



YEARplan12

Department: ADVOCACY

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MISSION an overview

Our mission is to be recognized as an integral pillar of the McMaster Students Union. Through our initiatives, one of our main goals is to encourage students to be more aware of the services provided to them, and the organizations that work on behalf of them. Internally, we seek to raise the percentage of students who vote in MSU elections/referendums (such as MSU Presidentials, SRA Elections), by demonstrating to students how important their opinion is to the MSU. This will be done through our promotional campaigns and programs. Externally, we seek to increase the percentage of students that vote in Municipal, Provincial, and Federal elections as well as increase the number of politically aware students on campus. This will be done by working with off-campus groups such as Campus Intercept and Elections Ontario to give students the appropriate resources and information needed to ensure they are informed citizens ready to make their vote count. Lastly, through our membership with OUSA and CASA, the Advocacy team ensures that students will become more aware of these organizations and what they do for students. Our goal is to make OUSA and CASA campaigns more accessible and apparent to students.

ROLES that individuals play

List all positions found within or in relation to your department including full-time and part time staff, as well as one of a few general volunteer roles if applicable and how their role intersects with yours.

	Name of Individual	Role(s)
1.	[MUSC Admin Staff]	[Help with booking event space in the MUSC]
2.	[VP Education]	[Helps from a leadership role, ensuring the Advocacy Coordinator understands all tasks. The Advocacy Coordinator works under the VP Education]
3.	[Street Team]	[This team works under the Advocacy Coordinator to help with the carrying out of campaigns and promotional programs]
4.	[OUSA Advocate]	[This person is on the executive of the Advocacy Street Team and they take extra responsibility during OUSA campaigns]
5.	[CASA Advocate]	[This person is on the executive of the Advocacy Street Team and they take extra responsibility during CASA campaigns]
6.	[Internal Politics Advocate]	[This person is on the executive of the Advocacy Street Team and they take extra responsibility during internal campaigns ex. MSU Presidentials]
7.	[External Politics Advocate]	[This person is on the executive of the Advocacy Street Team and they take extra responsibility during external campaigns ex. Provincial Election]
8.	[Student Success Centre]	[Leaders from the SSC assist in many aspects of Advocacy including supplying volunteers and helping with the promotion of campaigns]
9.	[SRA Standing Committees]	[Specifically External Affairs, helps with outside campaigns, and University Affairs work together with Advocacy for internal campaigns ex. Google survey]
10.	[MSU Services]	[Collaboration with other services will be beneficial on both ends as it will help Advocacy to promote ourselves while also promoting other services]

OBJECTIVES step by step

Objective 1	STRESS MONTH
Description	The objective of Stress Month is to continue Stress Month from previous years, helping students realize that in the midst of midterms and assignments, there are ways to de-stress and keep everything under control. This year, I want to stress the promotion of Advocacy as a pillar in the MSU through Stress Month, so that students are more aware of Advocacy. I also want to use this as a way to make Advocacy more accessible to students. This is an event that students will know was brought to them by Advocacy.
Benefits	In terms of the MSU, Stress Month is helping to show that the MSU does care about the well-being of their students. Through initiatives such as the giving out of stress-balls, free swag, snacks, students will see that the MSU is providing a chance for them to relax and slow down during the crazy time of midterms. In a lot of ways this event will help bring students closer to the MSU and make them more aware of things that the MSU can do for them. In terms of our students, this event is benefitting them by allowing them to take the opportunity to get some free food, squeeze a stress-ball or two, and realize that sometimes, you just need to take a break and slow down in between studying. And MSU Advocacy can help you do that. This event is also helping to make Advocacy more accessible to students, by bringing it directly to students – advocating for their education.
Difficulties	I see the most difficulties with this event happening in terms of resources. From a promotional aspect, the making of posters and promotional material will not be difficult. Also, the involvement of students will not be difficult because of the nature of this event. However, because of all the swag, free coffee, free snacks and packages and so on that will be needed, I think that acquiring these resources on a limited budget will be difficult. To overcome this I will look to our partner organizations to provide swag as they do throughout the year; for example, OUSA providing mints, t-shirts, pencils etc.
Long-term	This event can definitely be built on next year, especially because this year is being built on from the previous year. Last year stress month was used as a way to promote OUSA through posters and a small campaign run by the street team. This year I plan on involving the student community by offering ways for students to “de-stress” while promoting advocacy throughout the entire month. Similar to my attachments, I think that this event can be even further modified and improved upon throughout the years by simply adding more initiatives and building on the idea of “de-stressing” students.
How	Through the following 4 initiatives, the plan is to show students for MSU Advocacy and it’s organizations work to “de-stress” students, and provide some room for breathing during the stressful first wave of midterms. <ul style="list-style-type: none"> - Stressed Out? Poster Campaign <ul style="list-style-type: none"> o Poster with speech bubbles and different student faces saying why they’re stressed

