

# *For Our Future*

## A CAUT Election Toolkit

August 2019



Canadian Association of University Teachers  
Association canadienne des professeures et professeurs d'université

[www.caut.ca](http://www.caut.ca)



# CAUT Election Toolkit: *For Our Future*

August 2019

CAUT has created this toolkit to help your association build and implement an effective on-campus federal election campaign.

In this kit you will find:

- Key messages about the campaign
- Steps to help develop your campaign
- Action ideas, tips, and resources for engaging members and students in the federal election, and reaching out to candidates
- A campaign material order form

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# 1| About the campaign

This October, Canadians head to the polls. CAUT's *For Our Future* is an issue-based and non-partisan campaign with two goals. First, we seek to raise awareness about the positive steps the federal government could take to strengthen the post-secondary education system. Second, we want to get out the vote for education.

In recent years, we have seen much needed, but not enough investment, in basic research, improvements to the Canada Student Grants and Loans program, and increased support for Indigenous education. However, the last time the federal government increased core funding to the provinces to strengthen PSE was in 2007.

As a result, the foundation of our post-secondary education system is under strain. Faculty renewal is stalled, more and more academics are working on temporary contracts, without job security or compensation for research and service. Members from equity-seeking groups are under-represented in the academy and face discrimination, and costs of education for students continue to rise.

We need a strong federal partner to work with provinces and universities and colleges to improve affordability, access, and quality. This includes a federal government that will get science right by meeting recommended levels of research funding and close the gap in Indigenous education.

Together, we can make post-secondary education an election issue. To do this, we need you.

Here are three things academic staff associations can do to get involved in this federal election:

- Mobilize. Engage members and students.
- Reach out to candidates. Meet with those seeking to win federal seats in your area on the key issues facing post-secondary education.
- Make noise. Raise the profile of the issues on campus and in the community

CAUT has created this toolkit to help your association build and implement an effective on-campus campaign.

In this kit you will find:

- Key messages about the campaign
- Steps to help develop your campaign
- Action ideas, tips, and resources for engaging members and students in the federal election, and reaching out to candidates
- A campaign materials order form

Please keep CAUT's Membership Engagement Officer, Christina Muehlberger, informed of your plans. If you have any questions, please contact Christina by email or at 613-820-2270 (ext. 182).

## 2| Issues and key messages

The federal government supports post-secondary education in numerous ways. The current federal government has made some important investments in the post-secondary education system, including historic increases in basic research, enhanced funding for Indigenous education, infrastructure investments to modernize labs and classrooms, improvements to the Canada Student Loan and Grants Program, and initiatives to improve access for working adults.

While these are much needed investments, the post-secondary system itself remains under strain. The last increase in federal investment for core post-secondary education funding occurred in 2007, when the government enhanced the Canada Social Transfer by \$800 million. This investment, while welcome, was made without agreements with the provinces to strengthen PSE. As a result little has improved in the last decade.

The *For Our Future* campaign focuses on four key issues affecting the post-secondary sector.

### Precarity

Inadequate government funding of our colleges and universities has meant that many academics are working contract to contract, some earning less than a living wage.

This growing reliance on contract positions is unfair. It is unfair for these academics who are forced into underemployment, their colleagues who have more service requirements and fewer research collaborators, and students as contract academics have limited time to prepare courses and work with students outside of the classroom.

The numbers:

- One-in-three academic staff in Canada work on precarious, short-term contracts.
- The number of university teachers working part-time, part-year expanded by 79% from 2005 to 2015.
- Two-thirds of contract academic staff surveyed by CAUT said their mental health has been negatively impacted by the contingent nature of their employment.

### Equity

We know that a high-quality post-secondary education system is one that includes and values diverse voices and knowledge.

Yet, academics from equity-seeking groups face discrimination. [They are under-represented and on average earn less for a range of reasons](#), including over-representation in precarious work.

The numbers:

- Aboriginal academics remain significantly underrepresented in the academy, making up just 1.4% of all university professors and 3% of college instructors in 2016.
- Racialized, Aboriginal and women post-secondary teachers are less likely to have full-time, full-year (FTFY) employment.
- Full-time women university teachers on average earn 90 cents on the dollar earned by their male counterparts.
- The gap is deepest for racialized women college instructors who earn only 63 cents on the dollar and racialized women professors who earn an average 68 cents for every dollar.

