

2009-2010

CAMPAIGNS GUIDE

Canadian Federation of Students-Ontario

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General inquiries regarding this document should be directed to:

Canadian Federation of Students–Ontario

180 Bloor Street West, Suite 900

Toronto, Ontario M5S 2V6

Tel (416) 925-3825

Fax (416) 925-6774

Email federation@cfsontario.ca

WWW cfsontario.ca

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Guide des campagnes 2009-2010

TUITION AND ANCILLARY FEES

Campaign Goals:

- Eliminate all fees and financial barriers to post-secondary education;
- Eliminate differential fees for graduate, professional and international students;
- Eliminate differential fee structures that allow for tuition fees to vary based on year of study within a programme;
- Restore reduced fees for graduate students who have completed the course requirements for their degree;
- Secure new funding for colleges and universities to reduce the reliance on tuition and ancillary fees to fund operational services and capital expenses;
- Develop community awareness and support for investments in affordable education as a necessity for economic growth and equality of opportunity; and
- Build public support for universally accessible post-secondary education and opposition to tuition and ancillary fees.

Background

Hundreds of thousands of people have lost their jobs over the past year as Ontario has plunged into economic recession and the manufacturing sector has fallen into crisis. Despite the financial hardship facing many Ontario families and rising levels of personal debt, the McGuinty government has continued to allow tuition fees to soar. This keeps many in need of new opportunities unable to access to post secondary education and retraining.

With 70 percent of new listed jobs requiring a college diploma or university degree, post-secondary education has become a basic necessity for accessing or re-entering the labour market. More than ever before, investment in accessible, quality post-secondary education is vital not only for improving social equity, but for ensuring the economic recovery of Ontario.

In spite of unwavering public support for the tuition fee freeze that was in place from 2004 to 2006, the McGuinty Government cancelled the

freeze and introduced a new tuition fee policy as part of the *Reaching Higher* framework that permitted cumulative tuition fee increases of 20 to 36 percent over four years. As a result of McGuinty's policies, Ontario's undergraduate tuition fees have risen to the second highest in Canada, climbing at two times the rate of inflation, while graduate and professional fees are now the country's highest. Moreover, Ontario colleges and universities have been allowed to increase fees beyond regulated limits through various tuition-related ancillary fees that continue to be charged despite their contravention of government regulations.

As *Reaching Higher* approaches its expiry in 2010, students have an important opportunity to lobby the government of Ontario to reinvest in affordable public education, reverse recent fee increases, and introduce a new framework for progressive reductions of all student fees.

TUITION & ANCILLARY FEES

Implementation

Research

The Federation will continue to conduct research and produce reports on the effects of rising tuition fees in Ontario, including a comparison with other jurisdictions in Canada and around the world. Particular attention will be paid to the impact on access to post-secondary education during an economic recession and for students from marginalised communities.

Government Relations

The Federation will lobby the provincial government to invest in accessibility through new institutional funding, the reversal of recent tuition fee increases and the introduction of a new framework for the progressive reduction of all student fees.

Member local representatives will have a chance to present the Federation's campaign demands to Members of Provincial Parliament during a coordinated lobby week to be held following the November 5, 2009 Day of Action.

Membership Mobilisation

The Federation will continue its successful Drop Fees campaign through a variety of campus and community events and actions that will

help build for the November 5, 2009 Day of Action. Educational and promotional campaign materials will be produced and distributed to member locals and coalition partners including, but not limited to buttons, leaflets and posters. A postcard campaign will be launched to demonstrate student and community support for accessible, affordable, high quality public post-secondary education. Follow-up events will be organised after the Day of Action to maintain campaign momentum.

Media Strategy

The Federation will develop a centrally-coordinated media strategy to create opportunities to use media to advance the goals of eliminating all financial barriers to post-secondary education and securing public funding. This will include letters to the editor, opinion pieces, media releases, and coordinated events to attract the attention of mainstream and local media.

Coalition Work

Member locals will be encouraged to form campus and regional organising coalitions composed of students, campus clubs, campus labour unions, community groups and professional associations, in order to diversify and increase participation in the campaign.

