

REPORT

From the office of the...

Advocacy Street Team

TO: Members of the Executive Board
FROM: Rebecca McDougall
SUBJECT: Advocacy Street Team Report 4
DATE: March 13, 2014

UPDATE

Since our last Executive Board Report, the Advocacy Street Team has had a busy month preparing and executing the Wall of Debt Campaign. In preparation for this campaign, we had meetings with the volunteers and executive to gain their input on the campaign. The volunteers were an integral part of why this campaign was a success.

SERVICE USAGE

We had around 100 students participate in our Wall of Debt campaign both in person at the wall and through our Social Media channels.

PAST EVENTS, PROJECTS & ACTIVITIES

Wall of Debt Campaign

Our most recent campaign was “Wall of Debt.” A campaign planned in conjunction with CASA, it aimed to raise awareness surrounding the amount of debt students expect to graduate, in order to advocate for an increase in upfront, grants for students.

Throughout the week our Wall travelled around campus where students could share on a brick their debt. Furthermore, we encouraged students to participate online and visit the website for the campaign wallofdebt.ca

Spencer Graham and I spoke on Morning File on CFMU to advertise the campaign, which was a great way of reaching students and community members who may not have otherwise heard of the campaign.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

OUSA Roundtable Discussion on Teaching and Learning

We are currently planning for an OUSA Roundtable discussion on Teaching and Learning that will be happening on March 11 in Council Chambers.

The event will aim to bring together stakeholders, University administration and students to discuss the quality of teaching and learning at McMaster.

We have been liaising with OUSA in order to determine the direction and logistics for this event.

BUDGET

For our most recent campaign we used the budget to fund materials for the wall, as well as promotional materials. With only one event left for the year, we should be fine with this budget line.

CURRENT CHALLENGES

One of the challenges we faced during the Wall of Debt campaign was getting students to feel comfortable enough to share their debt. There seems to be a stigma associated with student debt, and people were not as willing to come up to our table. In order to combat this challenge, we directed people to our online portals, as well as the website where they could participate in the campaign with anonymity.

SUCSESSES

The Wall of Debt campaign was also our most recent success. Primarily I would attribute the success of the campaign to being stationed in different locations around campus. Usually, we have only had tables in the student centre, but by having tables in Mills and Thode library and BSB, we reached students we may not have otherwise.