



**International Students' Group  
advocacy, media and pr coordinator handbook**



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## what is the ISG?

The International Students' Group (ISG) is a constituency group under the rules and regulations of the Simon Fraser Student Society, born to protect the interests of a significant minority on campus.

The ISG represents and defends international students' interests by taking action against differential fees, and for hassle-free, need-based bursaries, lobbying for consideration of internationals' situation in allocating on-campus housing, and representing international students on the National Students Council and on the SFSS Forum, as well as in front of the university administration and the wider community.

We help out in welcoming and befriending new international students, monitoring the International Student Lounge, working closely with SFU International on International Student Orientation activities every semester and, last but not least, setting up social events: Pub Nights, karaoke nights, potlucks, dinners, etc.

## how does the ISG work?

The ISG works through meetings and, although we encourage consensus decision-making, we use a form of Robert's Rules of Order to conduct our meetings. As we seek the support of most meeting attendees for any decisions we take, participating in our general and committee meetings is the best way for you to be represented by the Group, and to bring your problems as an international student to our attention.

## membership

Membership in the ISG is automatic for international students at SFU, that is, visa students who have been in Canada for at most two consecutive years. Membership is also open to anyone who self-identifies as an international student (e.g. long-term international students and landed immigrants).

All members of the SFU community and beyond are welcome to attend our meetings and events, up to the discretion of the executive. There is no membership fee.

## ISG history

The International Students' Group was created in March 2003, in response to a significant tuition increase for international students at Simon Fraser University.

In September 2003, Bocar Dia, a Business and Computing Science Major from Senegal, became President of the Group. The ISG focused on registration issues, off-campus work for internationals, and starting lobbying Financial Assistance to work towards a more transparent treatment of bursary applications.

Giovanna Di Sauro, a Molecular Biology and Biochemistry student from Italy, became President of the Group in September 2004. In October, the Group presented the International Lounge Proposal to the SFU administration, and obtained the assignment of funds and a dedicated space for the Lounge. Follow-up work by Di Sauro, Dia, Shadmehr, and other volunteers made the opening of the Lounge possible.

Ramin Shadmehr, an Interactive Arts Iranian student with a strong focus on social events and Orientation, was elected President in September 2005. Di Sauro was re-elected in September 2006 to work on the introduction of new volunteer positions, a volunteer program, and a more decisive advocacy stand.

## your position

The Advocacy, Media and PR (AMPR) Coordinator is one of the ISG staff members. Staff Members are responsible for very important tasks, and they can be either appointed by the Executive or elected. Staff positions are subjected to change according to the organization's needs. The Staff need to be international students as defined by SFU, or self-identified international students in good standing and members of the SFSS.

The Advocacy and PR Coordinator must commit a minimum of 5 hours/week. This Coordinator is responsible for carrying out the ISG PR campaign and advocacy agenda, as well as preparing and printing ISG communication materials and liaising with SFU International. The AMPR Coordinator also documents the history of the Group. S/he is in charge of, and must attend, the Advocacy, Media and PR Committee meetings.

The AMPR Committee consist of a minimum 5 members, including the Forum Representative, Webmaster, AMPR Coordinator, and President. The Committee is responsible for updating and maintaining all ISG communication materials, re-designing the website, doing advocacy work, documenting the history of the Group and carrying out PR campaigns.

# general introduction to the Simon Fraser Student Society (SFSS)

*Extract from [www.sfss.ca](http://www.sfss.ca)*

The Simon Fraser Student Society is the student union at Simon Fraser University. Located on the second floor of the Maggie Benston Centre, the Student Society offers a wide range of advocacy and services to its members, the students of SFU.

## history

Registered in 1967, the Student Society has maintained a long tradition of students working together to improve quality of life for all students. Throughout its history, the Society has fought against tuition increases and fought for student rights.

## a democratic structure

The Student Society is governed by the Board of Directors, all of whom are democratically elected each year by the student body. The Board is comprised of the Society's Executive, a representative from each faculty, two at-large student representatives and an at-large graduate student representative. The Board's main task is to set priorities and policies for the Society, with the input of Forum and the standing committees of the Society.

## committees

The Student Society has a number of committees that allow members direct input into the decisions of the Society.

## student unions and graduate caucuses

Each department, faculty or school has a student union, which all students who study a course in that department, faculty or school is a part of. Each student union elects a representative to Forum, the advisory body of the Society. This member acts as a liaison between the Board and their student union.

## canadian federation of students

Students at Simon Fraser University are members of Local 23 of the Canadian Federation of Students, a partnership of more than 70 student associations across the country. Through the Canadian Federation of Students, SFU students receive benefits such as the International Student Identity Card (ISIC), the Studentsaver discount card, and strong representation for student rights at both the Federal and Provincial levels. For more information about the Canadian Federation of Students, visit [www.cfs-fcee.ca](http://www.cfs-fcee.ca).

## constitution of the Simon Fraser Student Society

PDF document is available on [www.sfss.ca](http://www.sfss.ca)

## constituency groups as part of the Simon Fraser Student Society

Administrative Policy 17 (AP-17), PDF document is available on [www.sfss.ca](http://www.sfss.ca)

## contacting the Student Society

### ISG Forum Representative

The ISG Forum Representative is the member of the ISG Executive who will be attending the SFSS Forum Meetings. Only constituencies, departments and Departmental Student Union (DSU) Representatives have the privilege to sit on Forum. No student club has such a direct access to the Board of the Student Society. The aim of the Forum Rep is to represent and voice ISG interests and problems through the Forum meetings. S/he will therefore be one of your direct contacts to the SFSS.

### SFSS Organiser

The SFSS Student Union Organiser's job is to provide support to DSUs and constituencies of the SFSS in a variety of ways. The Organiser keeps track of the active groups, releases their core budget, can approve grants for up to \$1000, and also provides additional training to active DSU/constituency members. One of the ISG Staff or Exec members should always be in touch with the Organiser Office – usually the President and the Treasurer – whose aim is to promote the existence of vibrant and active DSUs and constituencies on campus.

