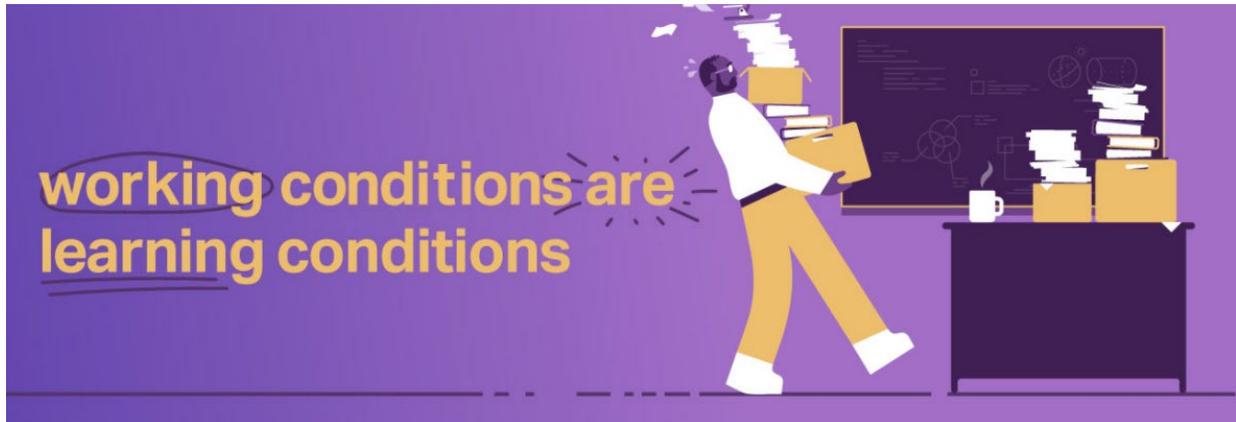


Sample Social Media Posts for AB PSE 2030 Toolkit

MRFA Members are encouraged to post once a day (or more if interested) on a Twitter/Facebook feed to distribute this information (hashtags **#stopPSEcuts #abpse #abpoli #FightTheCuts**). Possible posts are below as well as links to related information:

- Post-secondary education is a cornerstone of Alberta.
- The Post-secondary education sector creates hundreds of thousands of jobs and is one of the major employers in the province.
- The Post-secondary education sector trains the workforce of tomorrow and works tirelessly to promote the public interest through ground-breaking research, teaching, and community engagement.
- Alberta's provincial government has cut millions from the Post-secondary education sector's operating budget over the last two years. This has meant thousands of layoffs, more pressure with fewer staff, and a lower quality of education for students at a time when their tuition is increasing rapidly each year.
- Alberta students are struggling with skyrocketing tuition costs.
- We need to show our support to defend our post-secondary education system to be funded like the essential public service it is. Not only for our economy today, but for the economy of the future.
- If changes being considered by the AB government are put in place, access to post-secondary education in Alberta will only be for the few who are able to take on massive student loans or for those who come from privileged backgrounds.
- PSE 2030's proposed sector wide governance with local councils will require some form of standardization with common learning outcomes in all foundational courses. **This would be an attack on academic freedom.**
- PSE 2030 is a cloaked defunding of the PSE sector leading to deregulation of tuition putting a **further cost burden on students**. Students now are already paying more than ever before with the province covering less.
- PSE 2030 is a **coerced and fundamental shift to the traditional university mission**. The government will only provide money to institutions when they meet performance metrics which will necessarily reduce the amount of funding provided. The intent of PSE is to educate students to communicate, become lifelong learners, to become full citizens in a modern democracy. **AB PSE 2030 is about turning the university into a corporate training centre where sponsored research will be incented.**
- The PSE 2030 **trajectory will also necessitate moving away from EDI initiatives** because institutions would then need to favour those graduates and students with the most social capital because they will get the best positions (employment rates for minorities are lower and employment stats are also gendered).

Possible Graphics to Post:





Further Reading if you want more Information:

Related Sources

- [Performance-based funding means more red tape, uncertainty for post-secondary institutions](#) - Parkland Institute
- <https://www.caut.ca/bulletin/2020/03/commentary-plain-truth-about-performance-based-funding>
- <https://cafa-ab.ca/wp-content/uploads/2020/02/CAFA's-Consultation-Submission-Outcome-Based-Funding-Model.pdf>
- [PSE Panel Notes - January 25, 2021](#)
- [Slide Deck to Inform Stakeholders](#)

AB Government Documents

- [AB 2030 Engagement Workbook](#)
- [AB PSE 2030 January 2021 Town Hall Presentation](#)

Campaigns Supporting Public Education in Alberta

- [Alberta Teachers Association Campaign](#)
- [Public Interest Alberta Campaign](#)

Submissions to Sector Review

- [CAFA Response to NDP Parallel Review](#)
- [MRFA Submission to NDP Parallel Review](#)
- [MRFA Submission to UCP Guiding Coalition](#)