



Governing Procedure 1500 – Advocacy Policies & Reporting

Approved By: Students' Administrative Council

Effective Date: August 24th, 2022

Last Reviewed:

Revised:

Administered By: President & CEO

1 – PREAMBLE

The Mount Allison Students' Union (hereinafter “MASU” or “Union”) engages in many types of advocacy involving many stakeholders. To inform its advocacy asks, the MASU shall develop Advocacy Policies, which outline the nature of an issue and the recommendations of the MASU on the topic. This Governing Procedure (hereinafter “GP”) shall set forth terms of reference for these Advocacy Policies and establish measures to ensure transparency.

2 – ADVOCACY POLICIES

2.1 Definition of Advocacy Policy: An Advocacy Policy shall represent an evidence-based official opinion, sentiment, or principle of the MASU on matters external to the Union, upon which advocacy actions are founded.

2.2 Advocacy Policy Development: Any MASU Officer, Staff, or Committee, upon identification of a relevant issue impacting the Membership of the MASU, may begin drafting an Advocacy Policy. The development of an Advocacy Policy shall be grounded in evidence from sources including but not limited to surveys, data, consultation, and peer-reviewed literature. Relevant Executive Officers shall be involved in the drafting of new Advocacy Policies when their expertise would be of use. Furthermore;

2.2.1 Advocacy Policy development shall be a continuous process;

2.2.2 Advocacy Policy drafts shall be formatted by the standards set forth in this GP; and

2.2.3 Since Advocacy Policies are executed and administered by the entire MASU as the foundation of its advocacy efforts, the development process shall be reported on regularly to the SAC.

2.3 Approval of Advocacy Policies: Upon completion of a draft of the Advocacy Policy, it may be approved through the following process:

- 2.3.1 The Advocacy Policy should be presented to the Executive Board for review, who may recommend its approval to the SAC or may deem it incomplete;
- 2.3.2 If the Executive Board recommends the approval of an Advocacy Policy, it may be approved by the SAC by a simple majority (50% +1) during the meeting in which it is presented;
- 2.3.3 If the Executive Board deems the Advocacy Policy incomplete and the individual(s) developing it disagree, they may present it to the SAC regardless, at which point it may be approved by the SAC by a two-thirds (2/3) majority vote (referred to as “Approval by Veto”); and
- 2.3.4 If an Advocacy Policy is deemed incomplete or inappropriate by the SAC, they may refer it to a committee for further review or postpone indefinitely by a simple majority (50% +1) vote.

2.4 Advocacy Policy Lifetime: All Advocacy Policies shall expire no more than three (3) years after their last update.

2.5 Advocacy Policy Amendment: Amendments to an Advocacy Policy, including its repeal, shall be performed by the same procedure outlined in Paragraph 2.3 of this GP.

2.6 Advocacy Policy Format: All Advocacy Policy documents shall be written using the “Advocacy Policy Format.dotm” file and the formatting guidelines found in the MASU Drive. It is the joint responsibility of the VPFG and the Vice President, Communication and Marketing to administer these specifications. The following rules shall also apply:

2.6.1 **First Page Header:** Each Advocacy Policy shall contain a first page header including the Advocacy Policy number and name, the effective date the last updated date, and the expiration date.

2.6.2 **Sectioning:** All Advocacy Policies shall be broken down into three sections:

- a) “**Principles**”, describing the issue at hand;
- b) “**Concerns**”, describing the impact of the issue on MASU Members; and
- c) “**Recommendations**”, detailing specific recommendations on the issue.

2.6.3 **Recommendation Numbering:** The “Recommendations” section of each Advocacy Policy shall use a sequential numbering system (i.e., “Recommendation 1”, “Recommendation 2, ...”).

2.7 Advocacy Policy Numbering System: All Advocacy Policies documents shall follow a consistent numbering system so that they are accessible to MASU Officers, Staff, and Members. This system shall consist of three (3) categories each with policies numbered 01-99, as follows:

- 2.7.1 **Academic and University Affairs (AU)**, which includes all our academic and administrative asks of the University;
- 2.7.2 **Financial Affairs and Capital Projects (FC)**, which includes all budgetary asks or recommendations on capital projects of the University;
- 2.7.3 **Student Life Affairs (SL)**, which shall cover all our non-academic student experience asks of the University including but not limited to residence affairs, mental and physical health services, and accessibility affairs; and
- 2.7.4 **Municipal and Provincial Affairs (MP)**, which shall cover all our asks of the municipal and provincial government.

3 – ADVOCACY REPORTS

3.1 Reporting on Advocacy Efforts: At least once per term, the Vice President, Communications and Marketing shall prepare an Advocacy Report to provide updates on the advocacy efforts conducted by the MASU. The Vice President, Communications and Marketing shall construct this report in a format as they see fit, and upon its completion, share it through relevant channels of communication to Members.