



YEARplan13

Department:

Advocacy

Prepared by:

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The YEARplan is a way of getting down on paper what you and your department intend to accomplish over the course of your year. It will isolate the specific goals that you wish to accomplish, and the objectives that need to be achieved. It will give your supervisor an understanding of the direction you wish to take with your department, and identify areas where support can be given. When completed, the YEARplans will collectively reinforce the goals and visions of your department, and allow the respective members to focus their attention on areas of importance within the MSU.

1. Read over the YEARplan.
2. Complete your YEARplan in soft copy (on computer).
3. E-mail the first draft of the YEARplan to vpadmin@msu.mcmaster.ca by July 2nd, 2013.
4. The VP Administration will provide feedback on your YEARplan. Use this feedback to revise your draft into a final plan.
5. E-mail the final draft of the YEARplan to vpadmin@msu.mcmaster.ca by July 29th, 2013.

The final copy will be submitted to the Executive Board for review and approval at the August 6th meeting.

If for some reason you do not believe you can complete your YEARplan by the date indicated, please contact the Vice-President Administration in order to arrange a suitable extension (contact information above).

MISSION an overview

Over the past year, there has been lots of discussion regarding what role the Advocacy Street Team should serve within the MSU. This year, Advocacy has three main objectives. First, the Advocacy Street Team will seek to raise awareness on issues related to the student experience at McMaster. Secondly, the Advocacy Street Team will serve as a portal to gauge student opinion and provide a venue for students to discuss, critique and lobby on issues they are facing. Third, the Advocacy Street Team will liaise with the External and University Affairs Commissioners to help execute campaigns they may need assistance with.

Additionally, this year Advocacy aims to promote our campaigns through a variety of internal and external media outlets in order to raise local, provincial and federal awareness of our campaigns and students opinions and concerns surrounding their education.

Advocacy will also continue to play an integral role in OUSA and CASA. However, we will strive to further promote these groups and their efforts on campus to ensure students understand the value of being members of these organizations. This will be achieved through innovative campaigns, an increased social media presence and a monthly newsletter.

Overall, Advocacy will continue with old initiatives, while looking for new and creative ways to gauge student opinion and express these concerns and ideas to bodies of government who can have real and reactive solutions to issues on our campus.

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	MUSC Admin Staff will help with booking table space and banner space throughout MUSC
2.	Spencer Graham (VP Education)	The Vice-President Education will serve as a great resource when developing campaigns for this year. I have already begun discussions with Spencer prior to developing this year plan and we are content that our objectives and ideas are in sync leading into this year.
3.	Anna D'Angela (VP Administration)	The Vice-President Administration will be valuable resource for anything related to my role as a Part-Time Manager
4.	Advocacy Street Team	This year, I would like the AST to consist of approximately 20 dedicated volunteers who will act as the "(wo)man power" when executing certain campaigns and creating a presence on campus.

5.	Jacob Klugsberg (External Groups Coordinator)	The External Groups coordinator will serve as a member of the Advocacy executive. They will be responsible for staying current on OUSA and CASA's activities as well as facilitating campaigns related to these organizations.
6.	Tristan Paul (Campus Affairs Coordinator)	The Campus Affairs Coordinator will serve as a member of the Advocacy executive. Their main responsibility will be liaising with the External and University Affairs commissioners and staying current with activities occurring on campus related to PSE and the student experience.
7.	Jess Shoker (Communications Coordinator)	The Communications Coordinator will serve as a member of the Advocacy executive. Their main responsibility will be developing a social media strategy and increasing our online presence through Twitter and Facebook. They will also be responsible for facilitating the monthly newsletter.
8.	Jasmine Walia (Logistics Coordinator)	The Logistics Coordinator will serve as a member of the Advocacy executive. Their main responsibility will be assisting with the organization events. Their duties will include, booking tables, emailing volunteers and booking other space on campus.
9.	Jimmy Long (External Affairs Commissioner)	A strong working relationship will be developed with the External Affairs Commissioner to ensure that the Advocacy Street Team is assisting them with any initiatives they may have.
10.	Rodrigo Narro (University Affairs Commissioner)	A strong working relationship will be developed with the University Affairs Commissioner to ensure that the Advocacy Street Team is assisting them with any initiatives they may have.
11.	Mike Scott (Social Media Coordinator)	The Social Media Coordinator will serve as a valuable resource during our campaigns. Meetings will be held with this individual to ensure that we have a strong presence through the MSU Social Media outlets during these times.
12.	Michael Wooder (Student Life Development Coordinator)	Michael Wooder will be a great individual to meet with in regards to developing campaigns and seeing what resources the MSU may have available to us. He will also be contacted in regards to space on the MSU website and President's Page of the Silhouette
13.	MSU Communications Officer	Although a new position, the Communications Officer will be a great resource when it comes to executing our campaigns and developing interest with local media outlets.

