UPDATE

- Worked with OUSA, the VP Education and External Affairs Committee to launch the tuition campaign
- Preparing for MacTalks with Blake from the University Affairs (UA) Committee and various peer support services and other stakeholders
- Preparing for hiring

SERVICE USAGE

Tuition Campaign

- Social media posts did very well to engage students throughout the campaign, reaching as high as 5671 people (see Figure 1)
- We distributed over 60 cups of coffee/tea/hot chocolate at our Warm up and Freeze the Fee event (3 hour duration)
- We printed 1500 letters over the week and received over 1050 signed in return
- Approximately 200 students participated in answering what they would do with $750 dollars by responding on windows at the Underground and Clubspace

Figure 1: Organic Facebook likes for the Advocacy Street Team page during the month of January
PAST EVENTS, PROJECTS & ACTIVITIES

MacTalks (Preparation)
- Blake Oliver (UA) and I have created a committee to work on the MacTalks campaign comprised of various MSU support services, AST executive and others interested in the planning and had 3 meetings in first term leading up to exams
- Blake and I have also been meeting with various stakeholders for the campaign to discuss programming and their involvement in the campaign
- The last AST meeting was used to discuss the themes of the week and brainstorm programming and advocacy priorities for the campaign

Sustainability Campaign
- An initial meeting was held between myself, my executive and the SRA science caucus and External Affairs Committee to discuss the themes and goals of a sustainability campaign. MacGreen was not in attendance.
- Currently the campaign is expected to occur in March over a three day period with it mainly being an education campaign on waste reduction

Tuition Campaign
- The campaign took place over 5 days (January 11-15th)
- The goal of the campaign was to ask the provincial government for a fully funded tuition freeze. We created awareness of these advocacy efforts as well as circulated a letter for students to sign supporting the ask addressed to the Premier and cc’d the MTCU and Minister of Finance
- Windows of MSU spaces in MUSC were decorated with “With $750 I would…” representing the amount of money students would save over the course of their four year degree if we had the tuition freeze
- AST and EA volunteered for shifts at different stations across campus to talk to students about the campaign, writing on the windows, giving away stickers and gloves, and getting letters signed
- AST did a number of class talks to get students to sign the letters as well
- Warm Up and Freeze the Fee (Tuition Event) was held on the last day in Clubspace where we distributed free coffee, tea and hot chocolate in exchange for students to sign letters.
- Students were encouraged to use #TimeOutON to engage with the other OUSA schools on the conversation
- There was an article in the Toronto Star on the OUSA campaign and Spencer was also interviewed by CP24
- Over 1050 letters were collected from McMaster alone!
UPCOMING EVENTS, PROJECTS & ACTIVITIES

MacTalks
- The campaign is scheduled to occur from February 22\textsuperscript{nd}-March 4\textsuperscript{th}
- We’ll be working with the MSU peer support services and more stakeholders (WGEN, PSL, Diversity Services, Maccess, Spark, Allison Drew-Hassling, Sean Van Koughnett, Arrive and Thrive, Hamilton Mad Students Collective, and more)
- This week is focused on finalizing promotional materials and branding, finalizing programming dates and times and locations, and the group of us will meet again to discuss the final touches of the campaign
- A large training session will occur for all volunteers involved in the campaign next week

Sustainability Campaign
- Meetings with the Science Caucus and External Affairs Committee will continue as we finalize programming and logistics for the campaign

Food Security Policy
- After consultation, we will be writing a food security policy for the MSU in order for services to use to advocate with and identify the MSU’s position on this issue on campus. My Logistics Coordinator (Allison) will be taking the lead on this.

BUDGET

N/A

VOLUNTEERS

We managed to have very high volunteer retention coming into Term 2. A focus the executive and I would like to make this term is to encourage other opportunities to get involved in advocacy in the MSU (ie. OUSA blogs, the OUSA general assembly, being note takers, committees, etc.) The page has also received a number of messages from students interested in campaigns happening in term two and wanted to get involved.

CURRENT CHALLENGES

We have a few students interested in campaigns happening this term and currently my executive team and I have decided to invite them to training and sign up for shifts during the campaign. Something different with the Advocacy Street Team is that there is no set number in the size and we don’t want to limit students’ involvement, however we feel we created a close knit team between who we’ve hired and we didn’t feel comfortable introducing new faces sporatically throughout the year to keep that sense of community. We’ll be testing out our decision for the first time during the MacTalks campaign and will evaluate, however maybe a second hiring cycle is something to consider in the future.
SUCCESSES

The amount of buzz we created on campus during the tuition campaign was a huge success. The OUSA campaign only took place from the 15th-18th however we decided to extend the campaign for McMaster by beginning on the Monday and I think that worked out to our favor. We had a number of students sharing promo materials who were not affiliated with AST or EA and shared because they supported the message and cause. This is an attestment to Ehima for his ability to use this to connect to every student. Other OUSA schools also collected letters, however we received the most, considering our smaller student population. My team also had a lot of fun during this campaign because of the variety of ways for them to be involved in engaging students throughout the week.