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# 2024-2025 IMPACT REPORT



csa  
COLLEGE STUDENT ALLIANCE

*Recapping a year of advocacy, leadership, and growth  
at the **College Student Alliance.***

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# TABLE OF CONTENTS

About the College Student Alliance	03
Message from our President	04
50 Years of Student Advocacy	05
CSA by the Numbers	06
Provincial Impact	
Membership Growth	
Partnerships	
2024-2025 Achievements	09
Advocacy Summit	
Research	
Member Benefits	
Communications	
Impact Stories	14
Looking Forward	16

## ABOUT THE COLLEGE STUDENT ALLIANCE

As a not-for-profit, non-partisan organization, the College Student Alliance (CSA) collaborates with college students, post-secondary education (PSE) stakeholders, and government to enhance the college experience. Representing tens of thousands of full-time college students across Ontario, we work alongside student leaders to advocate for their interests at the provincial level. Our advocacy approach is rooted in developing student-driven, evidence-based policy recommendations that seek to uplift the student experience on campus, in the classroom and in the community.

## LAND ACKNOWLEDGMENT

As a virtual organization historically based in Toronto/GTHA, the College Student Alliance (CSA) acknowledges that we are situated on the traditional territory of many Indigenous nations, including the Anishinaabe, Haudenosaunee, the Mississaugas of the Credit, Huron-Wendat, and First Nations. We recognize the impact of assimilation, displacement, and settler-colonization on Indigenous communities, and commit to advocating for reconciliation, especially seeking to support and uplift Indigenous college students. We honor the resilience of Indigenous Peoples who have shaped this region for centuries and strive for a more equitable future.

## MEMBERSHIP



Representing Humber College  
and University of Guelph-Humber



Representing St. Lawrence  
College Brockville



Representing Sault College



Representing Fleming College  
Sutherland Campus



## MESSAGE FROM CSA PRESIDENT

### Jasmine Bates

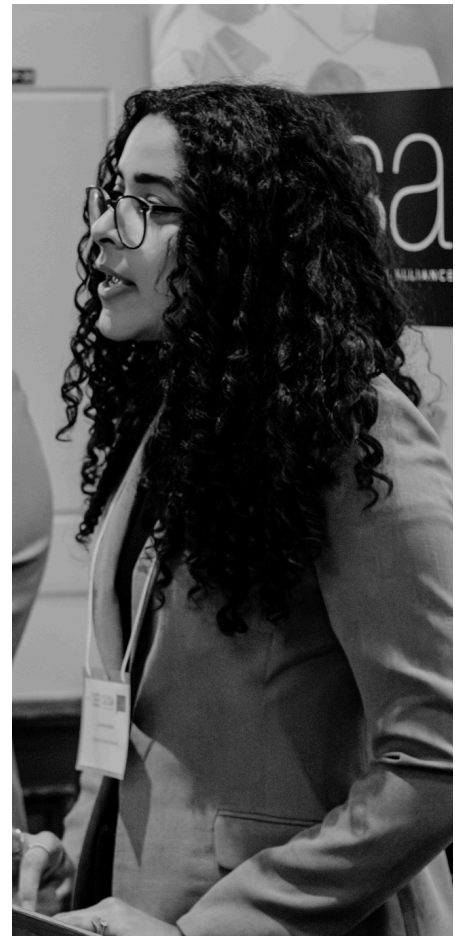
This past year has marked a period of meaningful growth and renewed impact for the College Student Alliance. At a time when students continue to face mounting challenges - from the sectors financial pressures and housing insecurity to gaps in mental health support - CSA has remained focused on amplifying student voices and driving change at the provincial level.

I'm proud of the work our team and members have accomplished together. We released comprehensive research that shaped our advocacy efforts, met with elected officials across party lines, and led powerful campaigns during the provincial election that brought post-secondary education to the forefront of public discourse. Our collaboration with student unions, sector partners, and government officials has helped elevate the concerns of students and push for real, actionable change.

Equally exciting was our increased capacity for hosting in-person events, including a successful Advocacy Week and the reintroduction of our May Conference - spaces where student leaders came together to learn, grow, and build community. We also welcomed new member schools and laid the groundwork for even stronger partnerships moving forward.

As we reflect on the year's accomplishments, I'm filled with gratitude for the dedication, passion, and resilience of our student leaders. Your advocacy, stories, and leadership continue to shape the direction of post-secondary education in Ontario. I look forward to the year ahead as we build on this momentum and continue our mission to make college education more equitable, accessible, and empowering for all.