## Research funding

Investing in basic research supports fundamental advances in knowledge that benefit all Canadians.

The federal government's 2017 Advisory Panel on Fundamental Science report found that investing in basic research is one of the highest yield investments a government can make. Recent investments, although much welcomed, fall far short of recommended levels. In this time of great change and challenge, we need to maintain a competitive level of science and research funding to deepen our understanding of the world and to find solutions to the problems that confront us.

The numbers:

- Investments in basic research are 40% below the Advisory Panel's recommended levels of funding.
- Peer review committees for the tri-council agencies typically recommend support for about two-thirds of applications yet the majority of these go unfunded, due to lack of funds.

## Accessibility

As public funding for our colleges and universities decreases, the cost of post-secondary education is increasingly downloaded onto students and their families through high tuition fees. Students who cannot afford these high up-front costs must take on unmanageable levels of debt in order to pursue their education.

The numbers:

- 46% of graduates have student loan debt.
- Average debt at graduation is \$22,276.
- Over 8 in 10 Canadians agree that those without financial means to afford PSE should not have this experience denied to them.

## Key messages

- Post-secondary education gives Canada and Canadians a knowledge advantage.
- We have an outstanding education system, but it is under strain.
- Whereas the federal government has made welcome investments to support universities and colleges in Canada recently, it is like making necessary repairs to the house while ignoring the cracks in the foundation.
- Four ways federal government can be a better partner for education:
  1. Commit to core funding for education and to work with the provinces to determine the mechanism for supporting universities and colleges to bring about needed changes in affordability, accessibility and quality, such as faculty renewal and lower tuition.
  2. Close the gap in research funding.
  3. Invest in Indigenous education through direct and indirect supports for students.
  4. Provide more Canada Student Grants

*Every vote counts!*

## Support for post-secondary education

We need a renewed investment in our universities and colleges to improve affordability, access, and quality. We need a federal government that will value and invest in strengthening Canada's public post-secondary education system.

Recent polling from CAUT shows that Canadians agree:

- A large majority (78%) of those surveyed view universities and colleges as having positive impacts on the direction of the country.
- Most Canadians believe PSE is more relevant than ever, with 70% agreeing that "it has never been more important to get a post-secondary education given the changes in the economy and society".
- When told that Canada has the highest rate of residents with a post-secondary degree among comparable countries, two thirds (65%) of respondents feel it makes Canada a better place to live, a view that's held across demographic, regional, and socio-economic groups. A majority of all political party supporters feel this way as well.
- 93% of Canadians would get a PSE if there were no tuition, indicating cost is a factor for lifelong learning.
- 57% of Canadians believe that post-secondary education is part of the solution to climate change.

## Get out the vote

There are close electoral races across Canada this year, and each vote counts. Voter turnout is typically low, especially among those 18-24 years old. Although youth voter turnout was significantly higher for the 42nd general election in 2015 than in previous years, it was still below the overall voter participation rate. This disengagement by young Canadians has acted as a significant downward drag on overall turnout figures.

People have myriad reasons for not voting. However, promising practices to getting out the vote include civic education and clear and easy voting instructions.

For the 2019 general election, there will be voting stations at 115 campuses across Canada and more advanced voting options.

Our members are well positioned to help get out the vote.

## 3 | Get involved

### Where to start

#### Form an organizing committee

Use this election as an opportunity to engage your membership in the work of the association. Invite members to join an organizing committee and help to shape the association's local election campaign.

Schedule your first organizing committee meeting and make a simple flyer with the date and time to distribute to members at events.

Organize a first meeting to brainstorm what the campaign will look like on your campus. Build in time during these meetings for members to socialize and build relationships. Remember that people are more likely to volunteer for a campaign if they are able to participate in ways that interest and motivate them, and if they develop meaningful relationships.

#### Sample agenda for first organizing meeting:

1. Welcome and introductions
  - Use this as an opportunity to get to know everyone in the room. Ask members to share what is motivating them to take part in the campaign. What is at stake for them this election? What experience, skills, and ideas are they hoping to bring to this campaign?
2. Overview of campaign
  - Give members an understanding of the broader context and the CAUT national campaign.
3. Develop an action plan
  - Work with your organizing committee to define your campaign goals and create an action plan that works towards these objectives.
  - See Appendix A for an Action Plan exercise to help guide your organizing committee's planning session.