OBJECTIVES step by step Copy and paste to add more objectives if required

Objective 1	Monthly Newsletter “ <i>The MSU Advocate</i> ”
Description	Advocacy will be publishing a monthly newsletter that will be made available through the MSU mailing system and through the MSU website and our social media outlets. The newsletter could also be sent out to those who sign up to receive the newsletter at tables and online throughout the year. I will meet with Pauline Taggart to discuss the possibilities of sending the newsletter to all MAC ID’s captured through our website. The newsletter will feature sections from OUSA, CASA, the VP Education and will feature our past and upcoming events.
Benefits	The newsletter will provide students with information regarding OUSA and CASA. Since they are members of these organizations it is important that they understand what these groups are doing to better the student experience. As well, the newsletter will serve as a great way to promote Advocacy’s activities and raise awareness on the issues we are focusing on.
Difficulties	Like all newsletters, it is possible that no one will read them. However, if we keep the information concise and visually appealing this will hopefully not be an issue.
Long-term	If this initiative is successful, it can continue next year which will help create consistency year to year.
How	We will consult the Underground to develop a template for the Newsletter. I will also consult individuals who will be contributing to the newsletter and set deadlines for their content to be submitted.
Partners	-Michael Wooder -The Underground -VP Education

Objective 2	Illegal Fees Campaign
Description	This campaign will be held from Monday, September 9 – Friday, September 13 . The focus of this campaign will be to promote the launch of a portal on the MSU website that will allow students to report if they are paying illegal fees to the University. The campaign will largely be an online push with catchy branding that will raise awareness of the potential of illegal fees and allow them to report these fees to the MSU for follow-up by the VP Education. Conversations will also be had this summer to see how we can implement this campaign into Welcome Week during the first few days of classes. Conversations will be had with Faculty planners to make them aware of the campaign and see how they can help with general awareness.
Benefits	Many students are not aware that paying certain fees for classes may in fact be illegal. By promoting the launch of the portal and providing them with a portal to report said fees, students will become more aware of the potential for this to occur and have tangible benefits if students are paying these fees.
Difficulties	Because this campaign occurs so early in September, it is unlikely that a solid

	base of volunteers will be available. However, the majority of the campaign will occur online.
Long-term	Once the portal is launched and created it can be a long-term fixture on the MSU website, allowing the Vice President Education to monitor this issue each semester.
How	Consultation with the Social Media Coordinator, Wooder and The Underground will occur to develop an eye-catching and effective online campaign.
Partners	-SMC -SLDC -Underground -Street Team

Objective 3	Forward With Integrity/ Experiential Education Campaign
Description	This campaign will be held from Monday, September 23 – Friday, September 27 . The purpose of this campaign will be multi-faceted. However, it aims to ask students what is currently missing in their education with a focus on experiential education.
Benefits	The government currently has money in reserve for experiential education centers on University campuses. We plan to run a post-card campaign that will demonstrate the need for this sort of development at McMaster. This campaign could also have tangible benefits if more was done to increase experiential education at McMaster.
Difficulties	It may be difficult to demonstrate the need for developments to experiential education at McMaster. However, if the Adocacy Street Team actively approaches people across campus and we develop some sort of online response to the question “what is lacking in your education” tangible results can still be achieved.
Long-term	Once again, this campaign may have tangible results as it is soliciting opinion from students that can be used to lobby the government and the university.
How	Discussion with the VP Education and Advocacy Executive will begin to solidify what shape this campaign will actually take.
Partners	-VP Ed -Underground -Street Team -EE Centres