	<ul style="list-style-type: none"> ○ This will come out in the first week of November ○ Each poster will have all of the websites of organizations that will help to “de-stress” students as well as the list of events happening throughout month ○ TIMELINE: this will take roughly a week to finish with the taking of the pictures and designing the image to go on each poster (as well as waiting for underground to print all of the posters) - Stress Swag <ul style="list-style-type: none"> ○ A package of different promotional materials that can also help to “de-stress” students ○ For example: OUSA stress balls (to relieve stress), MSU note pads (to organize yourself), CASA pens, candy, coupons for free stuff etc, a card saying that this was all brought to you by MSU Advocacy with ways to find more information and contact us ○ TIMELINE: This will take roughly a week to put together and will be distributed throughout the month - “DE-STRESS” Room in MUSC <ul style="list-style-type: none"> ○ This will be a room booked out one day a week in MUSC for the month of November where students can come to de-stress ○ They can: get massages, share their stress with other students, get Stress Swag, get free coffee and snacks and more importantly learn about MSU Advocacy and what it does for them
Partners	Services: BreadBin, SCSN, Motivation for McMaster (club), SHEC, Underground, 1280, PAC

Objective 2	CASA Campaign
Description	<ul style="list-style-type: none"> - The objective here is to have CASA have a presence on campus - The idea is for CASA to have the same sort of high profile as OUSA does on campus
Benefits	<ul style="list-style-type: none"> - The benefit of this is in the awareness of students - This is beneficial because students now pay into this organization, so it is integral that they know what they are paying into
Difficulties	I think that some huge difficulties we will encounter will be with regards to getting students to pay attention and be genuinely interested in CASA and what it has to offer.
Long-term	This is definitely the kind of event that will need to be continued year after year. This is because CASA’s profile will need to be built as the years go on, much like OUSA’s has, should the MSU continue to be a part of it. As well, it is important to continue to reinforce CASA as an organization that helps students each year.

How	The CASA Advocate (Executive Member of the Advocacy Street Team) will spearhead this event. It will most likely take place as some sort of event in the atrium with a lot of swag and a presentation about CASA so that students who want to get informed can easily do so.
Partners	The MUSC admin will be very helpful in getting this done as we will need to use many of their resources to promote this event. As well, PAC will be used to help advertise along with the use of Union Market coffee sleeves.

Objective 3	ETV – Encourage the Vote
Description	This event will take place mostly on the internet as it will be a bunch of videos of students saying why they are voting in different MSU elections.
Benefits	This event will have a lot of benefits as the end goal is to encourage students to come out and vote in MSU elections, whether they are Presidential Elections or SRA By-Elections, but also referendums.
Difficulties	I think that there could potentially be a lot of difficulties faced with this event, mostly because of the fact that around Presidential Elections, students are already so bombarded with different materials every day. The real challenge will be having Advocacy stand out as a reason to vote and really demonstrating how their vote for one candidate, whichever it may be, is important and can truly make a difference.
Long-term	This objective is very important in the long-term because it has the potential to help MSU elections grow as the years go on and have the most amount of students possible taking part in elections.
How	The Internal Politics Exec member and I will head this objective by obtaining the footage needed for the video as well as promoting it online. Whether or not posters and rave cards will be used will need to be discussed, as the objective is NOT to have more materials for students to disregard or be bombarded with during elections.
Partners	I think that Elections Committee will be very helpful for this objective, since we will be working closely with them to help encourage student voting and students getting more involved in the political realm of the MSU.