### the SFSS Board of Directors (BoD)

International students do not have, up to this date, a dedicated representative in the SFSS Board of Directors. They elect, together with local students, a Representative At-Large. The SFSS BoD is responsible for directing the Society and promoting a firm respect of its bylaws and policies. The Board is also involved with advocating for student issues – such as high tuition, U-Pass, etc. – and providing collective services – such as the Health Plan. The Board can be contacted through e-mail (all contacts are available on [www.sfss.ca/contacts](http://www.sfss.ca/contacts)) or in person.

# the AMPR coordinator's manual

## Introduction

The AMPR Coordinator has one of the most important jobs in the ISG, together with the President and the Forum Rep. In fact, internal and external communication, marketing, design sense, and PR skills are fundamental not only in a corporate, but even more in a non-profit, volunteer-run environment.

This section of the booklet will try to cover, at least superficially, all the main aspects of this job the AMPR coordinator needs to be aware of. As this is only an introduction, the booklet will not serve as an extensive resource on all Communication Studies aspects, but only give relevant suggestions, and encourage you to look for more in-depth sources if you are interested in gaining more knowledge or simply being a better volunteer. These are the main topics treated in the booklet:

- The ISG and SFU International
- News releases, open letters & co.
- Advertising and communications materials
- Marketing and fundraising
- Keeping in touch: Newsletter and E-mails
- Graphic design and print production

We hope you will enjoy reading this booklet, and that this will help you give a significant contribution during the volunteering time spent with the ISG.

## The ISG and SFU International

### Introduction to SFU International

One common mistake of new ISG members is to consider the ISG as a part of SFU International. As the ISG is a constituency of the SFSS, and SFU International is, at least at this moment, a Student Services unit, this is obviously not the case.

SFU International defines itself as “the central coordinating body for most of the university’s international activities. We believe that the quality of education grows when a classroom is filled with students from around the world, when discussions include cross-cultural perspectives, when faculty and staff grow their skills internationally, and when students can study and work abroad.”

SFU International is officially responsible for coordinating “programs and support services for international students, opportunities for students to study abroad, opportunities for staff to build professional skills abroad [and] services for faculty seeking international development projects”.

They officially support “development of international programs, development of international co-op opportunities [and] events addressing current international issues and concerns” ([www.sfu.ca/international/About](http://www.sfu.ca/international/About)) As you can see, addressing international students’ issues is only one of the aspects of SFU International’s mission.

## SFU International's Strategic Plan and Internationalization Statement

SFU International has a Strategic Plan defining its aims, as well as proposed actions, to achieve such aims in a realistic amount of time, suggested by a timeline. The measure of success of SFU International in achieving its own targets can therefore only be determined by comparing objectives and timings from the Strategic Plan to the real-life situation at those stages.

The ISG comes in conflict with SFU International only when it is possible to state that SFU International is not focusing (or not focusing enough) on some of its stated objectives, and when the focus does not occur in a timely manner. It is therefore important to go through the Strategic Plan periodically to identify areas where collaboration and/or conflict with SFU International arise. SFU International's Strategic Plan is undergoing changes. However, you can find a copy of the current one in the appendix of this booklet. Make sure to notice that this is only the public version of the plan.

Please also make sure to go through the Internationalization Statement. You can obtain a copy of such Statement on SFU International's website.

Find more information at:

<http://www.sfu.ca/international/files/PDF/SPext.SFUintl2.pdf>

<http://www.sfu.ca/international/files/PDF/internationalization.pdf>

## International Student Orientation

The ISG closely collaborates with SFU International on orientation-related activities. The ISG has been involved in International Student Orientation since August 2004, and its members have participated in fall, spring and summer sessions.

The format of orientation is undergoing changes: in the past, the ISG used to produce movies for the introductory and closing parts of the Orientation, as well as organize presentations for the second half of the International Orientation day. As International Orientation becomes progressively more integrated into General (Campus) Orientation, involvement seems to be more fragmented, and more focused on discussion panels and interactive workshops.

The AMPR Coordinator is the unofficial liason between the ISG and SFU International together with the President. This role becomes very important in times of contrast, volunteer shortage, or when the President is on leave or the position is vacant.

## SFUi-ISG communication policies and contacts

During a meeting which took place on November 20, 2006, some shared policies for dealing with communication and conflict-resolution between the ISG and SFU International (SFUi) were established. Following are the policies mutually agreed on at that meeting.

### Minimum number of ISG-SFUi meetings per semester

There should be a minimum number of two (2) meetings per semester: one in the beginning for orientation wrap-up and introductions of new members/staff, and one for the semester wrap-up towards the end of the semester.

### Protocol for calling meetings

The ISG President (or AMPR Coordinator) will be responsible for calling meetings and writing an agenda. The current protocol will be followed. This is a summary of the current protocol for calling ISG/SFUi meetings:

- The ISG President/AMPR Coordinator proposes at least two (2) dates, at least 10 days in advance, for the proposed meeting.
- When a reply from SFUi is received, a room for the meeting is booked by either ISG or SFUi
- An agenda is prepared by the ISG, and input for the agenda is asked to SFUi
- The agenda is sent out to both intl\_advising and intl-exec lists
- A reminder is sent out one or two days before the meeting, and both parties make known the names and positions of the people that will be attending the meeting
- Minutes are taken during the meeting by either ISG or SFUi, and are sent out maximum a week after the meeting to both intl-exec and intl\_advising
- Other meetings can be called by either party in case of emergency (see conflict resolution).

### Establishing one or more contacts from each party

The ISG contacts for general matters will be the President and/or the AMPR Coordinator; the contact for International Lounge matters will be the Lounge Manager (or the President, in case the Lounge Manager position is temporarily vacant; the contacts for Orientation will be the President and/or the AMPR Coordinator.

The SFUi contact for Orientation and Lounge matters will be Kate Jennings (and in the future, Carolyn Long); for general matters, the contact will be the holder of the ISA 2 job title.