Objective 4	Wall of Debt Campaign
Description	This campaign will be held from Monday, October 21- Friday October 25 . This campaign will have students writing the amount of debt they predict they will graduate with onto bricks created by the Street Team. These bricks will begin to develop a visual of the amount of debt students at McMaster will graduate with. This campaign will be held in the MUSC/Mills Plaza.
Benefits	This campaign will create an impressive and shocking visual. Hopefully, it

	will garner some media attention which will raise awareness that although a lot is done to alleviate student debt, that there are still gaps within the current system.
Difficulties	The Street Team will have to be proactive to ensure that we are getting students to fill out the bricks. If we fail to create a large enough wall, the campaign may not be as effective as we would hope.
Long-term	Once again this campaign could have some tangible results. By ensuring that we have a large media presence, we can raise awareness of the issues of student debt across Ontario.
How	In early September, we will book out the MUSC/Mills plaza and begin to prepare for the event through designing the bricks and deciding how the actual wall will look. We will use the Street Team to bring in students to sign the brick, as well as assemble the wall. The wall will be built in pieces so it can be transported over night. In addition to the wall, the campaign will also have a table or tent where volunteers will distribute handouts that will give information regarding student debt.
Partners	-Street Team -VP Ed -The Silhouette -Local media outlets

Objective 5	Food for Thought Campaign
Description	This campaign will be held from Monday, November 18 – Friday November 22 . The purpose of this campaign will also be multifaceted. First, it will aim to demonstrate that the OSAP amount for living expenses and food is not adequate by having prominent members from across campus live for a week on only the amount set by OSAP and having them complete vlogs and tweet about their experience. As well, the campaign may be used in conjunction with the University Affairs commissioner to raise awareness about the lack of healthy food options on campus and the need for a dietician. Food for Thought was a campaign that OUSA ran several years ago, so we will consult with them. Perhaps, this can become a cross-university campaign to raise awareness about the OSAP food allowance and how it effects students across the province. In addition, we will consult the organizers of the “Do The Math” campaign to gather feedback and ensure there is no overlap in our campaign.
Benefits	Hopefully this campaign can have some real benefits through garnering local and provincial media attention and awareness among University administration.
Difficulties	We will have to ensure that we gain lots of online media attention as this campaign will primarily occur online as well.
Long-term	Tangible benefits through lobbying for increases to OSAP funding and bringing a dietician to campus.
How	More discussion with the University Affairs Commissioner and VP Ed will be

	had to develop a thoughtful and comprehensive campaign.
Partners	-VP Ed -Student Wellness Centre -University Affairs Commissioner -Street Team -Local media outlets

Objective 6	Mental Health Campaign
Description	This campaign will be held from Monday, February 3- Friday, February 7. A lot was done on campus this year to reduce the stigma related to mental illness on campus. Lots of stakeholders were involved and many ran successful campaigns. This year, we would love to continue with the successes of last year with a focus on what resources are available on campus. However, this campaign would be most effective if we meet early in the year with various groups on campus to collaborate for a week long campaign. We will also consult those who planned the mental health initiatives during Welcome Week to ensure continuity and consistent branding. This campaign could also serve as a reminder of the campaigns that run throughout first semester.
Benefits	By promoting services that are available on campus, student will be more aware of what resources (Student Wellness Centre, SHEC, Peer Support Line) are available to them
Difficulties	Since there are several individuals involved with mental health on campus, I think that it may be difficult to get everyone on the same page regarding what route should be used next year.
Long-term	After a successful year with mental health awareness on campus, each year can continue to develop campaigns that will benefit students.
How	In first semester, a meeting will be held with various groups on campus to see what their plans are for the year and to collaborate on particular initiatives.
Partners	-VP Ed -University Affairs Commissioner -Student Wellness Centre -COPE -Peer Support Line -SHEC

Objective 7	Municipal Polling Station Campaign
Description	This campaign will be held from Monday, March 17 – Friday, March 21. The purpose of this campaign will be to demonstrate the need for a polling station on campus for the Municipal Election to be held in fall 2014. Through developing a petition to present to municipal officials, we will try to show that there is a need for this service at McMaster.
Benefits	Hopefully by demonstrating the need for a municipal election polling station,

	our call will be answered for the fall 2014 election.
Difficulties	Although we may demonstrate the need, local officials may be unresponsive to the campaign.
Long-term	If a polling station is brought to campus, the 14/15 Advocacy Coordinator can help promote the use of this station that fall.
How	AST members will walk around campus getting students to sign our petition. We will also create a catchy video that will be sent to local media outlets that will express student need for such a polling station and demonstrate our role in the community.
Partners	-VP Ed -SMC -Local media outlets -Communications Officer

GOALS to strive for

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

1) New promotional materials

-Over the summer, I will be revamping promotional materials such as display boards and information cards phasing out the “iAdvocate” branding

2) Campaign Plan

-I would like to have a plan for each campaign including dates for when media outlets should be contacted, when promotional material should be created and what roles volunteers and the executive will serve

3) Research

-I would like to research what campaigns other Universities and Student Unions have completed in order to gauge the strengths of different Advocacy initiatives across the province.

