



Campaigns Committee Meeting One (1)

Minutes
Monday 31 October 2011

Present

Burr (Chair)	Vice President Student activities
S Lydon	Student
B Jahan	Student

In Attendance

A Mukaka (Minute Taker)	Democratic Support Co-ordinator
C McKenna	Advice Centre Manager
G Jenkins	Communications and Marketing Coordinator

Apologies

P Burt	Training and Development Manager
N Ibrahim	Campus officer

11/12-02	<p>Review of Terms of Reference [Paper A] AB noted that the meeting is not quorate, the review of Terms of Reference was carried forward to the next meeting</p>
11/12-03	<p>Standing Item: Campaign Publicity AB opened a discussion on what has worked in the past and what to achieve this year. The meeting reviewed campaigns which run during the Fresher's period. AB listed the campaigns currently running at Coventry University from September 2011 to June 2012 as follows:</p> <ul style="list-style-type: none"> • MSM Week • Zero Tolerance • BHM • SHAG • Mental Health Week • Community Campaign • Student Volunteer Week • LGBT+ History Month • Plagiarism
11/12-04	<p>Standing Item: Campaign Review</p> <ul style="list-style-type: none"> • BHM <p>An update was given on the BHM campaign which is ending today on 31st October 2011. The committee gave a general positive review of the campaign but noted a few issues related to resources and timing.</p>

	<p>CM suggested that there should be a clear strategy of organizing the campaigns that take all month long. CM explained that the 9 Campaigns are only given a low budget of £3000. CM urged students to take ownership by bringing on their different skills especially in the services that cost much money such as technical services, advertisement and marketing. CUSU to offer guidance, support and advice.</p> <p>AB noted that organizing BHM shortly after the Fresher's wasn't easy when the resources were exhausted. Apart from the above issues, the meeting was satisfied with the BHM campaign and noted that it gradually went from strength to strength. The highlight of the BHM campaign has been the Inspirational Talk which attracted thousands of students.</p> <ul style="list-style-type: none"> • Mental Health Awareness Week <p>The first Mental Health Awareness Week went well. A few issues were reported including the problems aroused due to new building, the projection equipment broken during the film screening and other few issues related to the access and management of the facilities.</p> <p>GJ noted that the lesson learnt from this experience will help to organize better the next MHAW. GJ highlighted the importance of getting the right number for a better budget and resources planning. CM acknowledged the campaign had big ideas and people were very committed to its success. CM also acknowledged that running the campaign in a new building brought unexpected demands and problems which needed an immediate action.</p>
11/12-05	<p>Campaigns Calendar review</p> <p>AB noted that campaigns change every year and for that reason AB is working on building a framework that would stay each year. There exist 9 campaigns running from September to June each year. The committee requested to have the campaigns calendar sent along the minutes. AB /Alice will circulate the campaign calendar to the committee with the minutes</p>
Action	<p>AB /Alice will circulate the campaign calendar to the committee with the minutes</p>
11/12-06	<p>Campaigns Structure</p> <ul style="list-style-type: none"> • SHAG week update <p>The committee was informed that there will be a Balloon launch during SHAG week. CM noted that in the past used to be a dress</p>

	<p>up event where people also made donations and suggested similar activities should be added on. AB noted that there will be commercial activities during SHAG week. AB will look into getting the cinema back on to show documentaries during SHAG week. AB also noted the idea of getting Library involved and displaying related literature, pictures and books the same as they did for Black Month History Campaign.</p> <p>CM suggested organizing Educational Quiz with multiple choices to raise awareness on HIV. AB will speak to Scott about organizing the Quiz at Square One.</p> <ul style="list-style-type: none"> • Zero Tolerance GJ noted a few organizations that approached him about the promotion of Zero Tolerance. CM suggested an idea to promote Zero Tolerance into the Chaplaincy in order to get them involved. A further update will be given in the next meeting. • Plagiarism CM informed the meeting that the university is changing regulations on plagiarism and stated that it is very important to work closely with the University. AB noted that the plagiarism issue has been misunderstood in the past and the research on the causes of plagiarism has been ignoring to look at the cultural dimension of the causes. <p>AB noted that there is a need for education about the issue to raise awareness rather than campaigning against it. It was reported that a high number of plagiarism is mainly international students. MC followed on suggesting that those students need a place where they can get help to understand plagiarism and its implications.</p> <p>A question was asked about students who pay other students to do their course work if that also is plagiarism. CM responded.</p>
Action	<p>AB will look into getting the cinema back on to show documentaries during SHAG Week.</p> <p>CM suggested organizing Educational Quiz with multiple choices to raise awareness of HIV e.g. AB noted that he will speak to Scott about organizing the Quiz at Square One</p> <p>CM suggested an idea to promote Zero Tolerance into the Chaplaincy in order to get them involved. A further update on Zero Tolerance will be given in the next meeting</p>
11/12-07	LGBT+ History Month Feedback

	<p>AB reported that there are meetings being held with Herbert Art Gallery, Coventry City, Warwick District Council and Warwick University with regards to the preparation of LGBT+ History Month. AB explained that the idea is to organize at least two events per week under a given theme, at each of the above locations.</p> <p>CM commended the idea of using themes as it holds a historical element related to the mentality changes over the generations. AB noted that there will be a meeting every three weeks to discuss the organization of this event.</p> <p>GJ suggested the idea of preparing a questionnaire with 20 questions to challenge people to change their perceptions. AB noted that he will post the questionnaire online during the LGBT +History Month.</p> <p>AB suggested that Coventry University should host a cinema/documentary screening style because these facilities can be available at no cost. AB also stated that he will use personal networks and get Gareth Thomas involved by inviting the famous Rugby player to be the guest speaker at the event.</p>
Action	<p>GJ suggested the idea of preparing a questionnaire with 20 questions to challenge people to change their perceptions. AB noted that he will post the questionnaire online during the LGBT +History Month.</p> <p>AB will use personal networks and get Gareth Thomas involved by inviting the famous Rugby player to be the guest speaker at the event.</p>
11/12-08	<p>AOB</p> <p>AB informed the meeting about a vacancy of a Campaign Officer and encouraged everyone who might be interested to express their interest during the Student Council meeting on 8th November. AB highlighted the role of a campaign officer as well as the benefits of the position.</p> <p>CM informed the meeting that the Chaplaincy (on the 3rd Floor) is planning to organize the Holocaust Memorial during One World Week and demanded the committee thought on the sensitivity of the topic in regards to other political and religious aspects.</p> <p>AB will discuss with David Bailey about organizing the Holocaust Memorial during One World Week.</p>

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11/12-09	Date of next meeting: 2pm, Tuesday 29th November 2011