### Exchange of promotional material and use of SFUi mailing list

Some basic ISG material (brochures) will be kept in the SFUi office, and are incorporated into the Orientation packages (this must be reconfirmed for times after Spring 2007).

The ISG will keep some materials on exchange and field schools in the ISG office and that one of the ISG volunteers will pass by SFUi to pick up the material periodically.

The ISG can use weekly updates to promote events, and that the deadline to send in event notices is Thursday evening, as the updates are sent out on Friday morning.

### Protocol to set up a meeting with the SFU administration

The ISG must go through SFUi first and, if needed, SFUi will bring the ISG's request to the administration.

### Protocol for conflict resolution

If the conflict is not solvable internally (in an ISG/SFUi meeting), the ISG should refer to Student Services..

## News releases, open letters & co.

As the name suggests, the AMPR Coordinator needs to be able to take advantage of local (or national) media opportunities to push for the advocacy targets of the ISG. This is the Public Relations and Advocacy part of this volunteer job, which requires you to be able to (or willing to learn how to) give interviews and write news releases or newspaper articles to support international students and promote public awareness of international students' issues.

Although this booklet cannot teach you everything on how to write an effective newspaper article or news release, it can provide you with some tips. The booklet will also give you some tips on timing and preparedness.

### News releases

According to Wikipedia, a news (or press) release is a “written or recorded communication directed at members of the news media for the purpose of announcing something claimed as having news value.” News release can be faxed, mailed and today they are often e-mailed.

The main purpose of the news release is to get such news published in a newspaper, on a website, talked about on TV, etc. Therefore, the news release has to be able to catch the attention of busy editors and journalists. This means that the only way to get a news release to be successful is to think (and write) like a reporter. This has implications on both the writing style that should be adopted, and the formatting of the news release. Here are some tips for writing a successful release:

- Make sure the ISG logo and contact information is on the letterhead. Use one of our templates to be sure that all the contact information is there as well
- Write PRESS RELEASE, centred, at the very beginning of the release. If the press release is for IMMEDIATE RELEASE, say so, on the left margin directly above the title in all caps
- Make sure you have a short, catchy title. Center it and bold it. The title should somehow refer to the contents of the release, but be interesting enough to encourage the journalist/editor to read the rest of the release
- Begin the body of the press release with the date and city (for example, “Burnaby, B.C., February 16, 2007”)
- While writing the body of the release, make sure to include basic information about the who, what, where, when and why. The first paragraph of the press release should contain in brief detail what the press release is about. The second paragraph explains why reader should care etc. In this paragraph you would also generally include a quote from an involved person (for example, the ISG President, a community leader, etc.). The third and generally final paragraph is a summary of the release and further information on the ISG.
- Use a clear, basic font like Times New Roman, Arial, etc.
- Try to limit the press release to one page. If your press release exceeds one page, the second page should indicate ‘Page Two’ in the upper right hand corner. For the end of a press release, use ###
- Make sure that the information contained in the release is useful, accurate and interesting information. Do not advertise, use sensationalist claims, and of course, be honest

You can find an example of past ISG news releases in the News Archives of the ISG website. You can also find many useful samples online – simply type “writing a press release” in your favourite search engine.

## Writing articles, interviews and publishing in the Peak

The ISG has often resorted to interviews, open letters or articles made public through the Peak to voice the concerns of international students, and carry out advocacy campaigns. It is therefore very important for you to know how the Peak can be useful to reach out to the university community at large, and even to the national media!

### About the Peak

The Peak has been SFU's main student newspaper since 1965. If you are aware of the fees you pay every time you register, you will have noticed that you pay a small fee to the Peak every semester. This allows the Peak to be an independent newspaper, as it is not funded either by the Student Society or by the university.

The Peak offices are physically located in the Maggie Benston Centre, room 2901. This is right under the Higher Grounds Coffee Shop, and next to the main entrance to the Forum Chambers. You can contact the editors in person, phone, or e-mail, and you can also attend their collective meetings, which take place on Wednesdays at 11:30AM.

### Writing for the Peak

Writing for the Peak is very easy: all you need to know is...how to write! The Peak often has space to publish letters (in the Letters section) in the following week, but for getting published in the Last Word section (the back cover of the Peak, one of the most read sections) you might want to plan two weeks ahead. The Peak editors accept submissions until Wednesday for publishing in next week's issue.

The writing style should be adapted to the purposes of the article, and the section you intend to publish into. For example, Last Word articles are often ironic, sarcastic, polemic, and in general are personal opinions: this means that you can write on your own behalf, but not on behalf of the ISG when publishing in the Last Word. However, this does allow you to be more cutting and polemical, if that is part of the current PR strategy. Open letters (directed to the entire community) and letters should be target, obviously, to the Letters section. Informative articles of 1000+ words with pictures are usually reserved for the Feature section.

You can find more information about word count limitations from the Peak itself, or you can ask the editor responsible for a given section. You can find their e-mails on the Peak's website, [www.peak.sfu.ca](http://www.peak.sfu.ca). For some sample articles written by ISG members to the Peak, refer to the online Peak Archives, also accessible from the same website.

### Interviews with the Peak

Sometimes it is useful to bring the advocacy issue the ISG is focusing on at a certain time to the News pages. The best way to do this is to write to the News editor, talk about your issue and ask on whether they would be interested in interviewing a few members of the ISG executive and staff. Always make sure the interviewees prepare thoroughly before the actual interview. You can find a number of ISG interviews (some even made the first page of the Peak) in the online Peak Archives.