4. Draft calendar
  - Tentatively map out your campaign events on a calendar.
  - Hang this calendar for each meeting and add to it throughout the planning process.
  - See Appendix B for a sample campaign calendar.
5. Assign tasks
  - Volunteers are much more likely to return if they have committed to tasks.
6. Schedule next meeting
7. Adjournment

#### Work in a coalition

The underfunding of post-secondary education affects students, academic staff, and workers on our campuses. This campaign can be an opportunity to build and strengthen relationships with campus allies and coalition partners. Building alliances with other unions and campus groups is essential to a campaign's success.

A few things to consider when approaching potential coalition partners to participate in your organizing committee include the following:

- Make sure that the campaign messaging is inclusive of each organization's principles, objectives, and membership. Invite campus group representatives to the first organizing meeting to hear what plans and goals others may have.
- Provide different ways for organizations to participate in the campaign. Depending on the resources of the organization, this could include: co-organizing events, financial donations, and in-kind support such as printing or space, access to their membership listserv, or volunteers.
- Share ownership of the campaign. Rather than simply asking for the support of allies, work with your coalition partners to develop and implement the campaign.

## Build a campaign plan

The national campaign has two goals:

- Raise the profile of education during the election on campus and in the community.
- Get out the student vote.

It is important to define your campaign goals and create an action plan that works towards these objectives.

Examples of local campaign goals might be:

- Get (add #) of faculty promoting get out the vote activities.
- Raise the profile of underfunding of PSE among candidates.
- Raise awareness on campus of PSE issues during election.

### EXERCISE

See Resource A for an Action Plan exercise.

When choosing campaign actions, it is important to remember to provide a variety of ways for members and students to engage and to build in ways to gradually deepen this engagement in the campaign. The Ladder of Engagement is a useful tool to help build a campaign that starts with easy actions and gradually asks people to take increasingly important actions.

### EXAMPLE

See Resource C for a Ladder of Engagement.

## Mobilize!

### Engaging members

Welcome events and outreach:

You do not need to start from scratch. Events that your association already organizes and participates in at the beginning of the school year are perfect opportunities to talk to members about the campaign and recruit new volunteers.

Office visits:

Organize volunteers to canvass on campus to recruit campaign supporters. Go office to office to hand out materials, share the campaign's key messages and goals, and talk to members about how to get involved. For example, members can use the *Get out the Vote* materials on campus, join in organizing or attending events, agree to reach out to candidates, follow the association on social media, or share a story on what a stronger federal partner on PSE would mean to them.

A few tips for office visits:

- Don't feel rushed. Office visits are an opportunity to learn about the issues of concern to your members. Remember that building a relationship goes a lot further than a sales pitch.
- Increase the visibility of the campaign by asking members to hang a poster on their office door.
- Bring a notebook with you. After every office visit, write down a few notes about the conversation, particularly anything that needs follow-up.

Newsletter:

Use your association's newsletter and website to inform your members about the election, the key issues in the campaign, and share information about how members can become involved and engage their students in the election.

If you send out regular email updates or a weekly newsletter, make the election and the campaign a standing issue.

**Online engagement:**

- Encourage your members to participate in CAUT's campaign online.
- Ask your members to [sign the pledge, take the survey on their election priorities, and share how government underfunding of universities and colleges has affected them.](#)

**Engaging students****Class talks:**

Ask your members to talk to their students about the campaign and/or the power of the vote.

**EXAMPLE**

Share a PowerPoint presentation (example available at [www.ourfuture.caut.ca](http://www.ourfuture.caut.ca)) that staff can use to teach their students about the campaign and how to register to vote.

**Tabling:**

Set up a table with campaign materials in a high-traffic area to engage with students.

**Some tips for tabling:**

- Do not expect people to stop at the table on their own. Always stand in front of the table and try to engage people as they walk by.
- Have informational material ready to hand people who are too busy to stop.
- Include ways for supporters to participate in the campaign at the table:
  - Collect a pledge to vote.
  - Provide whiteboards for people to share why they are voting. Take a picture of them holding their sign and share it on the association's social media accounts.
  - Set up a voter registration with iPads or laptops open to the Elections Canada website or print registration forms for attendees to complete (if using printed forms provide prepared envelopes with postage).

**Creative actions:**

Students who have already stopped at a table, heard a class talk, or received a leaflet will be looking for more active ways to get involved in the campaign.

