

Our Priorities

A summary of OSSTF/FEESO's short term plan to fight the Ford government cuts to education.

In the wake of a multitude of proposed cuts by the Ford government to education and the services our members provide, OSSTF/FEESO has prepared a short-term fight back plan. This plan will require local leaders to coordinate actions and mobilize members in different ways.

It is NOT business as usual.

We are relying on you to take a lead on many of these actions, while Provincial Office continues to coordinate other actions with the assistance of all staff, and coordination with other affiliates. At the same time, Provincial Office will continue to develop broader strategies to engage members and to keep them informed.

The Provincial Executive has approved a number of initiatives and strategies that we will continue to implement over the coming months, and coordinate with local leaders. This plan is to be flexible and adaptable to the sometimes unpredictability of the Ford government.

The successful protection of publicly-funded education in Ontario will rely on both organic engagement and actions, as well as well-planned local level actions that engage the broader community and membership.

Lobbying of ALL MPPs and Local Trustees / Boards of Governors

- Continue to meet and dialogue with MPPs from the opposition parties to share our messages and concerns; Provincial Executive will continue to dialogue with opposition parties. Contact information for each MPP is available on the [Ontario Legislature website](#)
- Lobby school board trustees/university boards of governors and administration; Provincial Executive will continue to dialogue with provincial trustee and post-secondary organizations

Rally for Education—April 6

- Multi-affiliate Rally for Education at Queen's Park in Toronto on Saturday, April 6
- DBU Memo issued to leaders with information

Ontario Budget Release: April 11—4:00 p.m.

- Media release from provincial office responding to education funding in the budget
- Video message from Harvey responding to the budget and education funding
- Local leaders can arrange for "Budget Watch" gatherings on April 11

Rallies at Progressive Conservative MPP offices—April and May

- Targeted and rotating protests/rallies at PC MPP offices every Friday (except Good Friday) through to the end May
- DBU Memo issued to leaders with information

RedForEd every Friday

- Members are encouraged to wear RedForEd every Friday as a show of solidarity and to protest cuts to publicly-funded education in Ontario; use **#RedForEd** on social media
- DBU Memo issued to leaders on ordering shirts through Provincial Office, or how to access images for locally ordered shirt

Here For Students Campaign

- Update of the Here For Students campaign website; now includes an "Email Your MPP" option, and addition of messaging around increases to class sizes and use **#hereforstudents** on social media
- Videos of members talking about their work in development for the campaign

No Cuts to Education

- Updating of documents and information about our No Cuts to Education message on the provincial website
- Order forms for more No Cuts to Education buttons and signs reissued in DBU to leaders
- Use **#NoCutsToEducation** on social media

Coalition Building

- Local leaders should continue to develop and solidify coalitions with other affiliates through labour councils, as well as with stakeholder groups that share our message of No Cuts to Education
- Provincial Executive will continue to develop coalitions and coordinate activities where appropriate (i.e. Rally for Education on April 6)
- Participate in rallies organized by our allies and labour partners to protest all government cuts
- Where appropriate, local leaders should work with community allies to hold Education Forums focused on “No Cuts to Education”

Visuals and infographics

- Continue development and distribution of infographics and political cartoons for sharing with members and the public on social media

Video messages from the OSSTF/FEESO President

- Develop and distribute short video messages to members from Harvey on a regular basis and share on social media

Presence in the media

- Continue to accept media interviews with President Bischof on major news networks
- Support media contact with local leaders with local media outlets, and share media reports on our website and on social media

Polling

- Conduct a poll on public opinion on the Ford government announcements on education at all levels, including kindergarten and post-secondary

Social media ads

- Continue social media ads through the Here For Students campaign
- Develop additional social media ads and visuals that target specific areas under attack by the Ford government

Research

- Continue ongoing research on the impact of the cuts at all levels of education, mandatory e-Learning courses, potential privatization, impacts on support staff levels and other emerging education issues
- Prepare for the release of the Ontario Budget and Grants for Student Needs

Other potential future actions

- All Member Telephone Town Hall(s)
- Publication of an open letter to all parents from OSSTF/FEESO
- Engagement of parents through local OSSTF/FEESO School Council Representatives
- Formal development of a province wide coalition made up of education affiliates, parent groups and other interested organizations