

Know Your Rights Campaign Report: Fall 2019

Empowering students to recognize
and assert their academic rights

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Students Rights Researcher and Advocacy Commissioner 2019-2020

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INTRODUCTION

SSMU’s biennial Know Your Rights Campaign (“KYR”) is designed to inform students of their personal and academic rights as students at McGill University. The responsibility of coordinating the Fall 2019 and Winter 2020 campaigns was delegated to the Students Rights Researcher and Advocacy Commissioner (“SRRAC”), in collaboration with the SSMU VP University Affairs (“VP-UA”). SRRAC is a new casual staff position this year.

Overall, I would characterize the campaign as being a success, particularly given that many McGill and Faculty Council offices were closed over the summer.

This report is divided into the following sections:

1. Goals
2. Campaign Timeline
3. Budget
4. Results
5. Recommendations for Winter 2020
6. Appendix: Campaign Materials

The recommendations emphasize opportunities for involvement by SSMU Legislators and Senators.

GOALS

Goal #1: Inform students of their rights in both English and French as students of McGill University and members of SSMU, especially:

- The Charter of Student Rights
- The University Student Assessment Policy
- Policy Against Sexual Violence

Goal #2: Provide avenues for dispute resolution and advocacy, including:

- SSMU Know Your Rights website
- SSRAC
- LICM Student Advocacy



CAMPAIGN TIMELINE

August 2019: Preparations

- Wrote copy for campaign materials; Designed by SSMU's Graphic Designer (*See Appendix for all campaign materials*)
- Contacted Faculty Associations and McGill staff to book tables in locations across campus
- Printed 5000 general pamphlets for the Frosh bags in every faculty
- August 27th: Tabled at Discover McGill with VP-UA

Week 1: September 3rd - 6th

- September 3rd: Tabling (James Square)
- September 3rd: SRRAC created Facebook event on SSMU UA Facebook page, and sent information about the campaign to all faculty listservs, including the SSMUServe.
- September 5th: Tabling (McClennan Library)

Week 2: September 9th - 13th

- September 9th: Tabling (McClennan Library)
- September 9th: SRRAC presented campaign to SSMU Senate Caucus. Resulted in better contacts to book tables for upcoming days, and volunteers.
- September 11th: Tabling (Burnside)
- September 12th: Tabling (McConnell Engineering)
- September 12th: SRRAC and VP-UA interviewed by the McGill Tribune about the campaign
- September 13th: Tabling (Stewart Biology)

Week 3: September 16th - 20th

- September 16th: Tabling (Burnside)
- September 17th: [Tribune article published, online and in print](#)
- September 18th: Tabling (Education Lobby)
- September 19th: Tabling (McConnell Engineering)
- September 20th: Tabling (McClennan Library)

Notes:

- Tabling was cancelled some days due to volunteer and space availability. One day (September 4th) was cancelled due to weather.
- An effort was made to table in a number of different faculties across campus. However, in some cases, the space was not available due to construction, or volunteer availability



BUDGET

The budget for the Fall 2019 campaign was \$500. This was out of the UA Discretionary fund. As shown below, the vast majority of the expenditures were printing campaign materials to be distributed at the tables:

ITEMS:	NUMBER:	SOURCE:	PROJECTED	ACTUAL
Pamphlets	1000	Vistaprint	\$66 + tax and shipping	\$101.84
Pamphlets	5000	Vistaprint	\$200 + tax and shipping	\$212.08
Bookmarks	250	MontrealPrinting	\$75.90 + tax	\$77.64
Banner	1	Rubiks	\$93.13	\$93.13
Candy for table		Bulk Barn	\$50	\$59.39
			TOTAL:	544.08

While the campaign went \$44.08 over budget, there are still a number of pamphlets left for the Winter 2020 KYR Campaign. Therefore, it is anticipated that the costs for the Winter campaign will be minimal.

RESULTS

Tabling volunteers kept track of students who visited the table and engaged with the materials. According to this data, a total of 179 students visited the tables. Note that data was not collected for three days of tabling, including a day at McClennan Library, suggesting that the actual number could be higher. Of that, the majority of students took pamphlets or other informational resources.¹ There was also an increase in traffic to the SSMU Student Rights website, which featured heavily in the campaign.

Feedback from volunteers indicated that having SSMU handbooks on the table was a big draw, as was a simple true/false game about student rights on campus.

As noted above, there was an effort to table in as many different faculties as possible. However, some locations proved to be better for engagement than others. McClennan Library was the best location, with 61 students stopping by the table during one shift alone.

¹ This varied from 78% in James Square, 75% at Burnside, and 41% at McClennan.



RECOMMENDATIONS FOR WINTER 2020 CAMPAIGN

1. Increasing Engagement:

- a. It is recommended that the SRRAC book tables for the Winter 2020 Add/Drop period.
 - This should be done according to the usage data collected in the Fall to maximize engagement
 - SRRAC should try to book tables in buildings and faculties that were missed during the Fall 2019 campaign.
- b. It is recommended that there be increased use of SSMU's social media channels to advertise the campaign, including the locations of tables on a given day.
 - While there was a Facebook event, this was not particularly effective in engaging students.
- c. It is recommended that the SRRAC and VP-UA work with the SSMU graphic designer to create graphics for social media with information about university policies.
 - These could be shared throughout the year, for example, having information specific to final exams to share in late November and December

2. Involvement of SSMU Legislators and Senators

- a. It is recommended that the SRRAC work with Senators and Legislators to arrange tables in their respective faculties.
 - It was found to be more effective when the "home" Senator tabled, as they knew people and were able to get them to come to the table.
- b. It is recommended that SSMU Senators and Legislators make classroom announcements in their respective faculties informing students about the campaign and the SSMU Student Rights website.
 - While there was a classroom announcement script prepared by the SRRAC for the Fall 2019 campaign, it was too late to arrange announcements with Senators by the time of the first Caucus meeting.
- c. SSMU Senators and Legislators are highly encouraged to share the campaign on their faculty's social media (e.g. Faculty-specific Facebook groups)



Office of the VP (University Affairs)
 Tel: (514) 398-6797 | Fax: (514) 398-7490 |
 ua@ssmu.ca
 3600 McTavish St., Suite 1200, Montréal, QC, H3A 0G3
 Located on Haudenosaunee and Anishinaabe,
 traditional territories.

