

Advocacy Strategies

- 1) Adopt an MLA
 - one faculty member and one student, preferably from the MLA's constituency, meet with the MLA on campus or in the MLA's constituency office
 - ask a question that the MLA could take to the Minister
- 2) Letters
 - members write their own using points from the MRFA's advocacy goals and supporting arguments
 - letters to the editor and to politicians
- 3) Protests
 - the MRFA should endorse protest because it gets media attention and puts pressure on politicians
 - principled protest can be used to make the value and quality of post-secondary education public issues (and the citizens of Alberta are our primary audience)
 - be non-partisan in the sense of saying what is required for the future of the province
- 4) Other
 - develop a strategy for communicating messages in the media
 - a lecture series
 - students distributing information to their immediate and extended families
 - use Advisory Committees to garner private sector support