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

- 1) Develop a strong base of volunteers for the Advocacy Street Team
- 2) Complete the four campaigns scheduled for this semester
- 3) Have developed strategic plans for the winter term campaigns

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

- 1) Complete the campaigns scheduled for this semester
- 2) Help with the promotion of the General Assembly call for proposals process
- 3) Begin to lay the framework for the following year to ensure that some consistency is developed from year to year.

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?

At the end of the year, I would love for MSU Advocacy to have had some real successes. It would be great for our campaigns to gain local, provincial or even federal media coverage.

I would love for students to recognize Advocacy as a body on campus that represents their needs and serves as a venue for them to voice their concerns and opinions.

Ultimately, Advocacy is all about the students – so if our campaigns were successful and garnered a lot of interest I would be proud of our achievements throughout the year.

MASTER SUMMARY calendar and checklist

Summer (preparation)	<ul style="list-style-type: none"> - Prepare supplies for Clubsfest - Book tables and banner space for September campaigns -Prepare for September campaigns -Create promotional material for September campaigns -Launch summer newsletter
September	<ul style="list-style-type: none"> - Book tables and banner space for October campaigns - Illegal Fees and FWI campaign -Prepare for October campaigns -September newsletter -Book space for Wall of Debt Campaign
October	<ul style="list-style-type: none"> - Book tables and banner space for November campaigns -Wall of Debt Campaign -Prepare for November campaigns -Create promo material -October newsletter
November	<ul style="list-style-type: none"> - Book tables and banner space for December campaigns -Food for Thought campaign -Begin brainstorming and creating promotional material for January campaigns -November newsletter
December	<ul style="list-style-type: none"> - Book tables and banner space for January campaigns -December newsletter
January	<ul style="list-style-type: none"> - Book tables and banner space for February campaigns -Have meetings regarding Mental Health Campaign -Prepare for February campaigns -January newsletter
February	<ul style="list-style-type: none"> - Book tables and banner space for March campaigns -Mental Health campaign

	<ul style="list-style-type: none"> -Prepare for March campaign -Create promo material for March campaign -February newsletter
March	<ul style="list-style-type: none"> - Book tables and banner space for April campaigns -Polling Station campaign
April	<ul style="list-style-type: none"> - Begin transition
Weekly	<ul style="list-style-type: none"> - Ensure that material for the monthly newsletter is being created and gathered -Ensure that we are constantly tweeting and using the Facebook page -Ensure that the executive is aware of different campaigns around campus and across the province.

COLLABORATION within the MSU

I would love for Advocacy to collaborate with a variety of groups within the MSU. I will outline some of these relationships below

-External and University Affairs Commissioners

-Both of these MSU committees have similar ideas and initiatives to Advocacy. Collaborating with these individuals would reduce redundancies and ensure that all of our campaigns are as effective as possible.

-MSU Maroons

-The Maroons are a large group of dedicated volunteers who are passionate about raising awareness about MSU services. By getting Maroon representatives to come to volunteer with our campaigns, we will increase awareness.

-SHEC

-In the past, Advocacy has run Stress Week campaigns. SHEC holds similar events. Since Advocacy will not be carrying out this campaign this year, the AST could help SHEC by providing volunteers for their events.

-Underground

-Underground will be a great resource with developing promotional materials such as posters, banners, rave cards and our monthly newsletter

-PAC

-PAC will be essential when promoting our events around campus. They will help ensure that we have exposure campus wide.

FINAL COMMENTS leave nothing out

This year is going to be interesting. Over the past few years Advocacy has developed consistency and a reputation around campus. This year we are going to strive to use innovative campaign techniques to ensure our campaigns are getting the exposure they deserve. We will also foster relationships with our volunteers and various campus groups to ensure that we have a large group of people who can be used for our campaigns. I am incredibly excited for what Advocacy has in store, and I hope we can begin to develop an identity and objectives for Advocacy that can be followed in years to come.