



UNIVERSITY OF ALBERTA
**STUDENTS'
UNION**

External Advocacy Team and Program

Presented by **Petros Kusmu**, Vice
President External

For Students' Council (August 28,
2012)



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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

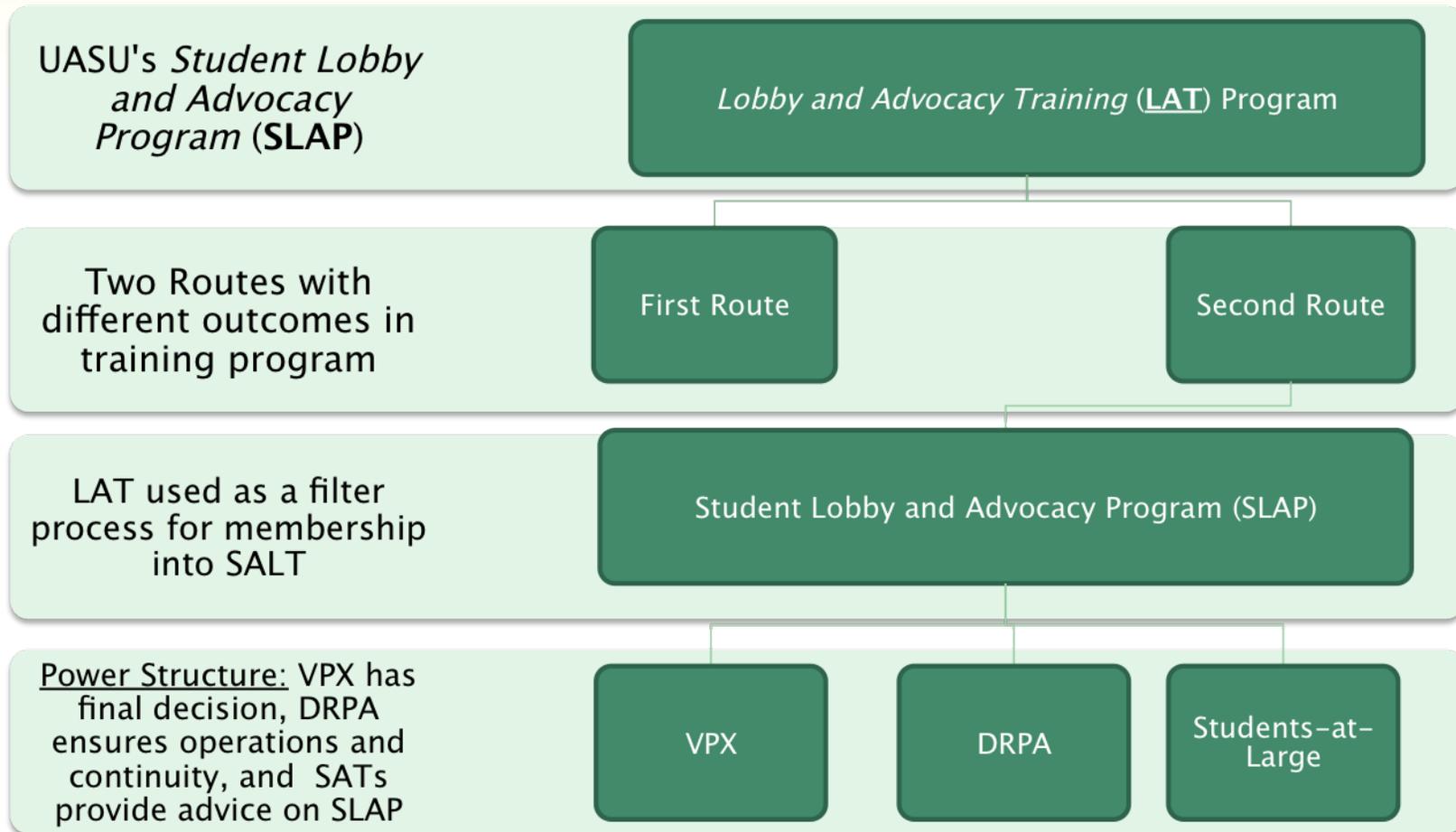


Objective



- **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



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 an 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

Potential Concerns





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Thanks!

**Questions, Thoughts, and/or
Concerns?**