

Student Engagement Campaign Tips

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1. Students at large

#textbookbrokeBC Campaign

AMS and Open Educational Resources goals:

- Save students money
- Improve teaching and learning

#textbookbrokeBC Goals:

- Raise student awareness about OERs
- Collect simple data from students about textbook costs

i just spent
\$ **CENSORED** on
textbooks!?!



Take a picture of your
textbook receipt
& tweet at us using
#textbookbrokeBC
@ams_abc



 ams.ubc.ca/OER

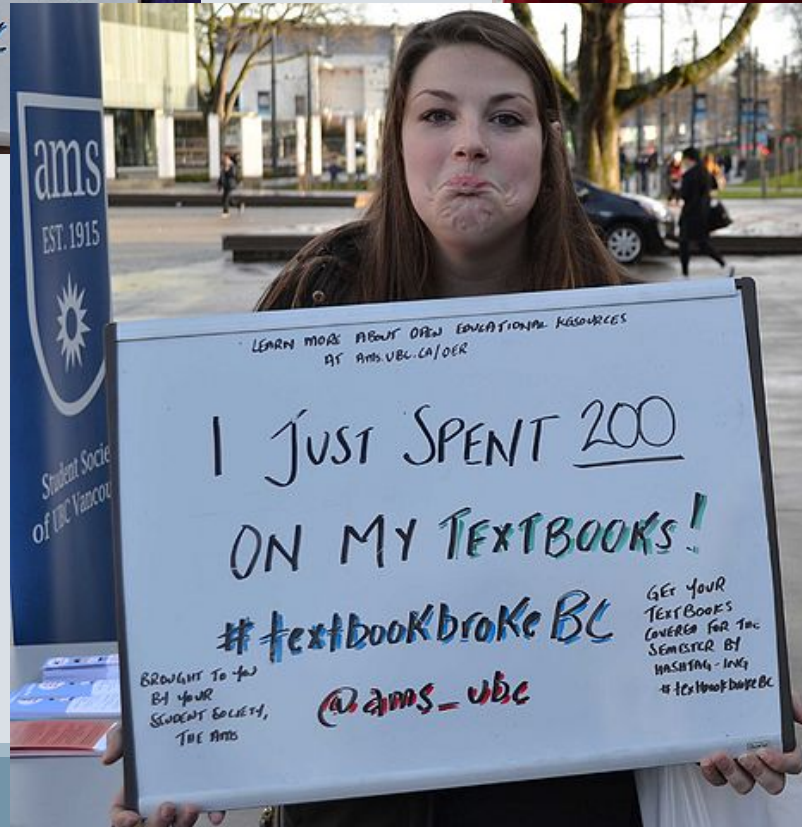
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@sfss1

simon fraser
student society

 sfss.ca/OER



What worked

- A “hook” that simplifies the issue
- Memorable, simple graphics
- Low-barrier, fun participation
- Prizes tied to campaign
- Face-to-face engagement

Drawbacks

- Complex follow-up asks didn't work
- Limited depth of understanding
- Annoyed students

2. Student leaders

Why?

- More in-depth engagement with people knowledgeable about UBC

How?

1. Circulate prepared questions ahead of time if possible
2. Present at a meeting
3. Ask the questions and record results

Who?

- AMS Council (contact AMS VP Academic and University Affairs)
- VP Academic Caucus (contact AMS VPAUA again)
- Student Senate Caucus (contact SSC chairs)
- Undergraduate society councils: AUS, SUS, CUS, EUS, LFSUS, VSEUS, PhUS, LSS