It's time to get creative! Draw on the skills and passions of your volunteers to come up with new and different ways to keep students engaged up to Election Day.

**Examples of creative ways to engage students include:**

- A trivia night where students can test their knowledge about post-secondary education and federal politics
- Setting up a button maker and supplies (magazines, construction paper, markers, etc.) and letting students create their own campaign button
  - Button materials can be ordered at [www.peoplepowerpress.org](http://www.peoplepowerpress.org)
- Constructing a Debt Wall out of cardboard boxes and setting it up in a central campus area. Have students write their debt on the wall and leave it up as a physical display of the levels of debt students must incur to pursue their education.

**Reach out to candidates****Meet them canvassing:**

Often, candidates and their volunteers canvas on our campuses. This offers an excellent opportunity to ask them about their position on post-secondary education issues. Explain the challenges you, your colleagues, and your students face. Share the key messages of the *For Our Future* campaign and suggest what the federal government should be doing to better support universities and colleges.

**Arrange a meeting with candidates:**

Consider forming a coalition of education organizations in your riding, including Kindergarten to Grade 12 teachers, public school unions, academic staff associations, support staff and students, to meet as a group with each candidate. Bring CAUT's 2020 Pre-budget submission with you to leave behind.

If organizing a candidate meeting, please keep CAUT's Government Relations Officer, Andrea Stuart, informed of your plans.

**Andrea Stuart**, Government Relations Officer  
[stuart@caut.ca](mailto:stuart@caut.ca) or 613-820-2270 (ext. 166)

Telephone banks:

During an election campaign telephone calls to a candidate are logged by issue. Recruit members and allies to make telephone calls to the offices of local candidates to express concern about post-secondary education issues - the more calls a candidate receives on these issues, the more likely he or she will see it as a priority.

Twitter day of action:

Compile and share the Twitter handles for the candidates in your riding.

Designate a date for people to send tweets to the candidates about the issues happening on your campus and the importance of making post-secondary education a priority this election.

Some tips for a Twitter day of action:

- Use a hashtag to track and hopefully trend your action and remember to include #forourfuture
- Draft template tweets and share with supporters via email and social media.
- Retweet and share your supporters' posts.

Go to an all candidates debate:

Show up in numbers. Have visibility that may interest local news. For example, you could have banners or signs, or all wear certain colours.

## EXAMPLE

See Resource D for sample questions you can ask the candidates.

Host an all candidates debate:

Host an all candidates debate on your campus to make sure that candidates in your riding have to address post-secondary education. Make sure to engage the media on efforts to organize an all-candidate's debate.

## EVENT ORGANIZING

See Resource E for information on organizing an all-candidates debate.

## Make some noise

Put up posters on campus and in the community:

CAUT has four issue-based posters – on precarity, equity, research, and affordability. You can order some for members with the order form.

Write letters to the editors or opinion pieces:

Letters to the editor are a simple and fairly easy way to highlight the issues impacting the post-secondary sector. You may also wish to submit an op-ed to your local newspapers on why post-secondary education is an important election issue in your community. Do not forget to make full use of your campus and community media.

If you would like support to draft a letter to the editor or an op-ed, contact CAUT's Communications Officer, Lisa Keller.

**Lisa Keller**, Communications Officer  
[keller@caut.ca](mailto:keller@caut.ca) or 613-820-2270 (ext. 186)

Use social media:

Twitter, Facebook, and Instagram are common social media platforms. Develop a plan linking to the campaign calendar to regularly post on the platforms that you use. Postings can be information about events, issues and images, or both. Use the hashtag #forourfuture.

Here are few sample tweets to help you get started:

- I'm with @CAUT\_ACPPU asking all parties to stand up for #cdnpse to address inequality and improve access and affordability. No Canadian should be denied a higher education because of their finances! #forourfuture #elxn43 @JustinTrudeau @AndrewScheer @theJagmeetSingh @elizabethmay
- 1-in-3 teachers in #cdnPSE are on short precarious contracts. Underfunding has stretched budgets to their max. The next federal gov must grow investment in higher Edu - for students, for science, for Canada #forourfuture @liberal\_party @CPC\_HQ @NDP @CanadianGreens #canlab #elxn43
- In [*name of riding or city*] the [*@university/college*] employs X,XXX academic workers. What will [*@Liberal\_candidate*], [*@CPC\_candidate*], [*@NDP\_candidate*] and [*@Green\_candidate*] do to help me, my colleagues, and others across #cdnPSE? #cdnpoli #forourfuture #elxn43 @CAUT\_ACPPU

Hold an event for the broader community:

Whether it be about the future of education, the student vote or an issue such as climate change, gender equality or precarity (see Campaign calendar), the association could host an event on campus for the community or in the community to show the value of academic staff, locally and nationally.