Objective 4	OUSA BLUE CHAIR CAMPAIGN
Description	The objective of the Blue Chair Campaign is to inform students about OUSA and what they represent in the undergraduate community. Essentially, the blue chairs represent a missed opportunity when a student cannot attend a post-secondary institution due to financial, accessibility or any other type of barrier.
Benefits	This campaign is very beneficial because it has consistently been held at McMaster and always receives a good amount of attention from students. The specific events have changed over the years but the message has always stayed the same and this resonates with students.

Difficulties	I expect to experience a lot of difficulty in terms of creativity. This event has been successfully done at McMaster in the past and it will be difficult to create new events that will engage students.
Long-term	This event has been built on in the past and I think it will be amazing as it continues to develop. As long as the MSU is a part of OUSA it will be integral for this campaign to continue to happen so that students are consistently seeing OUSA being represented at McMaster in a positive light each year.
How	The OUSA Advocate and I will lead this campaign along with the rest of our team through different activities throughout the week to help students become better acquainted with OUSA and the Blue Chair idea.
Partners	Any services or clubs that would like to get involved with this event is greatly encouraged. For example, last year MAC TV got involved by helping to cover Blue Chair events in a video that got a lot of exposure and a lot of attention from students.

Objective 5	Advocacy Day
Description	This objective is to basically have a day in the student centre where students can learn about Advocacy and what it offers to students. Similar to SHEC's Addiction Awareness event, students will have the opportunity to enter the atrium through one side and visit different booths while filling out their information card. When they get to the end of the event, the students with the most information about Advocacy filled out on their card will get prizes based on the amount of questions they have answered.
Benefits	The benefit of this event is that it will create a name for advocacy on campus. Because of the free swag and the idea that it is almost a game, students will be intrigued to win prizes while also learning about advocacy and all of the different organizations it is a part of.
Difficulties	I think that this will be difficult to advertise to students because of the nature of the event, however, I think that if it is advertised based on the different organizations that are involved, students will be more likely to be involved because they may be particularly interested in a certain organization.
Long-term	Hopefully, this event may not have to take place at a certain point in the future because Advocacy will be strongly recognized on campus. However, I think that this event will be fairly easy to build on because there are always more aspects that can be added to an atrium event such as a speaker or more interactive games.
How	The entire Advocacy team will work together to figure out who will be manning what booth and administering the games with students. The atrium will be booked out and a course that students will follow will be made according to where the booths will be set up. Once students enter the course, they will have to go through each booth (each representing a different service advocacy provides) and fill out an information card. According to how much information they have on their card, students will be awarded prizes at the end

	(which will be advocacy swag).
Partners	This sort of event could use help from a number of different partners in terms of advertisement but also in terms of actual manpower for running the event. The specifics of which partners will be involved will have to be discussed.

GOALS to strive for

List 3 things that you would like to have prepared for the beginning of September

- 1) A new display board, more tailored to the street team as opposed to advocacy on the whole
- 2) Advocacy Street Team with a strong executive
- 3) Advocacy binder, outlining what Advocacy is and breaking it down into its different sections so that anyone with questions can find their answers there

List 3 things you would like to have completed during the fall term (1st)

- 1) Post-Card Campaign during the first wave of exams
- 2) A new ADVOCACY board to be used for clubsfest and tables during the year (instead of just the OUSA board) as well as SWAG
- 3) A working relationship with other services so that we can all benefit each other

List 3 things you would like to have completed during the winter term (2nd)

- 1) Successfully planned OUSA General Assembly
- 2) Increasing # of students who voted in MSU Presidential and SRA Elections
- 3) Introduction of Advocacy as a new pillar of the MSU and CASA being another organization that represents students at McMaster

If you could jump to the end of your term and were asked to tell someone the highlights of what your department did over the course of the year, what would that include?

