



# REPORT

*From the office of the...*

## Advocacy

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TO: Members of the Executive Board  
FROM: Rebecca McDougall  
SUBJECT: Advocacy Report 1  
DATE: Thursday, October 10<sup>th</sup>

### UPDATE

The Advocacy Street Team has had a busy September and is gearing up for an exciting year. Over 15 volunteers have been selected as members of the Street Team and we have launched several campaigns that have had an exciting response within the McMaster community.

### SERVICE USAGE

In terms of quantifying the use of our service there are a few different numbers I could provide for the various campaigns we held in September. Our Stop! You've Paid Enough campaign brought in several users reporting fees that Spencer is now looking into. The edYOUcation campaign had over 100 participants log on to our Online Chat about Online Education and over 150 students provided feedback during our puzzle piece activity.

### PAST EVENTS, PROJECTS & ACTIVITIES

#### *Advocacy Newsletter*

Advocacy will be launching a monthly newsletter to be distributed through email to MSU website users. The newsletter will feature contributions from OUSA and CASA that will keep students informed with what these groups, who are lobbying on their behalf are doing. Additionally, the VP Education and MSU President will also have sections where they will highlight their advocacy efforts and past and present Advocacy Campaigns

#### *Stop! You've Paid Enough*

Launching the first week of September, "Stop! You've Paid Enough" promoted an online portal where students could report any fees that they are paying in their classes that should be covered by tuition costs. We promoted mainly through social media and tabling and had several students report fees that Spencer is now looking in to.

#### *edYOUcation*

edYOUcation was a quality of education campaign aimed at raising awareness regarding the student experience at McMaster. A variety of events were held in order to inform students of opportunities on campus, as well as creating dialogue surrounding what might be missing from their experience at McMaster. Over 150 students filled out our puzzle

pieces when asked the question, “what’s the missing piece to your education?”. These puzzle pieces will now be forwarded to University and Government groups to show them what McMaster students feel is currently lacking in their education. Additionally we held an Online Chat about Online Education with Patrick Deane and AVP Teaching and Learning Arshad Ahmed. We also hosted an Experiential Education fair which brought together ten campus groups and faculty offices with a stake in experiential education to allow them to discuss their opportunities with students. A variety of photo and video footage was taken online that can be found on our webpage and Facebook page.

## UPCOMING EVENTS, PROJECTS & ACTIVITIES

### *OUSA Campaigns*

Throughout the rest of the semester we will be focusing on OUSA campaigns. One of these campaigns will involve creating a video regarding students understanding of the OSAP process. This campaign will be conducted and released by all OUSA member schools. We aim to have this created for November

### *Wall of Debt*

In second semester, we will be launching a national campaign that all CASA member schools will be participating in. The campaign will feature a large display in the student centre where students can write the amount of debt they expect to graduate with on a brick, in turn creating a giant wall. The purpose of the campaign is to raise awareness surrounding student debt in Canada and what can be done to alleviate this toll on students.

## BUDGET

The Advocacy budget comes out of the VP Education budget. Currently, we are doing well with our spending and should have enough to carry out our second semester campaigns.

First semester campaigns involved costs associated with booking MUSC but the use of this space was integral to the success of the campaign. We also purchased t-shirts for our street team members which is helping brand us as a pillar of the MSU and will allow students to associate all of our campaigns.

## CURRENT CHALLENGES

Currently the Street Team is not facing any challenges! Our first two campaigns were very successful and we look forward to seeing how the rest of the semester will shape up!

## SUCSESSES

I believe that the biggest success so far was the edYOUcation campaign. We had a great online presence during the campaign and the responses we received from students were really positive. We plan on looking through the responses to try and get a picture of what may be lacking in students experience at McMaster – one general theme that has emerged is Experiential Education, so we might look to create more awareness surrounding what is available and how this can be expanded at McMaster.