## Marketing and advertising

### Communication materials

The ISG is using a variety of communication materials to promote itself, its services and events. These materials have to be constantly updated under the supervision of the AMPR Coordinator. Here we are only providing a list of communication materials that should be used in the future:

- full-colour ISG brochures
- black-and-white or full-colour ISG monthly newsletter
- black-and-white ISG volunteer recruitment booklet
- black-and-white or full-colour ISG volunteer handbooks
- event posters
- event flyers
- event painted banners
- ISG full-colour durable banner
- document templates for all these documents, and additionally for letters, releases, agendas and brochures

### Where to advertise

There are a few places to advertise, depending on which materials you are using. Advertising is usually reserved to events, not advocacy, but the ISG's strategy on this might change in the future. In this section of the booklet we will only go over advertising for events. Common places for advertising are:

- the PEAK
- the ISG website
- your mailing list, and other mailing lists you might have access to
- residences
- the AQ, South Science Building, and everywhere in the university where you can find public posting boards
- the Convocation Mall and other high-traffic areas; here it is best to advertise in person distributing flyers

### How to advertise

When you are planning for an event, it is important to start advertising as early as the event requires. For example, bake sales and table fundraisers do not need much advertising, but events involving a large number of people do. Please refer to the following guidelines for marketing/advertising from the Event Volunteer/Coordinator handbook, and consult the Events Handbooks for more information about where the marketing fits in the event timeline:

#### Two months before the event

- Develop a marketing strategy. Will your event have a theme? If so, how will it be incorporated into your marketing efforts?
- Create a visual image (logo, colours, text styles, images, etc.) and stick with it. A consistent message throughout your promo material will help your event stand out.
- Draft posters, handbills, banners, etc. and have the designers bring them back to the planning team for review and input.
- Contact printing companies, if applicable, to get quotes on poster printing costs.
- Keep the event website up-to-date with information about your event.

### Six weeks before the event

- Ensure that marketing resources are ready.
- Develop a plan for distribution. You've created great posters – where and how will they be circulated? What are the best locations and times to distribute handbills?

### One month before the event

- Implement your promotions campaign. Get the word out! Now is the time to distribute your promotions.
- Schedule volunteers to sell tickets, hand out flyers, and staff information booths in high traffic locations like the sub or your faculty building.
- Classroom announcements can be very successful. A quick way to do this is to ask members of your club or committee to make an announcement in each of their classes. Be sure that your announcers know to get the permission of the instructor first

### Two weeks before and week of the event

- Prepare event signage.
- Make volunteer thank-you cards or gifts.
- Purchase supplies needed for the event (snacks, nametags, decorations, etc.).
- Review the AMPR volunteer schedule and circulate this information.
- Arrange any necessary training for your volunteers

## Keeping in touch

### Website

The website should be updated as often as news of importance to the ISG and international students come up. Although the task of updating the website resides with the Webmaster and Mail List Manager, the news to be published in the website should be written by the AMPR Coordinator (or AMPR Volunteers, under supervision) following press release guidelines. This implies that the AMPR Coordinator should always keep up with local, national and international news.

### Newsletter

The ISG newsletter should be posted on the website and printed (at least in a limited amount, if not commercially) every month. The ISG has not had a stable newsletter in the past, therefore the role of the AMPR Coordinator will range from supervising (or doing) newsletter design, editing, teaching AMPR volunteers how to write and solicit articles, etc.

### E-mails

E-mails are one of the most important form of both internal and external communication for the ISG. The AMPR Coordinator is responsible for writing PR and advocacy e-mails in association with the President for important matters. It is advisable for the AMPR Coordinator to brush up on formal and informal letter-writing English skills and grammar, as well as supervising AMPR volunteers and encouraging them to do the same. English proficiency is essential to be taken seriously by your peers and the wider community.

## Graphic design and print production

### Basic principles of design

Upon receiving this position, a basic working knowledge of principles of design, as well as working knowledge of the softwares to apply these principles are expected. If you feel that you do not have any knowledge of design, there are several ways to learn about it.

First, you can teach yourself these basic principles going through these recommended readings:

- The Non-Designer's Design and The Non-Designer's Type Book by Robin Williams
- Pocket Pal by International Paper (visit [www.internationalpaper.com](http://www.internationalpaper.com))
- CMNS 473's courseware (which can be purchased at the SFU Bookstore)

Secondly, if you are interested in graphic design and would like to take a class, there are several basic courses available:

- SFU CMNS 473 – Publication Design and Print Production (this is a good introductory course on design)
- Emily Carr Art Institute of Art + Design's continuing studies course(s) on Basics of Communication Design and/or Publication Design (I do not provide the course numbers as they might change)
- Capilano College's Illustration/Design: Elements & Applications (IDEA) course(s) on Design Basics

### Visual standards

The ISG uses graphic and web standards. Standards must be followed in order to maintain a consistent brand. Brand is defined as “a name, term, sign, symbol or design, or combination of these, that is intended to identify the goods and services of one business or group of business and to differentiate them from those of competitors” and if it is properly managed, it creates influence and generates value ([tutor2u.net](http://tutor2u.net)). Our tools to communicate the ISG's identity are stationary, business cards, advertisements, signs, publications, newsletters, website(s) and presentations, which all contribute to the character of both the individual and the organization. Templates, print-ready graphics and web-ready graphics, along with the standards documents, will be available in a CD and on the office computer accessible through the Admin account, separately from this booklet.

### Working with printers

There are several tips in working with printers:

1. Printers are your partners in achieving the final desired result of your work. To make the partnership work well, you will need to learn about the specialty and equipment (i.e. their strengths) of the printers you work with so you can strike that fine balance between budget and quality.
2. Learn the basic printing process and terminologies necessary to communicate with your printer. If you do not know certain terminology, do not afraid to ask—you do not have to know everything.
3. Always get 3 bids from 3 different printers and evaluate the bids according to your needs and constraints (e.g. turnaround time and budget).
4. Cost vs. quality is an ongoing battle that you will always fight when producing printed materials on a small budget. Cost should be viewed in both tangible (i.e. monetary value) and intangible ways (i.e. whether it conveys the right message), which can be weighed against your project's purpose and audience. For example, as a student organization, attempting to raise funds within the university community, but with flyers for the fundraising event printed in full colour and on higher grade paper, sends out a mixed message, and makes people wonder if you really need their money.