*Jasmine Bates*



# CELEBRATING *50 Years* OF STUDENT ADVOCACY

This year marks the 50th anniversary of the CSA - a milestone that reflects **five decades of student-led advocacy, collaboration, and impact**. We look forward to celebrating the impact of CSA and highlighting key moments from our history, recognizing the student leaders who have shaped our work. As we look ahead, we're more committed than ever to continuing this legacy and supporting the next generation of student leaders.



Centre: John Tory (2005), former Ont. PC Leader & Toronto Mayor



Third from left: Dalton McGuinty (2005), Former Premier of Ontario



Kathleen Wynne (2014), Former Premier of Ontario



Speaker: MPP Peggy Sattler (2017)



CSA MayCon & Annual General Meeting (2019)



Queens Park - PSE Labour Disruption/Strike (2017)



CSA Event (2014)



Left: Ben Mulroney. Right: Joel Willett, former CSA President.



Centre: Brittney Greig, former CSA President. Right: Alex Usher, Higher Education Strategy Associates President. (2019)



Mike Schreiner, Leader of Green Party of Ontario



MPP Lorne Coe (PC) - 2017



# CSA BY THE NUMBERS

## Provincial Impact

TARGETED MEETINGS  
WITH MPPS

10

MEDIA INTERVIEWS

9

MEETINGS WITH  
MINISTRY OFFICIALS  
(MCURES)

4

PRESS CONFERENCE

1

This year, CSA made a significant impact on the provincial political landscape by amplifying student voices and driving key conversations in post-secondary education (PSE). Through consistent quarterly meetings with Ministry of Colleges, Universities, Research Excellence and Security (MCURES) staff and **direct engagement with Minister Nolan Quinn**, CSA ensured student concerns were heard at the highest levels.

We met with Members of Provincial Parliament (MPPs) from **all political parties**, building cross-partisan support for student priorities. CSA also stood alongside MPP Peggy Sattler, Critic for Colleges and Universities, at a **press conference on campus sexual violence** – further cementing our role as a strong and credible advocate for Ontario’s college students.

Our advocacy gained powerful momentum during the provincial election. CSA released a **Call to Action** urging all party leaders to commit to increased investment in PSE. This campaign positioned CSA as a leading voice in the sector, gaining coverage from major outlets including the **Globe & Mail** and **CBC**. Our efforts helped put college underfunding on the debate stage and inspired others to follow our lead creating a “one message, many voices” strategy.



Meeting with MCURES Assistant Deputy Minister.



MPP Sol Mamakwa & student leader, Teena Gilstrap.



Press conference remarks at Queens Park with MPP Sattler.

# CSA BY THE NUMBERS

## Membership Growth

CSA has focused on strategic membership growth over the past year and enthusiastically welcomed two new members: **Fleming College Student Administrative Council (SAC) – Sutherland Campus** and **Sault College Student Union (SCSU)**.

As CSA continues to build capacity and strength in numbers, we engage in targeted outreach to well organized, highly engaged student unions across Ontario that can meaningfully contribute to our advocacy efforts. A key priority is ensuring diverse student voices - including Northern and Indigenous perspectives - are reflected in our work. With member organizations from Central, Eastern, and Northern Ontario, and across a range of institution sizes, CSA is proud to offer a **collective, inclusive voice** that represents students province-wide.

The infographic consists of three main parts. At the top right, there are two blue circles. The first circle contains the number '2' and is followed by the text 'NEW MEMBERSHIPS'. The second circle contains the number '3' and is followed by the text 'REGIONS IN ONTARIO REPRESENTED'. At the bottom left, there is a large blue number '41,000+' followed by the text 'COLLEGE STUDENTS'. To the right of this number, there are four red location pins scattered across the page, representing the regions of Ontario where CSA is active.

2

NEW MEMBERSHIPS

3

REGIONS IN ONTARIO  
REPRESENTED

41,000+

COLLEGE STUDENTS

# CSA BY THE NUMBERS

## Partnerships

12

NEW PARTNERSHIP  
MEETINGS

7

PARTNER  
EVENTS

4

LETTERS OF  
SUPPORT

2

SHARED  
REPORTS

Partnership and collaboration are central to CSA's mission to amplify student voices and strengthen knowledge sharing. In addition to **long-standing relationships** with organizations like Ontario Undergraduate Student Alliance (OUSA), Centre for Innovation on Campus Mental Health (CICMH), and Colleges Ontario (CO), CSA connected with various additional organizations to **exchange resources, insights, and support**. These included groups focused on students with disabilities (NEADS), student healthcare (StudentVIP & Reya Health), youth engagement in democracy (Democratic Engagement Exchange & Future Voters Summit), student housing (HOUSE Canada), & more.