I think that Stress Month would be a huge part of our year since it was essentially the very first Advocacy Event ever. At the end of the year, I just want students to know about Advocacy and have an idea of what we represent on campus. Whether they saw a poster, came to an event, or simply have a stress ball that says iAdvocate on it – the idea is that students have some sort of idea at the end of the year of what Advocacy is within the MSU.

Another highlight I would love to be able to talk about is the OUSA Blue Chair Campaign. I think that this is very important because it will help with the consistency of events for Advocacy and will help students make the connection of how it has grown over the years.

Subsequently, I would also like the CASA campaign to be a highlight because it will be the first of it's kind at McMaster. This event has the potential to have a very high profile on campus and I would love to be able to say that it reached that potential at the end of the year.

MASTER SUMMARY calendar and checklist

Summer (preparation)	<ul style="list-style-type: none"> - Supplies for clubsfest - Supplies for cupboard in the committee room - Any SWAG that will be needed for throughout the year needs to be ordered
September	<ul style="list-style-type: none"> - Focus on the promotion of Advocacy as a new pillar of the MSU - Focus on the promotion of Provincial Elections - Provincial Election Volunteer Team must be assembled
October	<ul style="list-style-type: none"> - Provincial Election – ensuring students know the WHO/WHAT/WHERE/WHEN/WHY of voting - Preparation for OUSA Home Office visit (twice this month) - Focus Groups for OUSA Research
November	<ul style="list-style-type: none"> -Preparation for Stress Month - Different activities happening throughout the Month (please see Objective #1)
December	<ul style="list-style-type: none"> - Exams - Post-Card Campaign
January	<ul style="list-style-type: none"> - MSU Presidential Election Promotion - Encourage The Vote (ETV) Campaign - CASA promo - Advocacy Day
February	<ul style="list-style-type: none"> - OUSA Blue Chair Campaign - Own your Education Week - Let’s Talk Tuition Discussion Panel
March	<ul style="list-style-type: none"> - SRA Elections Promotion - OUSA General Assembly
April	<ul style="list-style-type: none"> - Exams - Slight promo with pens/pencils being given out in libraries/before exams
Weekly	<ul style="list-style-type: none"> - Provincial Election Volunteer Meetings - Advocacy Street Team Meetings

COLLABORATION between MSU Services

Example 1:

- WHICH MSU SERVICE: PAC
- HOW IS IT BETTER SUPPORTED BY COLLABORATION: For Stress Month, PAC is doing a series of workshops aimed at de-stressing clubs and other groups on campus by helping them to advertise. This is better supported by collaboration because it has to do directly with de-stress but also directly with advertising.

- **WHAT EACH SERVICE CAN GAIN:** Through this, the people that attend this event will learn about Advocacy, but they will also learn about PAC and what they have to offer clubs and other services.

Example 2:

- **WHICH MSU SERVICE:** Elections Committee
- **HOW IS IT BETTER SUPPORTED BY COLLABORATION:** I think that EC is the most important service for us to collaborate with because we both serve similar purposes in terms of encouraging students to get involved in politics within their student union.
- **WHAT EACH SERVICE CAN GAIN:** Through this collaboration, EC will gain more resources in terms of people getting the word out about by-elections and such. On the other hand, Advocacy will find more ways to get involved and promote ourselves as a way for students to learn about upcoming elections.

FINAL COMMENTS *leave nothing out*

I'm really looking forward to this year and what we have in store for Advocacy! My hope is to create a solid year that should be easy to follow and add-on to for the next Advocacy Coordinator next year. I seem to have a very solid team and a growing volunteer base that will only get larger as the year progresses therefore, I'm not very worried about events being successful as I'm sure they will all be carried out with the utmost organization and support.

I would love for the SRA and other groups involved within the MSU who are already aware of Advocacy to get involved in our events and really help us push Advocacy as a brand and a service to students, just as much as a pillar of the MSU.

If there are any ideas or anything I can improve upon I would love to hear them! Thanks!

- Shivani Persad