APPENDIX: CAMPAIGN MATERIALS

1. "General" KYR Pamphlet

English:

KNOW YOUR RIGHTS!

“Welcome to McGill! As a student here, you are guaranteed a number of academic and personal rights.”

Did you know that ...

- ▶ Exams and assignments cannot be worth more than 75% of your grade?
(Exceptions made for the Faculties of Law and Medicine)
- ▶ You have the right to have an exam or assignment regraded by a third party?
- ▶ You have the right to submit work in English and French?

To learn more, visit
▶ ssmu.ca/studentrights

Or send us an email at
▶ studentrights@ssmu.ca

RESOURCES

Legal Information Clinic at McGill
licm.ca/advocacy-services
 (514) 398-6792

Office of the Dean of Students
mcgill.ca/deanofstudents
 (514) 398-4990

French:

CONNAISSEZ VOS DROITS!

“Bienvenue à McGill! Tant que vous êtes étudiant-e ici, McGill vous garantit plusieurs droits universitaires ainsi que plusieurs droits de la personnalité.”

Saviez-vous que ...

- ▶ Un seul examen ou un seul devoir ne peut pas compter pour plus que 75% de votre note?
(La politique crée des exceptions pour les facultés de droit et de médecine)
- ▶ Vous avez le droit de faire noter de nouveau un examen ou un devoir par un tiers?
- ▶ Vous avez le droit de rendre vos devoirs soit en anglais, soit en français?

Pour en savoir plus, voyez
▶ ssmu.ca/studentrights

Ou envoyez un courriel à
▶ studentrights@ssmu.ca

RESSOURCES

Clinique d'information juridique à McGill
licm.ca/advocacy-services/?lang=fr
 (514) 398-6792

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2. Sexual Violence Policy Information

English Version:

SEXUAL VIOLENCE

Content Note: This pamphlet deals with issues related to sexual violence on campus.

RIGHTS AND INFO

- ▶ Students have the right to be free from sexual violence in any form within the University Context. *[See Article 7.n, 7.j of the Policy Against Sexual Violence (PASV)]*
- ▶ Sexual violence disproportionately affects members of social groups who experience intersecting forms of systemic discrimination or barriers.
- ▶ Romantic and sexual relationships between Teaching Staff and Students are not permitted, except in limited circumstances. *[See Article 8.1(iii) of the PASV]*

DISCLOSING AND REPORTING

Formal Disclosures of Sexual Violence must be made to the Office for Sexual Violence, Response, Support and Education (OSVRSE), and do not invoke the PASV.

✉ osvrse@mcgill.ca – mcgill.ca/osvrse – 514.398.4486

Formal Reports of Sexual Violence must be made to the Special Investigator, and do invoke the PASV.

✉ mcgill.si@omega-ombs.cav

KNOW YOUR RIGHTS!

studentrights@ssmu.ca
studentrights.ssmu.ca

STUDENT-RUN RESOURCES

Sexual Assault Centre of the McGill Students' Society (SACOMSS)
 (514) 398-8500
sacomss.org
main@sacomss.org

SSMU Anti-Violence Coordinators
avc@ssmu.ca

French Version:

VIOLENCE SEXUELLE

Note de contenu : Cette brochure traite des questions liées à la violence sexuelle sur le campus.

DROITS ET INFO

- ▶ Les étudiants et étudiantes ont le droit de ne pas être victimes de violence sexuelle sous quelque forme que ce soit dans le contexte universitaire. *[Voir l'article 7.n, 7.j de la Politique contre la violence sexuelle (PASV)]*
- ▶ La violence sexuelle touche de façon disproportionnée les membres des groupes sociaux qui subissent des formes croisées de discrimination ou d'obstacles systémiques.
- ▶ Les relations romantiques et sexuelles entre le personnel enseignant et les étudiants et étudiantes ne sont pas permises, sauf dans des circonstances limitées. *[Voir l'article 8.1 (iii) du PASV]*

LA DIVULGATION ET L'ÉTABLISSEMENT DE RAPPORTS

Les divulgations formelles de violence sexuelle doivent être faites au Bureau d'intervention, de prévention et d'éducation en matière de violence sexuelle (OSVRSE) et n'invoquent pas le PASV.

✉ osvrse@mcgill.ca – mcgill.ca/osvrse – 514 398-4486

Les rapports officiels de violence sexuelle doivent être présentés à l'enquêteur spécial et invoquent le PASV.

✉ mcgill.si@omega-ombs.cav

CONNAISSEZ VOS DROITS!

studentrights@ssmu.ca | studentrights.ssmu.ca

RESSOURCES GÉRÉES PAR LES ÉLÈVES

Centre contre les agressions sexuelles de l'Association Étudiante de McGill (SACOMSS)
 514 398-8500 | sacomss.org | main@sacomss.org

Coordonnateurs de la lutte contre la violence de l'AEUM
avc@ssmu.ca



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3. KYR bookmark



4. KYR Social Media Banner