# appendix

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# appendix 1: ISG constitution

## I. Purposes and Aims

The name of the Constituency group shall be the International Students' Group (ISG). Purpose of the group shall be:

- to protect and promote the rights of the International Students
- to represent and advocate for the interests of all international students
- to coordinate and promote international student activities
- to work towards support of international students in Simon Fraser University
- to promote and work towards the enhancement of services for International Students
- to contribute the unique cultural values and backgrounds of International Students to the campus community at large.

Constituency Group Rules of Operation

## II. Membership

All students self-identifying as international student (unless the Executive rejects based on insufficient evidence to support their claim, which can be appealed through SFSS) shall be members of the International Student Group.

Membership shall also be open to others than those listed above, such as staff, faculty, alumni or community members. If any restrictions are to be placed on these associate members, they must be noted, and must first be approved by the executive. Decision could be appealed through SFSS.

Membership expires when the person is no longer an SFU student or no longer self-identifies as an international student.

A member may be expelled from the group by a vote of at least 2/3 of quorum of fifty (50) members. The duration of the penalty must be determined before the expulsion vote is conducted. An expelled member has the right to appeal, and may rejoin the ISG if 2/3 of quorum of fifty (50) vote permit this.

## III. Executive

The Executive shall include a President, a Secretary, a Treasurer and a Forum Representative. Forum Representative and the President shall be the same person, unless refused by the elected president. (In which case a separate Forum Representative shall be elected). Other positions can be included as required, by an amendment to this constitution.

All members of the Executive must be either visa students (i.e. students studying on a Study Permit) or recently arrived landed immigrants (who have been in Canada for a total of no more than two years) and be registered full-time or part-time at Simon Fraser University for at least two-third of an academic year.

Members of the Executive shall be voted into their positions via an election or by-election, as specified in Section VI. No member can be appointed to an executive position for any reason other than specified in Section VI, Paragraph 3.

Responsibilities of the Executive members are as follows:

**President:** shall conduct all staff or general meetings; is ex-officio member of all committees within the ISG; is responsible for promoting the ISG to the campus community.

**Forum Representative:** shall act as a liaison between the SFSS and ISG and vote in the interest of ISG on Forum.

**Secretary:** shall record minutes of all meetings; is responsible for ISG's correspondence, including checking the mailbox and surveillance of the ISG e-mail list. The secretary's duties may be delegated in part to appointed ISG staff members.

**Treasurer:** keeps a record of allocation of ISG funds; periodically checks and updates the ISG's asset list; shall give an account of the ISG's financial standing and record books.

Members of the Executive shall make all efforts to attend all General Meetings, as well as all Staff meetings.

If an Executive member graduates or withdraws from Simon Fraser University, or goes on leave for more than one third of an academic year, he or she is considered resigned.

Any Executive member may resign from his or her position at any time.

Any Executive member may be impeached by a vote of at least 2/3 of quorum of fifty (50) or more. Reinstating an Executive member can be done by a similar vote.

## IV. ISG Staff

The ISG Staff consists of:

- the members of the Executive
- the Volunteers.

Volunteers are active ISG members or associate members who serve specific tasks of the ISG.

Volunteers may be elected by simple yes/no vote, at any General meeting, or they may be appointed by the Executive. Notice of appointment shall be given to the ISG body.

Staff meetings shall be held at least once per month. Notice of these meetings, with a preliminary agenda, shall be given to the Executive and the elected volunteers. Attendance at the meetings is open to all ISG members and associate members; however, voting rights are restricted to Staff members. Simple majority vote, with a minimum of three votes, wins.

At least two members of the Executive shall attend each staff meeting.

The Staff meetings serve in planning and coordinating the ISG's events, and in preparing the General Meetings.

## V. General Meetings

At least one General Meeting shall be called per month.

A quorum of at least 10 people is required with a General Meeting.

Notice of General meetings shall be given the previous meeting, or be advertised in at least two of:

The ISG e-mail list, The Peak, the Campus TVs, posters and/or banners, at least one week prior to the meeting.

Decisions of the ISG, except those stated otherwise in this constitution, are passed whenever a simple majority is attained within the meeting attendance.

All decisions voted upon in staff meetings must be reported at the next General Meeting.

Minutes shall be recorded for all General Meetings.

## VI. Elections and By-Elections

An election shall be held at least once per year. The ISG's General Elections shall take place at the end of each Spring semester.

Votes may be cast by secret ballot or show of hands, as decided prior to conduction of the election. Simple majority vote wins. In case of a tie, votes are recast between all tying candidates. The candidate with the second-most votes shall be considered the substitute for the given position. If only one candidate applies for a given position, a yes/no vote shall be held.

If an executive resigns or is impeached for one of the reasons stated in Section III, the elected substitute shall fill the position. If the substitute is not available, or no substitute has been elected, a by-election for that position shall be held at most one month after resignation. If less than one month is left before the next scheduled election, no by-election is necessary. In the interim, a full ISG member may be appointed to the position by the Executive, or the position may remain vacant.

The results of any election shall be forwarded to the SFSS in order to secure continued funding.

## VII. Amendments

Any amendments to this constitution shall be discussed and ratified by the ISG body on a General meeting.

Notice of the proposed amendments must be given through the ISG e-mail list or by any other appropriate means at least one month before the meeting in which they are to be discussed.

Amendments to this constitution require a 2/3 majority vote of at least 50 people who are present in the meeting.

All amendments must be in line with SFSS policies and guidelines, and require the approval of SFSS.

## VIII. Special ISG Policies

The Executive reserves the right to restrict admission to any of its events to full ISG members, or to open it to the SFU community or the general public.

Reimbursement of expenses for any event or other activity requires prior authorization by the Executive. Reimbursements shall only be made if an original receipt is presented.