## EVENT ORGANIZING

See Resource F for tips on organizing an event.

## 4 | Resources

### Resource A: Building your *For Our Future* action plan

These questions are intended to help structure a brainstorming session with your organizing committee.

#### Goals

What are the main, external goals of your campaign?

Examples of external goals include:

- Educating members and students about the campaign issues and the importance of voting.
- Increasing student voter turnout.
- Making every candidate share their position on post-secondary education issues.

What are the association's internal goals for this campaign? How can this campaign help build the organizational capacity of the association?

Examples of internal goals include:

- Identifying and developing a diverse group of volunteers.
- Strengthening relationship with the students' union.
- Increasing the association's visibility on campus.

What are your short-term goals? Use these goals to help maintain momentum throughout the campaign.

For example, if you have the goal of increasing student voter turnout, a short-term goal could be collecting 100 voter pledge cards. If your goal is about raising awareness about the situation on campus that could be improved with greater public funding, the goal could be to have 100 people attend an event, or to increase social media engagement in the election period by 50%.

#### Resources

What monetary and non-monetary resources can be dedicated to this campaign?

What skills and interests do people in the room bring to the campaign? How do people want to engage in the campaign work?

How much time are members of the organizing committee able to dedicate to the campaign?

#### Tactics

What outreach strategies and actions best use your available resources to reach your goals?

## Resource B: Campaign calendar

Consider creating a campaign calendar to schedule the campaign actions and events that will take place on your campus over the seven weeks until E-Day on October 21.

A few questions to consider as you develop your calendar:

- Have you included all of the events and activities your association already does in September and October and that can be leveraged for the campaign?
- Have you built a campaign calendar that starts with more low-stake asks and includes ways for people to take increasingly important actions?
- If there is polling station on your campus, does your campaign calendar include actions to get out the vote for advance polls and E-Day?

Here are a few events and organizing opportunities to keep in mind as you build your campaign calendar:

### Global Climate Strike: September 20

On September 20<sup>th</sup>, millions of activists around the world will walk out of their classrooms, workplaces, and homes to demand climate justice for everyone.

Use the Global Climate Strike as an opportunity to raise awareness about the importance of investments in post-secondary education and increased research funding in the fight for climate justice.

Activities could include:

- Organizing a walk-out.
- Hosting a panel of climate researchers on your campus and highlighting the importance of research funding.

- A film screening or trivia.
- Tabling with a material on the relationship between education funding and climate justice.

A few numbers to keep in mind:

- 57% of Canadians believe that post-secondary education is part of the solution to climate change.
- 50% of Canadians believed PSE needed to be part of the solution to transitioning away from a carbon economy.

### Gender Equality Week: September 23 to 27

Gender Equality Week is an annual week that was established by the federal government in 2018 as an opportunity to celebrate the progress that has been made in advancing gender equality in Canada, while also reflecting on the work that remains to be done.

Use Gender Equality Week as an opportunity to raise awareness about the underrepresentation and wage gap that exists for women academic staff, particularly Aboriginal and racialized women and women living with disabilities.

A few numbers to keep in mind:

- Racialized, Aboriginal and women post-secondary teachers are less likely to have full-time, full-year (FTFY) employment.
- Full-time women university teachers on average earn significantly less than their male counterparts, at 90 cents on the dollar.
- The wage gap is deepest for racialized women college instructors who earn only 63 cents on the dollar and racialized women professors who earn an average 68 cents for every dollar.

### **Fair Employment Week: October 7 to 11**

Fair Employment Week (FEW) is CAUT's annual campaign to build national support for contract academic staff. This year, CAUT has moved FEW to be part of the *For Our Future* campaign and to kick off on World Day for Decent Work (WDDW), an annual mobilizing moment for unions and labour organizations around the world to call on governments to take concrete action for decent work.