A NEW FUNDING FRAMEWORK FOR POST-SECONDARY EDUCATION

Campaign Goals

- End the privatisation and corporatisation of college and universities in Ontario;
- Increase the per capita public funding for Ontario colleges and universities to above the national average;
- Guarantee adequate, stable and predictable government funding through a multi-year framework;
- Replace funding expected through tuition fee increases and corporate sponsorship with increased public subsidies;
- Ensure that all students attending public, post-secondary institutions in Ontario are funded;
- Decrease students to faculty ratios in order to improve the quality of post-secondary education;
- Establish a provincial “Sustainable Building Fund” for campus retrofits, new structures and maintenance;
- End the use of Key Performance Indicators as funding determinants; and
- Revise Multi-Year Accountability Agreements to require data collection on sessional faculty hiring and number of students taught by sessional or contract faculty members.

Background

The *Reaching Higher* funding framework made a much-needed multi-billion dollar investment in post-secondary education, disbursed between 2006 and 2010. The new funding was crucial for a system that was thrown into crisis by the funding cuts of the Harris Government, but was not sufficient to mitigate the existing funding gap. It has been estimated that with inflation and enrolment growth, the funding shortfall will reach \$1.2 billion in the university system and \$95 million in the college sector.

The new multi-year funding framework permitted colleges and universities to take on expenditures that one-time funding announcements would not allow. However,

the weakness of the disbursement was that it varied from year-to-year with the bulk of the funding coming in 2006-2007. In the final year of the framework, many campuses have cut department budgets and instituted hiring freezes.

Contrary to arguments often used to justify higher fees, record-high tuition fees in Ontario have not improved educational quality: the student-faculty ratio remains the country's worst and many campus facilities have fallen into disrepair. In Canada, Ontario now ranks last in per capita funding for universities and colleges.

A NEW FUNDING FRAMEWORK

As the government begins the process of creating a new funding framework to replace Reaching Higher, students have an important opportunity to shape its outcome. Students will call on the government to implement multi-year funding that elevates Ontario's per capita funding above the national average and reduces the reliance on all forms of private funding – from tuition fees to corporate sponsorship.

Implementation

Research

The Federation will work with the Higher Education and Quality Council of Ontario (HEQCO) to monitor quality indicators, support initiatives that improve quality, and draw the links between the quality and affordability of education. The Federation and its member locals will continue to gather research on real measures of quality, such as: faculty-student ratios, contract versus permanent hiring, course selection, staffing and support resources and library holdings.

Government Relations

The Federation will organise a provincially coordinated lobby week at the Ontario Legislative Assembly during fall 2009 to lobby for increased public funding for colleges and universities, with targeted funding to address enrolment issues, staffing and faculty levels, and deferred maintenance. Federation representatives will meet regularly with Ministry

staff to give input for a new framework that provides multi-year funding and that reduces the reliance on tuition fees and corporate sponsorship.

Membership Mobilisation

The Federation will integrate calls for increased funding into the campaign for a Poverty-Free Ontario in order to secure substantial funding commitments for improving access and quality. Member locals will be encouraged to collect anecdotal evidence from students on the impact of Reaching Higher on their educational experience.

Media Strategy

A centrally-coordinated media strategy will generate coverage on the need for adequate, stable and predictable funding for post-secondary education.

Coalition Work

The Federation will continue to work with the Ontario Confederation of University Faculty Associations, the Canadian Union of Public Employees, the Ontario Public Services Employees Union, and other coalition partners to highlight the impact of staff and faculty shortages and the lack of sufficient government funding for colleges and universities on quality.

STUDENT FINANCIAL ASSISTANCE

Campaign Goals:

- Reduce the debt of graduating students;
- Shift emphasis of student financial aid from loans to grants;
- Expand financial aid eligibility, in particular to include part-time students;
- Mobilise opposition to Income-Contingent Loan Repayment schemes and increased loan limits;
- Extend the non-repayment period of student financial assistance from six months to 12 months;
- Stop interest collection during the non-repayment period;
- Reduce student loans interest rates below prime, with the goal of eliminating interest-based student loans;
- Eliminate social assistance reductions that are related to OSAP borrowing; and
- Ensure that all monies allocated to Ontario students through the new Canada Student Grants programme are applied to student financial aid.

Background

More than half of Ontario's university and college students borrow money from the Ontario Student Assistance Program (OSAP) to finance their education through debt. Despite improvements to OSAP won by the Federation, including increased eligibility for many low- and middle-income students and the re-introduction of a modest up-front need-based grant system, government investments in grants have been overshadowed by dramatic tuition fee increases. It is estimated that for every dollar the government invested in grants, students saw \$1.30 clawed back through fee increases. The latest statistics show that the average student debt for a four-year degree has increased from \$8,000 to more than \$22,000 over the past 15 years. With continued increases in fees and more recent increases in loan maximums, this number is set to climb much higher.

