What is CASA?

Canadian Alliance of Student Associations

PRESENTED BY WASIIMAH

Canadian Alliance of Student Associations

Presentation to University of Alberta Student Union
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1. What is CASA?
CASA at a Glance

- 360,000+ Students
- 22 Members
- One Vote Per School
- 7 Board Members
Mission

“Through its member-driven structure and grassroots approach, CASA’s mission is to advocate for students using policy development and research, awareness campaigns, government relations, and partnerships with other stakeholders.”
Vision

- Accessible
- Affordable
- Innovative
- High Quality
Values

- Non-partisan
- Member Driven
- Research-Based
- Easy-In
- Easy-Out
- Transparency
- 1 Vote Per Institution
Membership
Observers

BUSU

CENTENNIAL COLLEGE
Student Association
INCORPORATED

TRENT DURHAM
STUDENT ASSOCIATION

SGA

STUDENTS GENERAL ASSOCIATION GÉNÉRALE DES ÉTUDIANTS;
LAURENTIAN UNIVERSITY UNIVERSITÉ LAURENTIENNE
Membership Fee Structure

<table>
<thead>
<tr>
<th>Number of students</th>
<th>Cost per full-time equivalent (FTE) student</th>
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<tbody>
<tr>
<td>1 to 6,000</td>
<td>$3.48</td>
</tr>
<tr>
<td>6,001 to 12,000</td>
<td>$3.20</td>
</tr>
<tr>
<td>12,001 to 20,000</td>
<td>$2.96</td>
</tr>
<tr>
<td>20,001 and above</td>
<td>$2.63</td>
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*Membership fees shall be subject to a maximum of $59,533 and a minimum of $5,777 per fiscal year, subject to slight annual adjustments for inflation.
2. Governing Documents & Structure
Governing Documents

External
- Non-Profit Corporations Act
- By-Laws

Internal
- 2021-2024 Strategic Plan
- Operating Procedures
Strategic Plan: Pillars

- Membership
- Advocacy
- Policy & Research
- Public Relations
- Governance
Our Structure

- Our Members provide direction to our Board of Directors at our general assemblies
- Our Board is composed of:
  - Board Chair
  - Treasurer
  - Secretary
  - Director of Policy
  - Director of Advocacy
  - Director of Membership
  - Director of EDI
- CASA’s Board provides direction to the Executive Director, who manages Home Office staff
Member-Driven

- **Membership is comprised of:**
  - Primary (Abner) & Secondary (Christian) delegates

- **Responsible for:**
  - Representing your Students at a National level
  - Reviewing & assessing CASAs actions
  - Electing CASA’s board and committee representatives
  - Ensuring compliance to the governing documents
  - Attending CASA Conferences to bring UASU’s perspective
  - Meeting with federal MPs and politicians
The Board

- The board is comprised of:
  - Chair, Secretary, Treasurer, Director of Advocacy, Director of Membership, Director of EDI, Director of Policy

- Responsible for:
  - Overseeing CASA’s Day-to-Day
  - Creating Annual Action Plan
  - Ensuring Member-Driven Focus
  - Chair Committees
CASA Committees

- Each committee is:
  - Made up of delegates from members
  - Connected to the board of directors through a board representation
  - Responsible for developing a work plan in conjunction with the Board of Directors’ Action Plan
  - Responsible for reports to membership at each CASA Conference
Committees

- Federal Policy Committee
- National Advocacy Committee
- Governance & Internal Review Committee
- Equity, Diversity & Inclusion Committee
- Member Relations Committee
- National Indigenous Advisory Committee
- Colleges & Polytechnics Advisory Committee
- Graduates Advisory Committee
Staff

- Responsible for:
  - Working in compliance to the governing documents and membership’s will
  - **We work on student federal advocacy for you between CASA conferences**

Executive Director

Mackenzy Metcalfe
- Works with the Board & Sits on Board, EDI, Governance + Internal Review + National Advocacy Committees

Member Relations Officer

Wasiimah Joomun
- Works with the Director of Membership & Sits on Member Relations + National Indigenous Advisory Committees

Policy & Research Analyst

Trevor Potts
- Works with Director of Policy + Summer Intern & Sits on Federal Policy + Colleges Polytechnics Advisory + Graduates Advisory

Government & Stakeholder Relations Officer

James Caldwell
- Work with Parliamentarians and build on relationship with post secondary stakeholders, works with Director of Advocacy
3. What does CASA do?
Advocacy at CASA

Policy & Research

Meetings & Lobbying

Consultation

Stakeholder Relations

Media Engagement

Campaigns
Policy & Research Papers

Policy Library Highlights

- Educational materials
- International students
- Mental Health
- Student employment
- Student financial aid
- Student research
- Latest Publication 2022 - The New Abnormal
Lobby Meetings

- Meet with Members of Parliament (MPs), Senators, Ministers, and any others who have the power to influence public policy related to post-secondary education
- Ask for the policy changes you want and explain why they are needed!
Parliamentary Committees

- Parliamentary committees make policy recommendations to the government after studying the issue and listening to witnesses.
- Being asked to appear as a witness before a committee is a great honour as well as an opportunity to consult with students directly!
UEQ Partnership

- **Union Etudiante de Quebec**
  - 9 student associations - 87,000 students
  - Graduate & Undergraduate students

- **Partnership**
  - Since May 2017
  - Strong representation of Quebec students
  - Neither UEQ or CASA has voting rights at the other’s institution
Campaigns

2 million students matter. You matter.
Vote in the Canadian Federal Election on October 19.

#StudentsLetsAct
for improved mental health supports
Write a heart, make an impact

#CloseTheGaps
4. Record of Success
CASA’s Recent Successes

Doubling of Canada Student Grants for 2021-22 & 2022-23 academic years

$9 billion COVID aid package to postsecondary students & recent graduates

Launch of The National Standard for Mental Health and Well Being for post secondary students

$925 million invested in Canadian Research - the largest investment in Canadian History

Read about our wins & publications on our website (casa-acae.ca)
5. A Year at CASA
CASA 22-23 Timeline

- **June:** Foundations
- **July:** Board Retreat & Committees launching
- **August:** Policy and Strategy
- **September:** Indigenous Students Conference
- **March:** AGM
- **January:** Campaign execution and Committee wrap
- **November:** Advocacy Week
- **October:** Committee work and prep for Advocacy Week
6. CASA’s Priorities This Year
Advocacy Priorities

Top 4 Priorities as voted by Membership at Policy & Strategy Conference

- Student Financial Aid
- Student Mental Health
- Sustainability & Housing
- Decolonization
7. What does this all mean for UASU as a member?
What Does It Mean for UASU?

- Representing University of Alberta students at a national level - Christian as Chair
- Attendance at CASA conferences
- Participation in CASA committees and working groups
- Advanced stakeholder relations - your executives can thus focus on more internal issues and CASA builds on the external relationships
- Access to professional training, advocacy resources, and student-union networks
- Member-Drive & Value for Money
Questions, comments, queries?

FEEL FREE TO EMAIL US

Mackenzy, ed@casa.ca

Wasiimah, members@casa.ca

Christian chair@casa.ca