate
- To develop promotion and event plans in preparation for the new board for the 2 weeks following election
- AMS interested in participating
- Committee suggested an all-day debate to be broadcasted in the Convocation mall
- Formal proposal to be created by the chair

## **8. ATTACHMENTS**

- SFSSElectionsCampaignProposal.pdf

## **9. ADJOURNMENT**

**MOTION ADV 2017-02-01:04**

**Natalia/Raajan**

*Be it resolved to adjourn the meeting at – 1:28 pm.*



MBC 2290  
Advocacy Committee Minutes  
Simon Fraser Student Society  
Wednesday, February 1, 2017

**CARRIED**

**SFSS Elections Campaign Proposal**

January 2017



**Simon Fraser Student Society**

## **Overview of campaign**

The advocacy committee is seeking to promote the upcoming SFSS elections for Board of Director Positions.

**Objective:** To spread awareness about the elections, how to get involved and how to vote.

**Desired outcome:** More students participating as candidates in the elections, and higher voter turnout.

## **Campaign goals**

### **1) Ensure that students are aware of upcoming elections and what the board of directors does**

#### **Implementation**

- Sharing of video 1 created by Ballistic Arts which explains
  - 1) What the SFSS is (Mission, Vision, Values), What is a board of directors, what does this board do, Who votes them in

### **2) Promote running in the elections**

#### **Implementation**

- Post pictures/videos of previous student society board members
- Include quotes about what idea led them to run
- Posters on Campus

### **3) Promote participating/voting in the elections**

#### **Implementation**

- Sharing of video 2 created by Ballistic Arts which explains
  - Who votes in the elections and how to vote
- Sharing of pamphlets outlining debates and voting days
- Posters on campus

## **Outreach Plan**

### **In person outreach:**

- Plan to hand out pamphlets at Bus Loops
- Encourage students to attend debates

**Social Media:**

- Social Media Updates
- Email to council
- Email to SFU communications
- FB boosts for videos

**Budget**

Item	Cost	Quantity	Cost per student	Total Cost
Info Cards	\$0.70 per sheet (4 cards per sheet)	500 Sheets (2000 Pamphlets)	\$0.18	\$350
Posters	\$ 0.50	50 posters		\$25
FB Boosts	\$ 100			\$100
<b><i>Entire Campaign</i></b>				<b>\$475</b>

**Resource Requirements**

- Pamphlets
- Posters
- SFSS T-shirts
- Video/Pictures

**Staff Requirements**

- Communications Department - Pamphlets, Posters and social media posts
- Copy Centre - Printing pamphlets and posters