Instead of addressing upfront financial barriers caused by rising tuition fees, the Ontario Government created two new grants,

the Textbook and Technology Grant and the Distance Grant, both of which were poorly advertised and difficult to access. As a result, both grants only reached a fraction of the students it was intended to serve, leaving tens of millions of dollars – promised to students – to be rolled back into the province's general operating budget. Rather than consulting students or developing plans to improve financial aid delivery, the government has drastically limited the availability of the grants leaving many students with no alternative support to grapple with higher debt levels.

At the federal level, the Federation won an historic victory last year through the creation of the Canada Student Grants programme, which is planned for implementation in September 2009. The Federation will continue to work with both the federal and provincial governments to ensure that the new grants programme is properly integrated with OSAP and is free of the displacement problems that plagued the failed Millennium Scholarship Fund.

STUDENT FINANCIAL ASSISTANCE

Implementation

Research

The Federation will continue to conduct research on the extent and effects of student debt and the differential impact of debt on students from marginalised communities in particular. There will also be research undertaken on the economic impacts of student debt in the context of a recession and the improved student financial assistance mechanisms that exist in other provinces and jurisdictions.

Government Relations

The Federation will continue meet regularly with Ministry staff to lobby for expanded eligibility and other improvements to OSAP. The Federation will integrate demands for an expansion of student grants into its central campaigns for the year, including a province-wide lobby week and its pre-budget submissions to government. An emphasis will be placed on facilitating the integration of the new Canada Student Grants programme into existing student financial aid programmes in order to ensure that every dollar allocated for students is delivered to students.

Membership Mobilisation

Member locals will be encouraged to collect anecdotal evidence of problems with the administration of OSAP from students and recent graduates. These stories will be used in media outreach and government lobby meetings. The call for enhancements to Ontario's grants programme and OSAP will be one of the central student demands for the campaign for a Poverty-Free Ontario. Members will be mobilised through campus and community actions and events throughout the fall, including a province-wide Day of Action on November 5, 2009. After the Day of Action, member locals will be encouraged to develop strategies to continue to escalate the campaign in their campus communities.

Media Strategy

The Federation will continue to counter the public relations campaigns of the Education Policy Institute and the Millennium Scholarship Foundation and other proponents of a debt-based education system. A centrally-coordinated media strategy will continue to create opportunities capture media attention in order to build community opposition to a debt-reliant system of post-secondary education funding and reduce the debt burden of graduating students.

CREDIT TRANSFERABILITY

Campaign Goals:

- Enhance student mobility and create clear, transparent and predictable pathways to learning;
- Eliminate unnecessary duplication of learning and education-related expenses;
- Create a centralised, province-wide credit transfer system that can be altered to fit into a broader pan-Canadian system, in the long-term;
- Establish a mandatory common process for recognition and evaluation of credits, diplomas and degrees;
- Prioritise block transfers over credit-to-credit transfers;
- Create a provincial credit transfer guide for students and their families;
- Create a student advisory body to assist with the development, implementation, and monitoring of credit transfer;
- Secure dedicated funding towards ensuring the success of the credit transfer protocol; and
- Have the first stages of a provincial system implemented by fall 2010.

Background

Increasing mobility between colleges and universities is critical to strengthening and enhancing Ontario's post-secondary education system. There are currently more than 300 bilateral and multilateral agreements between colleges and universities despite the lack of a system-wide mechanism to facilitate credit transfer between and among colleges and universities.

Improvements to credit transfer would enable students who begin a programme of study in one institution to complete a programme at another institution with the highest number of credits accepted. To facilitate this, standards need to be established stipulating which credits satisfy the transfer requirements for all programmes. Receiving institutions, in turn, should be able to accept these credits, regardless of the originating institution, knowing that each credit meets standards of quality.

Facilitating mobility between colleges and universities would significantly reduce costs for students and institutions. The Federation estimates that credit transfer improvements would save the post secondary education system roughly \$100 million per year in government grants alone. Total cumulative savings to students themselves would total approximately \$40 million. The Federation has called for the creation of a province-wide system of credit transfer since 2003 and in 2009 the Ministry of Training, Colleges and Universities created a Steering Committee tasked with making recommendations on how to implement such a system. The Federation is a member of this committee and will work to ensure that a system that responds to the needs and interests of students is created.