## appendix 2: making time to get involved

### This Leadership Resource Sheet will help you:

- assess how you currently use your time
- develop a strategy for prioritizing and scheduling your commitments

Time management is important to most people, but particularly to students who choose to be involved on campus. Participation in co-curricular activities means that in addition to classes, homework, meals, jobs, and socializing, significant time will be taken up with organizational obligations. This resource sheet is designed to provide you with some suggestions on how to more effectively manage your time. For additional help and strategies, visit [leap.ubc.ca/get\\_started](http://leap.ubc.ca/get_started) to register for a Time Management Learning Skills Workshop.

It's important to note that time management is a personal skill; only you know your peak work hours, your attention span, and your eating and sleeping needs – all of which must be considered. Finding a time-management strategy that best fits your needs is important. The following steps can help you determine your best approach.

### The big five

The five steps to effective time management are:

1. Plan
2. Assess
3. Organize
4. Prioritize
5. Schedule

How do some people manage to have a decent social life, hold a job, participate in campus clubs, play intramurals, and at the same time go to all of their classes and complete assignments, reports, essays, and labs? On the other hand, how is it that some people find it hard to simply do their readings?

You have probably asked yourself how some people are able to work so many different activities into their schedules while others barely have time to attend classes. Are they smarter? Doubtful. More organized? Probably. Better at managing time? Likely.

### Plan

Research and personal experiences have shown that individuals who set personal goals have a greater chance of success.

These individuals have determined, and set down on paper, what they would like to achieve and a process for doing so. Their goals are realistic, believable, and achievable. People who set goals also evaluate their progress and make appropriate adjustments on a regular basis. So, if you want to better manage your time, your first step is to set the goals you would like to achieve for the semester, the year, and throughout your university career.

### Assess

Your next step is to assess how you are currently using your time. You cannot make productive changes unless you know what areas need to be changed. Keep a time log for three days from the time you get up until the time you go to bed. Describe your specific activities in 15-minute blocks.

The activity should be detailed and can include comments. Prioritize your activities: A – important to you, B – important to others, and C – maintenance (basic human needs). Maintenance items may become

A-priority items. For example, exercising may be maintenance once it becomes a habit but could be an A-priority until then.

Next, analyze your time log. Answer the following questions:

1. Were there any surprises?
2. Would you judge this to be a typical week?
3. What patterns could you identify in your time wasters? Your interruptions?
4. What part of the week would you consider most productive? Least productive?
5. What time of day do you feel was most productive? Least productive?
6. What activities would you like to eliminate totally? What would be the cost of doing so? What is the cost of not eliminating these?
7. Which activities during the week do you deem most rewarding? Would you like to spend more time doing them in the future? What is your plan for doing so?

Have someone review your time log. An objective observer may be able to point out discrepancies or patterns you didn't see.

## Organize

Ideally, you should make a list each morning of everything you want or need to do for that day. Do not plan out every minute and don't even think yet about which task is most important, just write them all down. Some people find it more helpful to list their "things to do" in 5 to 7 day groupings. This way they can plan for longer projects and get a better sense of their week. Whichever method you choose, keep in mind that everyone has good and bad days. Don't abandon your "to-do" list if you don't accomplish everything, just add the uncompleted tasks to your next day's list and get them done. One effective technique is to begin each day with the tasks you put off the day before.

## Prioritize

After you have recorded these "things to do," go over the list and rewrite in priority order which things you need to do at the top and less important/pressing tasks at the bottom. Keep in mind due dates, commitments you have made, and whether or not these tasks involve other people. If the items are for class, it is important to consider how much of the final grade they are worth. How you choose to prioritize is a very personal matter. What is important is that your priorities reflect your goals. As you work through your list, keep your goals in mind – often this strategy makes prioritization a whole lot easier!

## Schedule

The last thing to do is to take this list and begin to work these "things to do" into your schedule. You cannot plan

every minute of your day. Remember to leave room for breaks, socializing, and those unexpected things that pop up. There's no use making a schedule that is impossible to follow.

Many students find it helpful to keep a day planner or PDA to keep track of commitments. At the beginning of the semester, write down your classes, assignment due dates, exams, and involvement obligations. This is a good place for "to do" lists as well; of course, if you write your "to do" list in your day planner, you'll need to carry it with you!

Try these suggestions, see what works for you best, and then be sure to integrate them into your learning lifestyle. Learning effective time management now will help you throughout your personal life and professional career.

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[www.students.ubc.ca/leadership](http://www.students.ubc.ca/leadership)

# appendix 3: robert's rules of order and parliamentary procedure

## Background

Parliamentary procedure (or law) originally referred to the customs and rules for conducting business in the British Parliament and later referred to deliberative assemblies in general. In Great Britain, these procedures form a part of the unwritten law of the land, and in our own legislative bodies they are the authority in all cases where they do not conflict with existing rules or precedents.

Henry Martyn Robert was an engineering officer in the regular U.S. Army in the late 1800s. Without warning he was asked to preside over a church meeting, and to his embarrassment he realized that he did not know how. This situation, familiar to many of us who have been in heated or disorderly union meetings, left him determined never to attend another meeting until he knew something of parliamentary law.

Ultimately, he discovered and studied the few books then available on the subject. As he was transferred to various parts of the United States during his military service, he found virtual parliamentary anarchy, since people from different parts of the country had differing ideas about correct procedure.

In 1876, General Robert set out to bring the rules of parliamentary law (by then adopted by the U.S. Congress) to members of ordinary societies and organizations with the publication of the *Pocket Manual of Rules of Order*. It sold half a million copies before it was completely reworked in 1915 and published as *Robert's Rules of Order Revised* and made Robert's name synonymous with the orderly rules in deliberative societies. In 1970 it was substantially expanded and became *Robert's Rules of Order Newly Revised*.

The rules of parliamentary law are constructed upon a careful balance of the rights of the majority, of the minority (especially a strong minority greater than one-third), of individual members and of absentees. Fundamentally, under the rules of parliamentary law, a deliberative body is a free agent-- free to do what it wants to do with the greatest measure of protection to itself and of consideration for the rights of its members.