Actions could include:

- Tabling and/or class talks.
- A forum to showcase and celebrate contract academic staff's teaching, research, and contributions to the institution.
- A Twitter Day of Action to ask candidates how they would address the concerns of contract academic staff.
- An op-ed in campus or local paper written by a contract academic staff about the importance of making precarity an election issue.

Stay tuned for CAUT's election specific FEW materials.

Throughout the campaign, remember to evaluate and change your calendar as necessary.

- For example, if there is low attendance at campaign events, consider scheduling more outreach days to raise awareness of the issues before the next event.
- If your volunteer base is not growing, it might be important to dedicate time to office visits and activities that focus on one-on-one relationship building.

## Resource C: For Our Future ladder of engagement

Developing a Ladder of Engagement helps to ensure that your campaign plan includes a variety of ways for people to engage and includes steps designed to gradually deepen this engagement.

For each level, build in different ways someone can participate and steps to support individual development.

For this campaign, it may also be useful to create a Ladder of Engagement for each of your audiences. The ladder for your membership may look different from the ladder you create for students.

Don't be afraid to re-evaluate your Ladder of Engagement(s) throughout the campaign. If you notice that people are not engaging or moving up the levels, listen, be flexible, and make some changes.



### Leading

- Takes a leadership role on the organizing committee.
- Recruits and trains new volunteers.

### Owning

- Organizes an event for Fair Employment Week.

### Contributing

- Attends an organizing committee meeting.
- Volunteers for tabling.
- Writes an article for the association's newsletter about why the election is important to them.

### Endorsing

- Signs a pledge to vote.
- Shares social media content.
- Hangs a campaign poster on their office door.

### Following

- Attends the all candidates debate.
- Signs up for campaign updates.

### Observing

- Reads the election issue of the association newsletter.
- Stops at the campaign table.
- Has a conversation with a campaign volunteer doing office visits.

## Resource D: Sample questions for debate or to send to candidates

If possible, make these national issues local by bringing in information on what is happening on your campus, use local data and tell local stories.

- While spending has increased on investigator-led basic research in recent years, federal support for the conduct of university and college research remains at 40% below levels recommended for Canada to stay competitive by the Advisory Panel on Fundamental Science. What would you do to ensure that there is adequate support for independent and peer-reviewed research?
- One in three academic staff work on short term contracts, struggling to make ends meet. They are underemployed in the gig economy, paid only to do part of the academic job, not for supporting students outside of the classroom, or for teaching, or service, such as peer review. Would you support increased federal funding to universities and colleges for faculty renewal?
- We know that diverse students do better when they see a diverse faculty. Yet, many Indigenous and equity-seeking academics are underrepresented among full-time faculty and especially at senior levels. We also know that if Canada is going to reach its full potential for excellence, there needs to be a diversity of perspectives to tackle issues and respond to opportunities effectively and in a way that has real impact. Would you support: increased funding for institutions to support equity, diversity, and inclusion initiatives and hiring of more diverse faculty into full-time jobs? Strengthening the Federal Contractors Program for employment equity? Closing data gaps?
- Average undergraduate tuition fees have tripled over the last two decades. Fees for some professional programs have risen even faster. This is putting the promise of a post-secondary education beyond the financial reach of more and more Canadians. If elected, what steps would you take to make post-secondary education more affordable and accessible?
- The Canada Student Loans Program, administered by the federal government, is an important part of providing funding for Canadian students who otherwise wouldn't be able to afford to go to PSE. The nature of this debt and the Canada Student Loans program is such that, by the time a borrower has repaid their loans, they will have paid significantly more for their education than their peers who could afford to pay upfront. Some provinces have recognized the injustice and lack of fairness in the system and have eliminated interest on student loans. Would you support eliminating interest as part of the federal Canada Student Loans program?
- Do you support closing the gap on Indigenous education?

## Resource E: Organizing an all candidates debate

An all candidates debate is one way to make sure that candidates in your riding have to address issues happening on your campus and in the post-secondary education sector.

Use this guide to help organize an all candidates debate on your campus.

### Book a venue

- Ideally choose an auditorium style space on campus that you are confident you can fill.
- Use an online accessibility checklist to ensure that the space you are booking is accessible.
- When booking the space, remember to include time for set-up and cleanup.
- It is important to give candidates two choices of dates so tentatively reserve the venue for two nights.