Throughout the year, we attended many partner events and conferences, including CO's Higher Education Summit, OUSA's Partners in Higher Education Conference, NEADS' State of the Schools Tour, and HEQCO's AI in PSE Consortium. CSA also **co-hosted CICMH's Dialogue to Action** Conference which brought together over 700 attendees.

Beyond events and roundtables, CSA supported several sector partners through **letters of support** - such as advocating for expanded access to naloxone on campuses - and contributed to two **collaborative research** reports by OUSA. These efforts reflect our commitment to sector-wide collaboration and student-centered policy change.

## THANK YOU TO OUR VALUED PARTNERS!





# CSA ACHIEVEMENTS

## Research

This year, CSA released several impactful research reports that centred student voices and shaped conversations on key issues in Ontario's PSE sector.



Our annual **Issues Brief** remains our core research deliverable, offering an in-depth analysis of the top five priorities identified by students: housing, mental health, student health plans, tuition & financial aid, and food insecurity. The brief outlines the provincial policy history and current landscape of each issue, followed by clear and actionable recommendations. To ensure the document reflected the lived experiences of all students, CSA hosted province-wide policy roundtables and incorporated feedback from a diverse range of voices - including northern, Indigenous, international students, students with disabilities, and students of colour.

In addition to our own publications, CSA contributed to **two collaborative research reports** with the OUSA. Our article in *Educated Solutions* highlighted disparities in international student health plans across Ontario colleges, while our contribution to *Shared Perspectives* on affordability examined the influence of political ideologies on the evolution of Ontario's PSE sector.

When a snap provincial election was announced last spring, CSA made a strategic pivot by transforming our pre-budget submission into a **Call to Action** directed at all provincial party leaders. This report generated significant media attention and political engagement. CSA became a leading voice in the election discourse, with coverage in *The Globe and Mail*, CBC, and several other outlets—this raised profile of college student issues making them part of the provincial conversation.



# CSA ACHIEVEMENTS

## Membership Benefits

This year, CSA provided meaningful resources and programming to support our members in advocacy, awareness, and student leadership development.

We hosted a highly successful **webinar in partnership with CICMH and Naloxone Care**, featuring sessions on trauma-informed care and the opioid crisis. With over 75 registrants and overwhelmingly positive feedback, this free training helped equip student leaders with essential knowledge and life-saving tools.



During the provincial election, CSA closely tracked campaign promises from all major parties and created summaries focused on student-priority issues such as housing, healthcare and mental health, and PSE funding. Our most impactful social media moment of the year came when we shared a clip of provincial leaders discussing college funding during the televised debate - marking a major milestone in getting PSE issues onto the public stage.

Members also received a **comprehensive pre-election chart** comparing all party platforms on student-related issues. In collaboration with civic engagement partners, we promoted voter education to ensure students understood both the importance of their vote and how and where to cast it.

Throughout the year, CSA kept members informed through continued initiatives like **In the News** and our monthly newsletter, **The Advocate**, offering timely updates on developments in the sector and within CSA's ongoing work.

# CSA ACHIEVEMENTS

## Communications

### Provincial Election - Social Media Campaign Results

February 2025 vs. March 2025



One of CSA's key goals this past year was to increase our communications capacity to better inform, engage, and mobilize students across the province. Recognizing the importance of consistent, high-impact storytelling and advocacy, we hired our **Communications Coordinator** to lead these efforts. This strategic investment allowed us to elevate our messaging, amplify student voices, and respond to key issues in real time. The impact of this added capacity is reflected in our most successful election campaign to date and in the growing visibility of CSA's work across platforms and media outlets.

During the election campaign period from February 1 to March 1, 2025, CSA's social media strategy saw a **remarkable increase in reach and engagement**. Total content views surged to 26,482 compared to 5,826 in the previous period, reflecting a 450% increase. Non-follower engagement also rose to 78.4%, up from 63.4%, indicating stronger resonance beyond our existing audience. Total accounts reached grew by 345%, from 3,173 to 11,093.