The current edition of *Robert's Rules* has been developed through a process of updating the book with the growth of parliamentary procedure. All editions of the work issued after the death of the original author have been the work of persons who either knew and worked

with the original author or knew and worked with persons who did.

*Robert's Rules of Order Newly Revised* is designed to provide an answer to nearly any possible question of parliamentary law. It is, therefore, quite detailed. The average person may only occasionally be confronted with the small points that are necessarily dealt in the book, but if you attend many union meetings, you will probably want to own a copy (visit the official Robert's Rules of Order Web site, <http://www.robertsrules.com/>, for information and to order a hardback or paperback copy).

Parliamentary procedure is a time-tested method of conducting business at meetings and public gatherings. It can be adapted to fit the needs of any organization. Today, *Robert's Rules of Order Newly Revised* is the basic handbook of operation for most unions, clubs, organizations and other groups, so it's important that everyone know these basic rules!

## The Basics of Parliamentary Procedure

1. The purpose of parliamentary procedure is to make it easier for people to work together effectively and to help groups accomplish their purposes. Rules of procedure should assist a meeting, not inhibit it.
2. A meeting can deal with only one matter at a time. The various kinds of motions have therefore been assigned an order of precedence.
3. All members have equal rights, privileges and obligations. One of the chairperson's main responsibilities is to use the authority of the chair to ensure that all people attending a meeting are treated equally--for example, not to permit a vocal few to dominate the debates.
4. A majority vote decides an issue. In any group, each member agrees to be governed by the vote of the majority. Parliamentary rules enable a meeting to determine the will of the majority of those attending a meeting.
5. The rights of the minority must be protected at all times. Although the ultimate decision rests with a majority, all members have such basic rights as the right to be heard and the right to oppose. The rights of all members--majority and minority--should be the

1. a majority on one question but in minority the on the next.
2. Every matter presented for decision should be discussed fully. The right of every member to speak on any issue is as important as each member's right to vote.
3. Every member has the right to understand the meaning of any question presented to a meeting and to know what effect a decision will have. A member always has the right to request information on any motion he or she does not thoroughly understand. Moreover, all meetings must be characterized by fairness and good faith. Parliamentary strategy is the art of using procedure legitimately to support or defeat a proposal.

## Conducting a Meeting

Members express themselves in a meeting by making motions. A motion is a proposal that the entire membership take action or a stand on an issue. Individual members can:

- Call to order
- Second motions
- Debate motions
- Vote on motions

## Four basic types of motions

### Main motions

The purpose of a main motion is to introduce items to the membership for their consideration. They cannot be made when any other motion is on the floor, and they yield to subsidiary, privileged and incidental motions.

### Subsidiary motions

Their purpose is to change or affect how a main motion is handled, and is voted on before a main motion.

### Privileged motions

Their purpose is to bring up items that are urgent or important matters unrelated to pending business.

### Incidental motions

Their purpose is to provide a means of questioning procedure concerning other motions and must be considered before the other motion.

## How motions are presented

### Obtain the floor

- Wait until the last speaker has finished.
- Rise and address the chairperson by saying, "Mr./Ms. Chairperson" or "Mr./Ms. President."
- Wait until the chairperson recognizes you.

### Make your motion

- Speak in a clear and concise manner.
- Always state a motion affirmatively. Say, "I move that we..." rather than "I move that we do not..."
- Avoid personalities and stay on your subject.

### Wait for someone to second your motion

- Another member will second your motion or the chairperson will call for a second.
- If there is no second to your motion, it is lost.

### The chairperson states your motion

- The chairperson will say, "It has been moved and seconded that we..." thus placing your motion before the membership for consideration and action.
- The membership either debates your motion, or may move directly to a vote.
- Once your motion is presented to the membership by the chairperson, it becomes "assembly property" and cannot be changed by you without the consent of the members.

### Expanding on your motion

- The time for you to speak in favor of your motion is at this point in time, rather than at the time you present it.
- The mover is always allowed to speak first.
- All comments and debate must be directed to the chairperson.
- Keep to the time limit for speaking that has been established.
- The mover may speak again only after other speakers are finished unless called upon by the chairperson.

### Putting the question to the membership

- The chairperson asks, "Are you ready to vote on the question?"
- If there is no more discussion, a vote is taken.
- On a motion to move the previous question may be adapted.

### Voting on a motion

The method of vote on any motion depends on the situation and the bylaws of your organization. There are five methods used to vote by most organizations, they are:

#### By voice

The chairperson asks those in favor to say "aye," those opposed to say "no." Any member may move for an exact count.

#### By roll call

Each member answers "yes" or "no" as his name is called. This method is used when a record of each person's vote is required.

#### By general consent

When a motion is not likely to be opposed, the chairperson says, "If there is no objection..." The membership shows agreement by their silence; however, if one member says, "I object," the item must be put to a vote.

#### By division

This is a slight verification of a voice vote. It does not require a count unless the chairman so desires. Members raise their hands or stand.

#### By ballot

Members write their vote on a slip of paper; this method is used when secrecy is desired.

There are two other motions that are commonly used that relate to voting.

#### Motion to table

This motion is often used in the attempt to "kill" a motion. The option is always present, however, to "take from the table," for reconsideration by the membership.

#### Motion to postpone indefinitely

This is often used as a means of parliamentary strategy and allows opponents of motion to test their strength without an actual vote being taken. Also, debate is once again open on the main motion.

Parliamentary procedure is the best way to get things done at your meetings. It will only work, however, if you use it properly. Remember to:

- Allow motions that are in order.
- Have members obtain the floor properly.
- Speak clearly and concisely.
- Obey the rules of debate.
- Most importantly, BE COURTEOUS.

