External Advocacy Team and Program

Presented by Petros Kusmu, Vice President External

For Students’ Council (August 28, 2012)
Purpose of this Presentation:

– Share my **vision** on creating an external advocacy team and expanding the lobby training program

– Solicit **feedback** and **interest** from Council members
Preamble

• Engaging students in the external advocacy portfolio of the SU is both difficult and important in championing the student voice to all external actors.

• Three primary benefits to engaging students with external portfolio:
  - 1. Empower our students
  - 2. Make students more visible to their representatives
  - 3. Solidify manpower for the SU when launching externally-related campus campaigns
Objective

- **Student Lobby and Advocacy Program (SLAP)** seeks to not only provide students with the opportunity to learn how to lobby, but to give them a platform, the opportunity, and the resources necessary to do so.

- SLAP’s purpose:
  - 1. Engage students with SU’s external advocacy
  - 2. Strengthen our external advocacy efforts
Structure

UASU's Student Lobby and Advocacy Program (SLAP)

Lobby and Advocacy Training (LAT) Program

Two Routes with different outcomes in training program

First Route

Second Route

LAT used as a filter process for membership into SALT

Student Lobby and Advocacy Program (SLAP)

Power Structure: VPX has final decision, DRPA ensures operations and continuity, and SATs provide advice on SLAP

VPX

DRPA

Students-at-Large
Vision

Short-Term Vision (May 2012–April 2013):

• Give SLAP/SALT members a tour of the Legislature, an opportunity to attend a session, and the chance to meet the Minister of Enterprise and Advanced Education

• Ensure that at least half of SALT’s members are in at least their second year

• Have at least half of SALT’s members return next academic year, be ambassadors for SLAP, and assist in SLAP’s recruitment

• Have SALT’s members host a externally-related campus campaign
Vision

Long-Term Vision (post-April 2013):

• Create a Lobby and Advocacy Training (LAT) certificate and have it recognized on the U of A’s Co-Curricular Transcript
• Create a robust source of student manpower for the VPX and the DRPA to compliment them in their advocacy efforts
• Encourage partner schools in CAUS and CASA (our provincial and federal lobby groups, respectively) to adopt a similar program and team
• Give SALT members the opportunity to attend CAUS and CASA meetings
Brief Timeline

• **September** – Major outreach initiative (e.g. Clubs Fair, classroom talks, email professors, contact FAs and DAs); Host a first meeting

• **October** – Host the first Lobby and Advocacy Training Program session

• **November** – Hold at least one lobby and/or advocacy event this time

• **December** – Evaluate SLAP and SALT and prepare for Winter Recruitment
Thanks!

Questions, Thoughts, and/or Concerns?