CREDIT TRANSFERABILITY

Implementation

Research

The Federation will continue to compile research on credit transfer systems, prior-learning recognition, and student mobility policies in other provinces and jurisdictions. Research will also continue on the impact of credit mobility on the quality and affordability of higher education, as well as the system's responsiveness to a changing society and labour market.

Government Relations

The Federation will continue to work with other post-secondary education stakeholders, including Colleges Ontario and the Council of Ontario Universities, to create a credit transfer system and a standardised process for credit recognition and evaluation. The Federation will work with the College-University Consortium Council to create a student advisory body to assist with the development, implementation, and monitoring of such a system.

Membership Mobilisation

The Federation will launch a campaign calling for a province-wide credit transfer system to be implemented on member and non-member campuses. The Federation will use the campaign as an outreach tool for students attending colleges across Ontario.

Media Strategy

The Federation will issue media releases and submit opinion pieces to media outlets as required.

Coalition Work

The Federation will work with the Ontario Confederation of University Faculty Associations, the Ontario Public Services Employees Union, the Canadian Union of Public Employees, and other coalition partners to build support for a province wide credit transfer system.

RESEARCH FUNDING

Campaign Goals:

- Increase funding available to graduate students by doubling the number of Ontario Graduate Scholarships;
- Tie future increases to the number of Ontario Graduate Scholarships to graduate student enrolment growth;
- Restore reduced fees for graduate students who have completed the course requirements for their degree;
- Remove criteria from all provincial research grants that require commercial partnership or viability;
- Establish a provincial funding framework that supports international graduate students;
- Establish research funding as a centrepiece of the efforts to rebuild Ontario's faltering economy; and
- End the privatisation and corporatisation of publicly-funded research.

Background

Over the past decade, federal and provincial funding for research has been disproportionately disbursed in favour of industry and commercial-driven areas of study. This has left many graduate students forced to enter into agreements to make their research commercially viable or, in many cases, unable to access this funding at all.

At the same time, Ontario's graduate student population has increased sharply. Between 2006 and 2009 alone, the number of graduate students in Ontario increased from an estimated 46,000 to approximately 60,000. The rapid growth in graduate student enrolment has not been matched with corresponding funding increases for non-commercial research, leaving graduate students to compete for ever-decreasing financial support.

Supporting public research fosters an environment where Ontario university researchers and graduate students can become leaders in their field. This is true innovation and is integral to building a prosperous society in a knowledge-based economy.

One of the few existing provincial initiatives that provide financial relief for graduate students is the Ontario Graduate Scholarship (OGS) programme. With 2,000 of these scholarships available, only five percent of graduate students currently receive an OGS and only 60 international graduate students are eligible. If the number of OGS is not increased, and enrolment continues to grow as projected, less than four percent of graduate students in the province will have access to these scholarships by 2010.

RESEARCH FUNDING

Implementation

Research

The Federation will continue to work with Ontario Confederation of University Faculty Associations to monitor the impact that inadequate government funding has had on the quality of graduate education in Ontario.

Government Relations

The Federation will continue to lobby provincial decision-makers for increases to the Ontario Graduate Scholarship programme through lobby sessions, committee submissions and pre-budget consultations. The Federation will continue to secure support from Members of Provincial Parliament to increase funding for basic research across the province.

Membership Mobilisation

The Federation will include the call for increased research funding in the campaign to drop fees. This will enable member locals representing graduate students to combine their efforts with member locals representing college and undergraduate students.

Member locals will be encouraged to schedule presentations at their council meetings, hold public events and distribute updated factsheets and materials to students, faculty, research staff and their supporters.

Member locals will also be encouraged to collect any relevant data at the local level including anecdotal data relating funding gaps to student experience.

Media Strategy

The executive of the Ontario Graduate Caucus will help member locals coordinate media events and panel discussions at the local level.

Coalition Work

The Federation will continue to work with OCUFA, the Canadian Union of Public Employees (CUPE), and other coalition partners to lobby the provincial and federal governments to adequately invest in basic research across all disciplines.

OHIP FOR INTERNATIONAL STUDENTS

Campaign Goals:

- Restore international students' eligibility for the Ontario Health Insurance Program (OHIP);
- Establish more affordable alternatives to the University Health Insurance Plan (UHIP);
- Reduce UHIP rates, improve services and expand the network of participating hospitals;
- Oppose the privatisation of health care; and
- Lobby for a multi-ministerial approach to guaranteeing the public provision of health care for international students.