A key highlight was the publication of CSA's Open Letter right before the elections, which drew significant attention across platforms. The letter became a catalyst for dialogue, resulting in media inquiries from The Globe and Mail, CBC News, CBC Radio, and Humber College. This campaign marked one of **CSA's most impactful communications efforts** in recent memory, demonstrating the power of timely, student-centered advocacy.





## IMPACT STORIES

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### Miren De Los Reyes

CSA Director & Student Administrative Council Director,  
St. Lawrence College Brockville



*Being part of CSA has helped me grow as a student leader and speak up for the things that matter to students like me. The Advocacy Summit was a highlight—it made me feel heard and reminded me that students really can make a difference when we come together. I've learned how to use my voice to bring student issues forward, and I've met others who care just as deeply about making college life better. CSA has given me the confidence to keep advocating—not just on my campus, but across the province. I'm proud to be part of a group that listens, cares, and takes action.*

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*Standing with CSA at Queen's Park was a powerful reminder of the difference collective voices can make in creating a fairer, more supportive future for students across Ontario. CSA is a shining example of what strong student-led advocacy should be, bold, compassionate, and unwavering. Their commitment to tackling urgent issues like affordability, housing insecurity, and mental health support is both admirable and crucial.*



### Onoriode Francis Osifo

IGNITE Chair, Humber Polytechnic & University of Guelph-Humber

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## IMPACT STORIES

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### Bella Fischer

President, Sault College Students' Union



*Coming from a smaller college in the North, I know how important it is for our voices to be heard, and CSA has really helped us raise our concerns to the provincial government. Attending the Advocacy Summit and getting the chance to share our unique perspective with members of Parliament was an amazing experience I never thought I'd have. It's encouraging to see that Northern colleges and international students are being recognized and included in these important conversations. CSA has made a big difference in helping us bring these issues to the forefront and make sure all students have a voice at the provincial level.*

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*As CSA's general manager, I am continually inspired by watching our student leaders learn, grow, and advocate for their schools and peers. Their impact is immeasurable, and these experiences will undoubtedly shape them into Ontario's next generation of leaders. I am confident that our future is in excellent hands.*



### David Ward

General Manager, College Student Alliance

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# LOOKING FORWARD

## CSA Strategic Plan Progress & Future Direction

In 2023, CSA launched a Three-Year Strategic Framework with a strong focus on rebuilding and strengthening our capacity.

Last year's *Impact Report* identified three key priorities: growing our membership, building stronger relationships with the sitting Conservative government, and increasing internal capacity. While these priorities remain central for 2025-26, we are **proud to report significant progress**: welcoming two new member institutions, increasing engagement with Conservative MPP's including doubling our meetings with the Minister of Colleges and Universities (MCURES), and hiring a part-time Communications Assistant to enhance our outreach and engagement.

This section highlights additional accomplishments aligned with our strategic framework and outlines our updated goals for the upcoming year. Looking ahead, CSA will also be launching its next strategic planning process in Winter 2025/26 to guide our next phase of growth and impact.

### 2023-26 | STRATEGIC FRAMEWORK

#### A TIME FOR RENEWAL

College Student Alliance's (CSA) latest strategic plan comes as it works to move beyond impacts of a global pandemic and rebuild capacity to fulfill the needs and priorities of current and future members. Like many not-for-profit organizations, CSA is working to re-invent itself where necessary, regain momentum and move forward. CSA believes strongly that it remains uniquely positioned with its long-standing well-established brand, policy and research capabilities, and deep understanding of government relations to be the most representative and impactful voice advocating for Ontario college students. The future can once again be bright for CSA and its student members will be well served as CSA delivers on its 2023-2026 strategic framework.

#### VISION

To be the most representative and impactful unified voice advocating for the interests of Ontario college students.

#### MISSION

To develop, support and enable strong student leaders, working closely with them to advocate on issues that contribute to an improved college student experience.

### COLLEGE STUDENT ALLIANCE - STRATEGIC PRIORITIES

*-Three Focus Areas For A Bright and Productive Future-*

#### 1. BUILD CAPACITY TO BETTER ENABLE OUR MEMBERS SUCCESS

A robust and committed membership gives CSA a stronger more unified advocacy voice and helps build greater capacity to enhance research and other priority initiatives that will lead to successful outcomes.