### Contact candidates

- Designate a Candidate Coordinator who will contact the candidates and serve as their point of contact from that first phone call to the night of the debate.
- Call each candidate's office and ask to speak to the Campaign Manager or Scheduling Assistant. Ask if the candidate would be available to participate in a debate on one of the two dates.
- Follow-up this call with an emailed invitation, which should include the date, time, location, and format of the debate.
- If not confirmed within three days, call the candidate's office once again to confirm their attendance.
- If a candidate refuses or does not get back to you, but there is at least 2 candidates confirmed, go ahead with the debate. Some people put empty chairs on stage to highlight a candidate's absence. You can also raise the issue of the absence in your media relation. Have the moderator of the debate begin by explaining why the candidate is absent.

### Assign a moderator

The moderator will introduce the event, welcome and introduce candidates, ask for audience questions, and ensure that a respectful environment is maintained throughout the debate.

### Collect debate questions

- Make a call for questions on the association's social media accounts.
- Brainstorm questions with your Organizing Committee.
- Use sample questions provided by CAUT.

### Debate format

- Welcome and introduction.
  - The moderator welcomes attendees and candidates, as well as provides an overview of the format for the debate.
- Candidate introductions.
  - Candidates are each given a set amount of time (2-3 minutes) to introduce themselves and their platforms.
- Submitted questions.
  - The moderator will ask candidates pre-selected questions and each candidate will be given a set amount of time (1-2 minutes) to provide an answer.
- Audience questions.
  - The moderator will ask for questions from the audience and each candidate will be given a set amount of time (1-2 minute) to provide an answer.
- Candidate platforms.
  - Candidates will each be given a final opportunity to share any additional issues that matter to them (2-3 minutes).

- Campaign and voter information.
  - The moderator will thank the candidates for participating in the debate and provide a short presentation on the campaign and how to vote.

### Additional volunteer roles at event

- A timekeeper will keep track of how long candidates are talking and notify them when they are running out of time.
- Volunteers should be assigned to staff a voter registration table. This table could have iPads or laptops open to the Elections Canada website or print registration forms for attendees to complete. If using printed forms, it is recommended to also provide prepared envelopes with postage.
- Volunteers should be assigned to set-up and cleanup.

### Materials

- Name cards for the moderator and candidates.

- A campaign sign-up sheet to collect attendees contact information.
- Chairs or podiums for the moderator and candidates.
- A table for campaign materials and voter registration.
- A yellow card to signify 30 seconds remaining and a red card to signify time's up.

### Follow-up

- Send a thank you note to each candidate, thanking them for participating in the debate.
- Send a thank you note to all the volunteers who helped organize and run the event.
- Post pictures from event on the association's social media.
- Send an update on the event and candidates answers to members.

## Resource F: Tips to organizing an event on post-secondary education

Here are some of the steps you need to take:

### 1. Look for co-sponsors

The more groups you can involve in planning the event, the more volunteers you will have and the more people you will likely get to attend the event.

### 2. Pick a date and time

To help ensure good attendance, it's best to schedule the event on a weekday evening or a Saturday afternoon. Pick three possible dates so that the speakers have a choice. It makes it harder for them to turn down your invitation.

### 3. Decide on a format and agenda

Before contacting the speakers, decide on a format and agenda for the event. It could be a panel, a debate, a moderated Q and A followed by questions from the floor.

### 4. Contact the speakers

Reach out to speakers as early as possible once the date is confirmed. Give the speakers three to four days to respond and then let them know if you do not here that you have approached another.

### 5. Find a location

The ideal location is one that is easy for the media and the public to get to by car or public transit. It should also be wheelchair accessible. Some possible venues you should consider include the public library, City Hall, a public school, your campus, a community centre or a union hall.

### 6. Getting people to attend

Once the date, time and location have been confirmed, send out an advisory to the media. Re-send the advisory two to three days before the event. Other ways you can publicize your event is by distributing flyers, sending out e-mail notices to members and placing announcements in campus and community media.

### 7. Follow-up

After the event, write up the event for a newsletter or email to members. Send thank-you letters to the speakers.

## Resource G: Election 2019 campaign materials order form

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal: \_\_\_\_\_

Email: \_\_\_\_\_

<b>Posters</b>	English	French
<b>Equity</b>		
<b>Accessibility</b>		
<b>Precarity</b>		
<b>Research Funding</b>		

<b>Postcard</b>	English	French
<b>How to Vote (for students)</b>		