Background

In early 1994, Ontario Premier Bob Rae disqualified international students from Ontario Health Insurance Program (OHIP) eligibility. In its place, the University Health Insurance Plan (UHIP) was created to provide private OHIP-replacement coverage to international students. Over the past 15 years, fees for UHIP have risen dramatically, with increases as high as 30 percent in a single year. As a result, international students are now charged additional fees of approximately \$800 per year, and students with two or more dependants are required to pay over \$3,000 in mandatory fees.

International students play an important role in the diverse learning environment that all students have come to expect from Ontario's colleges and universities. While many Canadian-educated international students use their knowledge and training to improve their home countries, many more choose to stay in Canada to raise their families and contribute to the Canadian economy.

While in study, Ontario's 35,000 international students pay provincial taxes and contribute \$900 million to the provincial economy each year. The Department of Foreign Affairs and

International Trade estimated that international students across Canada contributed roughly \$4 billion to the economy in 2004 alone. Despite this contribution to Canadian society, international students are forced to pay hundreds of dollars annually for private hospital coverage, in addition to tuition fees that are two to three times higher than the fees charged to domestic students.

The Federation is seeking a multi-ministerial commitment to restoring OHIP coverage to all international students.

Implementation

Research

The Federation will compile research on the costs and service-delivery problems associated with UHIP. In particular, this research will seek to examine the consequences of disqualifying international students from eligibility for OHIP.

This research will be compiled into a policy submission and presented to the Government of Ontario.

OHIP FOR INTERNATIONAL STUDENTS

Government Relations

The Federation will lobby the provincial government to restore international student eligibility for OHIP and, as an interim measure, to ensure that international students are exempted from the Ontario Health Premium.

The Federation will also lobby the Council of Ontario Universities and Colleges Ontario for immediate service improvements and rate reductions to UHIP, in particular through the exploration of student-run alternative insurance plans.

Membership Mobilisation

Member locals will continue to collect petitions calling for the restoration of OHIP coverage for international students and form campus coalitions, which include international students, to organise events to deliver the petitions to local Members of Provincial Parliament. Through the *Healthcare Without Borders* campaign, member locals will plan outreach events and informational tabling in coordination with orientation activities during the fall and

winter academic terms.

Media Strategy

The Federation will issue media releases and submit opinion pieces as required. Member locals, coalition partners, and supporters of the campaign in general will be encouraged to write and submit letters to the editors of newspapers across the province.

Coalition Work

The Federation will work with international student associations and clubs at college and university campuses, the Canadian Union of Public Employees, the Ontario Public Services Employees Union, and other coalition partners to build support for the interests of international students. The Federation will seek to secure support for the campaign among college and university administrations and their representative organisations.

RACISM ON CAMPUS

Campaign Goals:

- Provide a forum for racialised students, faculty and staff to speak out and organise to challenge racism;
- Document incidents of racism and institutional responses to racism on Ontario campuses;
- Develop strategies and document successes in challenging racism within the post-secondary education system;
- Formulate a set of recommendations on how to combat racism, addressing both campus-specific and system wide issues; and
- Present the findings of the Task Force on Campus Racism to students' unions, institutional administrators, government officials, and the general public.

Background

Ontario's campuses have become increasingly diverse and continue to be important venues for challenging racism, prejudice and other forms of discrimination. However, many racialised students, faculty and staff continue to face individual and systemic racism at post-secondary education institutions across Ontario. While these incidents are generally not confined to college and universities campuses, all overt and covert manifestations of racism on campus, whether in the classroom, lab, library, convocation or social event, undermine the academic mission of post-secondary education.

In recent years, there have been a number of high profile racially-motivated instances of hate on several Ontario campuses, with even more events going unreported. Racialised campus community members often lack access to safe spaces to talk about their experiences on campus, leaving many incidents of racism on campus largely unaddressed. The racism that

is perpetuated through institutional policies and established practices can be even more difficult to identify and address.

A growing concern has emerged among students, staff, and faculty about individual and systemic racism on college and university campuses and the need for strategies to address and challenge it.

During the winter semester of 2009 the Federation assembled a Task Force on Campus Racism with the goals of gathering experiences of racism on campus and producing a report with recommendation on how to confront racism on campus, in the community, and within the post-secondary education system. In its first phase, the Task Force hosted more than a dozen hearings on Ontario campuses where racialised students, faculty and staff were able to share their experiences with campus racism and offer solutions to combat it.

