



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

Memorandum 25:18

Date: March 24, 2025

To: Presidents and Administrative Officers
Local, Federated and Provincial Associations

From: David Robinson, Executive Director

Re: **Federal Election Called – Get Involved!**

As reported yesterday, the next federal election has been set for **April 28, 2025**. CAUT's ***Unlock Education*** campaign is now in full swing.

The campaign focuses on:

- Making college and university affordable for everyone
- Freedom to think, teach and learn
- Including new people and new perspectives
- Universities and colleges we can rely on

Unlock Education calls attention to these issues and reminds the public of the importance of colleges and universities by highlighting how post-secondary education shapes our communities and improves our lives.

With the recent actions and threats of the Trump Administration in the United States, there is an urgent need to ensure that the next government invests in post-secondary education and research to build a more resilient future for Canada.

[It's time to spread our message online.](#)

CAUT is using a new tool, SoSha, to house all *Unlock Education* social media content and make it easy for academic staff associations to spread the word on your desired platform(s).

It is easy to use and allows your association to share or edit content to reflect your local context. Please share [this link](#) with your members.

If your association would like *Unlock Education* campaign stickers, please email Christina Wallace at wallace@caut.ca. There are four unique designs to address each of the campaign's pillars.

If you have not already done so, please sign up for more campaign content at [Unlock Education](#).

If you have any questions or want to learn how your association can engage with the campaign, reach out to **Christina Wallace** at wallace@caut.ca.