



# What **Is An** Observer **At** **CASA?**



**CASA**  
Canadian Alliance of  
Student Associations

**ACAE**

Alliance canadienne des  
associations étudiantes

# What is CASA?

The Canadian Alliance of Student Associations (CASA), is a member-based not-for-profit student advocacy organization that influences policy at the federal level of government to make post-secondary education more affordable, accessible, innovative, and high quality. We've been around since 1995, and have an expertise in government lobbying, expansive network of relationships, and an impressive list of wins for students.

## What does CASA do?

CASA influences federal government policies through work on behalf of our member associations, committees, and home office staff. Our membership is made up of student associations from across Canada who set the direction of the organization.

CASA advocates on our policies in a few ways:

- First, we meet directly with Members of Parliament, Ministers, Senators, and political staff to lobby for the policy changes students need.
- Second, our National Advocacy Committee organizes on-campus campaigns to spread our message directly to students across the country.
- Third, we meet regularly with post-secondary education stakeholders to identify areas for collaboration on shared policy areas in an effort to magnify our voice within government.
- Finally, we regularly publish research and policy papers that highlight the stances of the organization and work with journalists to get our message into the national media stream.



# What does it mean to be an Observer?

Being an Observer at CASA is like getting a free month of Netflix before having to decide whether or not you want to commit to the full membership. At CASA, we don't want to tell you what CASA is, we want to show you Observing lets you learn about CASA through experience, before having to make any decisions. Observing at CASA is broken down into three key areas: Benefits, Costs, and Timelines.

## Benefits

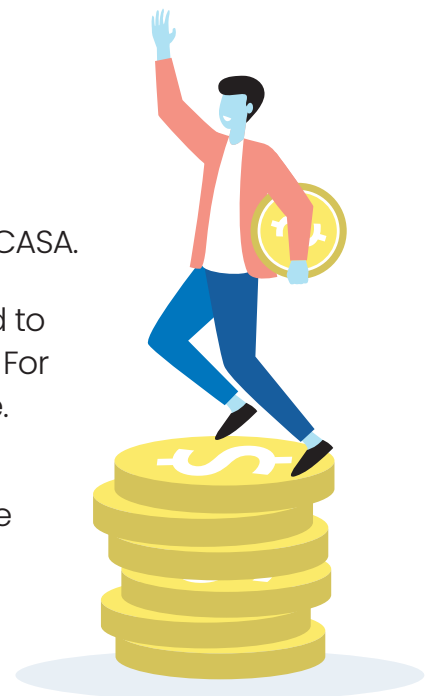
As an Observer, you get to be fully immersed into everything CASA does.

- Invitation to all CASA conferences including Advocacy Week where delegates meet with CASA's network of Members of Parliament, Ministers, Senators, and stakeholders. CASA's Advocacy Week is the largest on Parliament Hill.
- Access to high-quality training opportunities including media, social media, government relations, cultural competency, policy, and more.
- Inclusion in all membership discussions including policy consultations and campaign strategy.

## Costs

There are two main costs associated with being an Observer at CASA.

- First, there is a \$100 per attendee conference fee that is used to cover the costs associated with booking conference space. For members, this fee is incorporated into their membership fee.
- Second, Observers are expected to cover their own travel fees including accommodations, flights, and food. This same expectation applies to the Membership.
- Online CASA conferences and events are 100% free to attend as an Observer.



## Timelines

Observing CASA is a two year process, beginning on the date of approval to Observe from the Board of Directors. While Observers are allowed to do so for two years, should an Observer want to become a Member or end their Observership within the two year timeline, they are fully allowed to do so!

## Pathways to Learn More

CASA is more than happy to meet and provide any additional information. If your organization is interested in learning more about CASA you can:

- Request a meeting with the Executive Director, Member Relations Officer, and Director of Membership
- Request a presentation for your Executive Team
- Request a presentation for your Students Representative Council/Board of Directors



## How to become an Observer

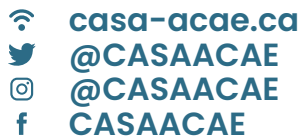
- Step 1: Write a letter of intent on why your organization wants to become an Observe
- Step 2: Submit the letter of intent to the Board of Directors for consideration. (Note: Expect a response from Board within two weeks of submission)
- If approved, you will become an Observer officially on the day of approval from the Board, thus starting the two year timeline.



# Our Members

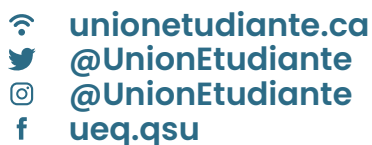


## About CASA



Established in 1995, the Canadian Alliance of Student Associations (CASA) is a non-partisan, not-for-profit, student organization composed of 23 student associations representing 274,000 post-secondary students from coast to coast. Through its partnership with the Quebec Students Union (QSU), CASA presents a national student voice to the federal government. CASA advocates for a Canadian post-secondary education system that is accessible, affordable, innovative and of the highest quality.

## About QSU



The Quebec Student Union's mission is to defend the rights and interests of the student community, of its member associations, and of their members, by promoting, protecting, and improving the conditions of students and those of local and international communities.

**Together, we represent 365,000 students across Canada.**