

Cambrian College of Applied Arts and Technology

Board of Governors Policy Advocacy Policy

Approved by the Board of Governors	January 22, 2004 Motion: 04-01-06
---	--

Background

The Board of Governors of Cambrian College has identified the importance of developing an Advocacy Policy, strategy, and action plan. The Board believes a formal process allows it to respond to political, economic, and social issues impacting the college, the Ontario college system, and postsecondary education in general. The Board has also identified the importance of lobbying appropriate stakeholders on key issues affecting postsecondary education.

The Board recognizes that lobbying on specific issues may involve joint action with the College administration, the Association of Colleges of Applied Arts and Technology of Ontario (ACAATO), the Association of Canadian Community Colleges (ACCC), or other interested parties. The Board also may lobby on its own.

The policy

The Board of Governors will advocate on behalf of the College and the post-secondary education and training system on issues of concern. This advocacy may be undertaken in partnership with others. The purpose of the activity is to inform, to educate, and to persuade governments and other stakeholders.

Goals of advocacy may include:

- to develop effective advocacy objectives and strategies for the Board of Governors that support the College's Strategic Directions and to steer the implementation of these strategies
- to raise the profile of Cambrian College, its programs and services with members of the community, governments, business, industry, students, media, and other key stakeholders;
- to liaise with, or participate on, the ACAATO Advocacy and Communications Committee in order to represent the College or to work with the College to influence the implementation of provincial advocacy and strategies.
- to position the College as a major force and a valuable partner in employment, economic and community development, and technological innovation;
- to advocate for adequate funding and resources to enable the college to continue to provide quality education, training and services to meet the changing needs and increasing demand for post-secondary education and training;

**Cambrian College of Applied Arts and Technology
Board of Governors Policy - Advocacy**

- to establish and maintain effective relationships with the community, business, industry, government, other educational sectors, and others who can assist the Board and the College in achieving its goals;
- to promote and market the College and its positions on issues;
- to encourage each Board member to promote the College's Strategic Directions through personal networking and advocacy opportunities and identify outreach events where governor representation would advance the College

Relationship of Board and ACAATO in Advocacy:

ACAATO is responsible for advocating on provincial system-wide college issues. Certain advocacy issues may require collaboration with college boards, college administrations and other organizations.

Role of the Cambrian College Board of Governors:

Annually, the Board will identify and prioritize issues that require an advocacy strategy, will formulate appropriate action plans, and will develop a statement of key messages concerning these issues. These key messages will serve as position statements for individual board members when representing Cambrian College's Board of Governors in speaking engagements or other advocacy activities.

Role of Individual Board Members:

Cambrian College's Board of Governors is a legal corporate entity and, as such, individual Board members must represent the views of the Board as a whole when speaking on an advocacy issue, rather than presenting their individual positions.

Role of the President and the College Administration:

Although the Board and College administration will collaborate on strategic advocacy issues, the President of Cambrian College and other senior administrative staff will advocate on an ongoing basis on emerging issues.

Criteria and Process for Identification of Advocacy Issues:

ACAATO, through its Advocacy and Communications Committee, identifies system-wide college advocacy issues and develops strategies to deal with these issues on an annual basis. These advocacy issues are communicated to colleges through various publications and committees.

The Board will identify Cambrian College advocacy issues primarily at its annual planning workshop. Board members will prioritize these advocacy issues based on the needs of the College and will determine which issues the Board should focus its attention upon in the upcoming year.

Key messages will be developed for use by individual Board members as opportunities arise to achieve the goals of advocacy outlined in the policy.