RACISM ON CAMPUS

Implementation

Research

The Federation's Task Force hearings will gather anecdotal experiences about individual and systemic racism from students and campus community members. The Federation will also continue conducting research on the disproportionate impact of high tuition fees on racialised students.

Government Relations

Upon the release of the report of the Task Force on Campus Racism, the Federation will work with community organisations to lobby all levels of government as well as college and university administrations to implement all relevant recommendations to combat racism.

Membership Mobilisation

Member locals who have not yet held hearings will be encouraged to hold them during the fall semester. Member locals who have

already held hearings will be encouraged to continue engaging the campus community through local coalitions and to remain involved with the Task Force as it moves from the information gathering stage to the formulation of recommendations and implementation of the findings.

Media Strategy

The Federation will issue media releases and hold media conferences as required. The report of the Task Force will be released publicly.

Coalition Work

The Federation will work with the Canadian Union of Public Employees, the Ontario Public Services Employees Union, and other coalition partners to build support for the Task Force on Campus Racism.

COALITION FOR A POVERTY-FREE ONTARIO

Campaign Goals:

- Establish diverse coalitions to build support for a Poverty-Free Ontario and mobilise for the November 5, 2009 Day of Action;
- Work in partnership with the leadership of labour and community organisations to develop cross-sectoral demands for public investment to eliminate poverty;
- Demand that the provincial government maintain its commitments set out in *Breaking the Cycle* and increase support for Ontarians affected by the recession;
- Encourage the federal and provincial governments to collaborate on a comprehensive poverty reduction strategy that addresses the disproportionate representation of marginalised groups amongst those living in poverty; and
- Build public support for raising the minimum wage to a living wage and increasing public investments in social services such as education, healthcare, housing, childcare and social assistance in order to alleviate the impact of the recession.

Background

Over the past year, Ontario has fallen into an economic recession that has manifested in record job losses, soaring personal debt and increased demands on underfunded social infrastructure. With approximately 1.3 million people in Ontario already living in poverty, the recession will exacerbate strained access to basic social services. Chronic underfunding of social services has touched the lives of everyone in Ontario. Many Ontarians have been left struggling to make ends meet because of inaccessible post-secondary education, crumbling healthcare infrastructure, inadequate public housing, the lack of childcare, and the absence of a living wage. Without proper support, the current economic downturn will disproportionately affect communities that are already marginalised.

In February 2009 the Liberal Government introduced anti-poverty legislation to establish measures and targets for poverty reduction in Ontario. Unfortunately, the government failed

to provide adequate financial support for the bill in the 2009 budget and has consequently been slow on implementing its strategy. In the absence of a meaningful provincial poverty reduction strategy that focuses on investment in social programmes to mitigate financial hardship and stimulate the economy, the recession will only further entrench the inequity experienced by marginalised communities.

In seeking to build a province-wide coalition to launch a campaign for a Poverty-Free Ontario, the Federation seeks to bring together advocates from multiple sectors and diverse communities to demand that the Ontario Government maintain its commitment to poverty reduction by prioritising social spending and investment in human capital.

Greater social spending will serve to stimulate the economy and improve living standards through access to social services, a living wage and decent jobs.

POVERTY-FREE ONTARIO

Implementation

Research

The Federation will work with coalition partners to conduct research on the effects of underfunding on social services and attempt to identify other sectors where increased investment in social services has led to a reduction in poverty.

Government Relations

The Federation will work with coalition partners to lobby the provincial government for increases in the minimum wage and for public investment in social services such as healthcare, public housing, public childcare, social assistance and primary, secondary and post-secondary education.

Membership Mobilisation

The Federation will incorporate Poverty-Free Ontario messaging into centrally produced campaign materials.

Member locals will be encouraged to form regional organising coalitions with labour, social justice organisations and community members to mobilise for the November 5, 2009 Day of Action.

The Federation will hold a congress in the fall to bring together students, labour and community organisations to develop a collective list of demands, concrete recommendations for a provincial poverty reduction strategy and a cross-sectoral campaign action plan.

Media Strategy

The Federation, in conjunction with coalition partners, will develop a coordinated media strategy to build support for a new poverty reduction strategy that emphasises investment in social services. This will include letters to the editor, opinion pieces, media releases and coordinating events to attract the attention of mainstream and local media.

Coalition Work

The Federation will foster campus and community support for the campaign for a Poverty-Free Ontario. Member locals will be encouraged to seek support for and participation in the day of action from professional associations, community groups, labour unions, campus clubs, and municipalities.