Sources: AFT national rep Bob Brown, Robert's Rules of Order Newly Revised, Robert's Rules of Order Web site ([www.robertsrules.com](http://www.robertsrules.com))

## appendix 4: robert's rules cheat sheet

Based on Robert's Rules of Order Newly Revised (10th Edition)

The motions below are listed in order of precedence. Any motion can be introduced if it is higher on the chart than the pending motion.

you want to:	you say	interrupt?	second?	debate?	amend?	vote?
<b>Incidental Motions: no order of precedence. Arise incidentally and decided immediately.</b>						
§21 Close meeting	I move to adjourn	N	Y	N	N	Majority
§20 Take break	I move to recess for	N	Y	N	Y	Majority
§19 Register complaint	I rise to a question of privilege	Y	N	N	N	None
§18 Make follow agenda	I call for the orders of the day	Y	N	N	N	None
§17 Lay aside temporarily	I move to lay the question on the table	N	Y	N	N	Majority
§16 Close debate	I move the previous question	N	Y	N	N	2/3
§15 Limit or extend debate	I move that debate be limited to ...	N	Y	N	Y	2/3
§14 Postpone to a certain time	I move to postpone the motion to ...	N	Y	Y	Y	Majority
§13 Refer to committee	I move to refer the motion to ...	N	Y	Y	Y	Majority
§12 Modify wording of motion	I move to amend the motion by ...	N	Y	Y	Y	Majority
§11 Kill main motion	I move that the motion be postponed indefinitely	N	Y	Y	N	Majority
§10 Bring business before assembly (a main motion)	I move that [or "to"] ...	N	Y	Y	Y	Majority
<b>Incidental Motions - no order of precedence. Arise incidentally and decided immediately.</b>						
§23 Enforce rules	Point of order	Y	N	N	N	None
§24 Submit matter to assembly	I appeal from the decision of the chair	Y	Y	Varies	N	Majority
§25 Suspend rules	I move to suspend the rules which ...	N	Y	N	N	2/3
§26 Avoid main motion altogether	I object to the consideration of the question	Y	N	N	N	2/3
§27 Divide motion	I move to divide the question	N	Y	N	Y	Majority
§29 Demand rising vote	I call for a division	Y	N	N	N	None
§33 Parliamentary law question	Parliamentary inquiry	Y	N	N	N	None
§33 Request for information	Point of information	Y	N	N	N	None
<b>Motions That Bring a Question Again Before the Assembly - no order of precedence. Introduce only when nothing else pending.</b>						
§34 Take matter from table	I move to take from the table ...	N	Y	N	N	Majority
§35 Cancel previous action	I move to rescind ...	N	Y	Y	Y	2/3 with notice
§37 Reconsider motion	I move to reconsider the vote ...	N	Y	Varies	N	Majority

## appendix 5: writing an SFSS grant request

Core budgets for Departmental Student Unions (DSU) and Caucuses sometimes aren't enough to put on large events or start bigger projects. If your DSU or Caucus is thinking about organizing a large project (for example: hosting a conference, publishing a journal, inviting guest speakers, planning a career fair, etc) and need extra funding, you can apply for a grant or a loan. Grants are meant to help support DSU or caucus events that are of benefit to many students.

### Some typical questions

Q: Can we have a grant for our DSU executive to have pizza party in my basement?

A: Sorry, grants cannot be used for purely social events. But a grant for a faculty-wide event with guest speakers to bring together students, professors, and encourage inter-departmental networking? That's great.

Q: We want to have a discussion group with our caucus. We don't have any costs but a \$400 wine budget would really help bring people to the event.

A: Nope. You can spend your core budget on this instead.

Q: Can we get a loan to buy new hoodies with the DSU logo? We need cash flow.

A: Yes.

Q: Can we get funding to put on a conference?

A: Yes.

Q: Can we give the money to a group fundraising off campus?

A: No, the funds come from Student Society fees and should be used to support SFU student events and projects.

Q: Can we get a grant to start an undergrad journal?

A: Yes.

Q: We want to recruit first year students. Can we get a grant to have frosh week?

A: Yes.

### For how much should we ask?

It depends on the nature of the event. Grants under \$1000 can be approved by the Student Union Organizer; grants over \$1000 are referred to the Finance and Administrative Services Committee. There is a limit on how much money one group can ask for in a year; it's 8% of the total fund or around \$2000. Not all 50 groups could apply for the maximum amount due to the limited funds, and it is a first-come-first served basis. Make your budget as detailed as possible, and submit it plenty of time before the event.

### What's the paperwork?

It's flexible, but needs to be detailed. Submit a proposal by email to the Student Union Organizer at [organizer@sfss.ca](mailto:organizer@sfss.ca) before the event.

1. Explain the nature of the event or project, and include past successes with organizing events or projects like this.
2. Describe how you have sought diverse funding sources, whether in-kind or financial- from your department, sponsors, or other sources.
3. You must show a financial contribution from the grad caucus or DSU.
4. Show a detailed budget breakdown for the event and explain where the grant funds will be applied: the grant will pay for room bookings, childcare, or photocopies for example.
5. Include contact information, including the full name of your grad caucus or departmental student union (you'd be surprised at how many duplicates acronyms there are!).

## To recap the fine print

- Some core funds must also be used for the event
- The event cannot be strictly social in nature
- Grants are not allocated retroactively
- There must be active Union or Caucus involvement in the event
- The DSU or Caucus must approve this at a meeting
- Grants cannot be used for fund-raising events
- Grants cannot be donated to off-campus organizations

## Who do we talk to for help?

For more information, you can talk to the Student Union Organiser. The Student Union Organizer coordinates the funds allocated to DSUs and Caucuses that are collected from Simon Fraser Student Society membership fees. These funds directly go back to fund student- run events, projects, and programs all across campus in many departments. If you're a club, you should talk to the General Office staff in the MBC 2250. You can also talk to any elected SFSS Board member for advice and support: the SFSS Treasurer, the Member Services Officer who is responsible for clubs + student unions, or your Department At-Large Representatives.

Email the Student Union Organiser if you have any questions.  
Student Union Organiser: [organiser@sfss.ca](mailto:organiser@sfss.ca).

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# notes



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