##### Over the next three years, CSA will:

- With direction from our members, identify and modernize priority policies and practices including a fair, transparent cost-effective membership fee structure.
- Refresh marketing strategy and create strategic communications plan to profile key priorities and better support members.
- Engage non-members and multi-sectoral stakeholders to develop productive relationships, innovative partnerships and strategic alignment.
- Examine the feasibility of a college student union "standards of excellence" program to lift and standardize capacity among student associations

#### 2. EMPOWER STRONG, SUSTAINED AND OUTCOME BASED ADVOCACY

Effective advocacy requires knowledge, evidence, skilled and committed resources, the ability to connect, and influence stakeholders and decision makers as well as student tenacity, enthusiasm and resolve.

##### Over the next three years, CSA will:

- Build strong committed internal capacity responsive to member's policy and advocacy needs
- Create and publish timely and topical research reports aligned with member's needs.
- Build and execute an effective and targeted government engagement plan
- Deliver member-focused advocacy programs, campaigns and an annual Impact Report.

#### 3. CONNECT AND SUPPORT STUDENT LEADERS

Well informed, knowledgeable and connected student leaders are the cornerstone to helping build strong schools, which offer exceptional student experiences and provide a solid footing for their future.

##### Over the next three years, CSA will:

- Develop a "needs based" student leader service and product inventory and profile distinct value with student associations.
- Develop a business case for value-add CSA consulting services (e.g.: Advocacy, Issues Management, Government Relations) as an offering to paying and a user pay system non-members
- Create and execute on a strategic engagement events calendar
- Create a knowledge management program for members to access historic institutional perspective and draw from lessons learned and best practice.



# LOOKING FORWARD

## CSA Strategic Plan Progress & Future Direction

### 1. Building Capacity to Better Enable our Members Success

This year marked steady progress in one of our priority efforts to build organizational capacity. CSA proudly welcomed **two new member student associations** and engaged with multiple additional non-members to explore shared goals and potential partnerships. We hired a part-time **Communications Coordinator**, Tanzila Patel, who developed a strategic communications plan that successfully amplified our platform and elevated the collective voice of our members. We also undertook a review and **update of our bylaws** making them more user-friendly and flexible for members, our board and staff. These efforts were complemented by the continued strengthening of partnerships with sector organizations, expanding our reach and impact.

Looking ahead, CSA will continue to actively showcase the **value of CSA membership**. We will work collaboratively with the current members to support and standardize capacity-building efforts, with a particular focus on smaller or northern student unions that may face unique challenges. We will identify and execute more webinars that are aligned with the **learning and growth** needs of our student leaders and the student bodies they serve. We will examine the feasibility on a college student union “standards of excellence” program to lift and **standardize capacity** among student associations.

### 2. Empowering Strong, Sustained, and Outcome-Based Advocacy

Our advocacy efforts this year were rooted in strong, **student-informed research** that guided our approach in meetings with MPPs, ministry officials, and partner organizations. We supported **member-led initiatives** such as campaigns on work-integrated learning and increasing naloxone access on campuses. CSA also remained responsive and proactive, providing timely updates to members during key moments like the **provincial election and the potential faculty strike**, ensuring students were well-informed and up-to-date.

Next year, CSA plans to develop a more robust **government relations strategy** and implement **regular meetings** with member student unions and advocacy staff to ensure consistent support and alignment on advocacy campaigns. We also aim to expand student participation in the policy process while continuing to deliver high-quality research. We will do this through collaboration and bringing like minded student associations together to discuss and shape strategy and policy on priority issues.

# LOOKING FORWARD

## CSA Strategic Plan Progress & Future Direction

### 3. Connect and Support Student Leaders

Student leaders asked, and CSA responded. Emphasis was placed on several relaunching in-person engagement and activities in 2024/25. We hosted an **in-person Advocacy Week** at Queen's Park and are preparing for our **first in-person May Conference** since 2019. These events have allowed student leaders to connect with peers, policymakers, and advocacy organizations, while receiving targeted **training on governance, legal responsibilities, and provincial politics**. Internally, we also enhanced our capacity to access historical CSA perspectives and best practices, and we responded thoroughly to all member inquiries, offering meetings and detailed follow-ups when needed.

In the year ahead, CSA will continue to look for more opportunities for **in-person learning, networking, and collaboration as well as virtual opportunities, like webinars, that are both cost effective and can have a broader reach across campus student bodies**. We also plan to begin to explore the development of a CSA fee-for-service consulting model to that could help support non-members and **expand our inventory of resources** to further support the governance and advocacy capacity of all student unions across Ontario.

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# THANK YOU

TO OUR STUDENT LEADERS, MEMBERS,  
PARTNERS & TEAM

