Today’s Discussion

1. What is CASA?
2. Governing Documents & Structure
3. What does CASA do?
4. Records of Success
5. A Year At CASA
6. What does this all mean for Dalhousie Student Union?
1. So What is CASA?
Values

Non-partisan

Member Driven

Student Advocacy

Mission
Vision

Accessible Education
Affordable Education
Innovative Education
High Quality Education
Membership
UEQ Partnership

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

- **Partnership**
  - Started May 2017
  - CASA is the only national student advocacy group to present Quebec students
  - Attending each group’s conference
  - 1 UEQ ask in our Advocacy Document
  - No UEQ voting rights in CASA and vice versa
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 & Secondary delegates

- Responsible for:
  - Electing Board & committee members
  - Reviewing & assessing actions of the board & staff
  - Holding staff + board + other members accountable
  - Ensuring compliance to the governing documents
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
  - Creating annual Action Plan
  - Ensuring compliance to membership’s will
  - Chair respective committees
Working Bodies

- Each committee is:
  - Made up of delegates from members
  - Connected to the board of directors through a board rep
  - Responsible for developing a work plan in conjunction with the Board of Directors’ Action Plan
  - Responsible for reports to membership
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
  - Basically - you pay us and we work for your students

- **Comprised of:**

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<tr>
<th>Executive Director</th>
<th>Mackenzie Metcalfe</th>
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<td>Works with the Board &amp; Sits on Board, EDI, Governance + Internal Review + National Advocacy Committees</td>
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<tr>
<th>Member Relations Officer</th>
<th>Wasiimah Joomun</th>
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<td>Works with the Director of Membership &amp; Sits on Member Relations + National Indigenous Advisory Committees</td>
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<th>Policy &amp; Research Analyst</th>
<th>Trevor Potts</th>
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<td>Works with Director of Policy + Summer Intern &amp; Sits on Federal Policy + Colleges Polytechnics Advisory + Graduates Advisory</td>
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3. What does CASA do?
Advocacy at CASA

Policy & Research

Meetings & Lobbying

Consultation

Stakeholder Relations

Media Engagement

Campaigns

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

Solid evidence-based research

Policies are CASA’s official stances and the foundation for any work done

New policies are created at any time

Policy Library - Old policies are reviewed and updated every 3 years
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!
Earned Media

Students wondering how to pay for essentials as summer work disappears

Politics
Trudeau announces $9B in financial support for students; critics say pandemic aid must flow faster

Politics
Students who collect emergency COVID-19 aid must attest they’re looking for work

Conservatives suggested the support could discourage people from seeking work while employers face labour gaps

Canadian Alliance of Student Associations calls for federal action on student mental health

Students who are still coming out dry should speak up, says Adam Brown, chair of the Canadian Alliance of Student Associations. Brown says he and his team are currently advocating for students across the country at the federal level – and from what he’s seen, Ottawa is listening.

“If there are other students who are falling through the cracks and might be missed, the more that they’re able to speak out or contact their own student associations or contact (CASA), the better,” Brown says. “We can continue to communicate those gaps to the federal government. That’s definitely what helps get that stuff going.”
Social Media

At CASA, we’re working hard to ensure that students aren’t left behind during the COVID-19 pandemic. In this trying time, CASA is advocating for action from the federal government. Our priorities are:

- Establishing a CERB benefit for students... See More

We know #COVID19 is making life extremely difficult, confusing, and unpredictable for students and recent graduates.

Our new COVID-19 Student Resource webpage can answer questions and help students find support: casa-aace.com/covid19resources...

Safeguarding the Future by Protecting Students: CASA’s Advocacy Priorities During the COVID-19 Pandemic

We’re Here To Help Students Deal With COVID-19

Go to: casa-aace.com/covid19resources

*This page will update as new information becomes available*
Campaigns

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#CloseTheGaps
How Does It All Work Together?

Advocacy success is grounded in research & data

Parliamentarians have the power to change policy

Working with other organization increase resources & impact

Parliamentarians monitor media to gauge public opinion & find political opportunities

Engaging with students who are the grassroots through campaigns
4. Record of Success
CASA’s Recent Successes

- Doubling of Canada Student Grants for 2021-22 & 2022-23 academic years
- $9 billion aid package to postsecondary students & recent graduates
- $75 million in the Post-Secondary Student Program, Metis Education Strategy & Inuit Education Strategy
- Launch of The National Standard for Mental Health and Well Being for postsecondary students
5. A Year at CASA
CASA 22-23 Timeline

- June: Foundations
- July: Board Retreat & Committees launching
- August: Policy and Strategy
- September: Indigenous Students Conference
- October: Committee work and prep for Advocacy Week
- March: AGM
- January - February: Campaign execution and Committee wrap
- November: Advocacy Week
6. What does this all mean for Dalhousie Student Union?
What Does It Mean for DSU?

- Representation at a national level
- Value for money - Fees Breakdown
- As observer, DSU is able to attend and sit on our conferences and committees
- Stakeholder relations + Credibility
- Representation on CASA’s working bodies
- Fairness & Equity: Easy-in, Easy-out & 1 vote per institution principles
Questions, comments, queries?

FEEL FREE TO EMAIL US

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