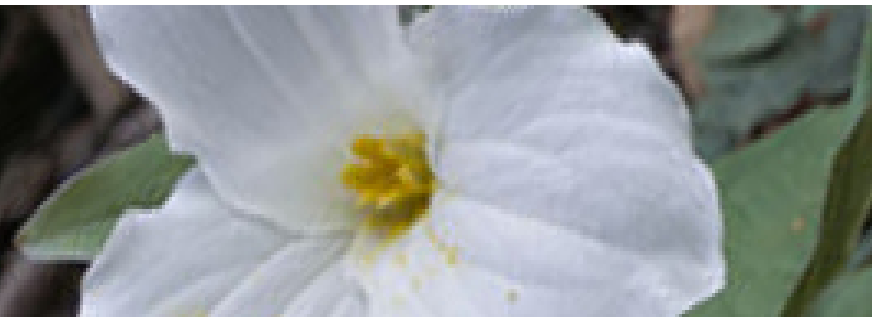




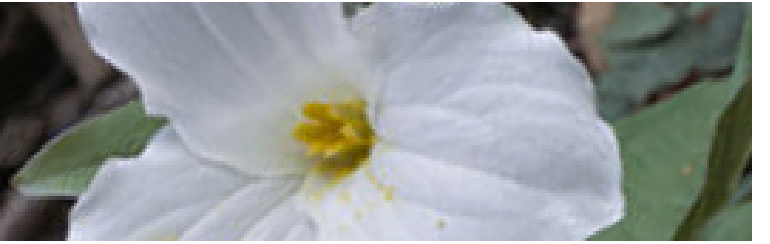
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Strategic Plan Committee for The Status of Women and Human Rights



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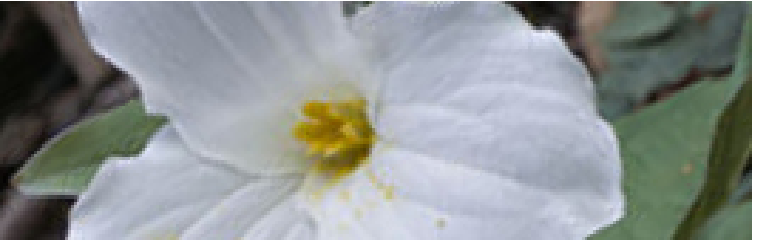


Contents

- Ontario Council Mission and Objectives
- Terms of Reference
- Environmental Assessment
 - Committee context
 - Survey results
 - National Priorities
 - Previous Strategies
- SWOT Analysis
- Strategic Priorities for Committee for The Status of Women and Human Rights



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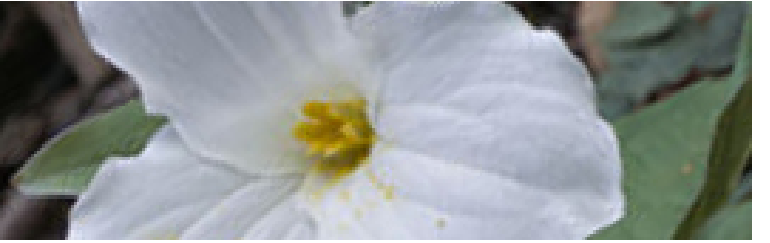


Contents (cont'd)

- Tactical Plan
 - Interaction/participation with Advocacy Committee
 - Speakers Series
 - Member Club communications and interaction



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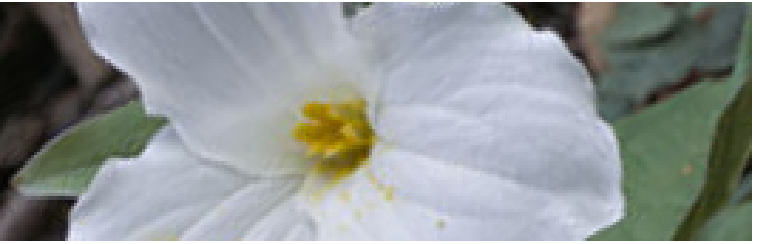


PURPOSE/MISSION of Ontario Council (and thus CSWHR)

1. Advocate for the advancement of the status of women, human rights and the common good.
2. Promote cooperation, communication, networking, support and understanding among women.
3. Promote high standards of education, lifelong learning and advanced study and research by women.
4. Encourage and enable women to apply their knowledge and skills in leadership and decision-making in all aspects of their lives.



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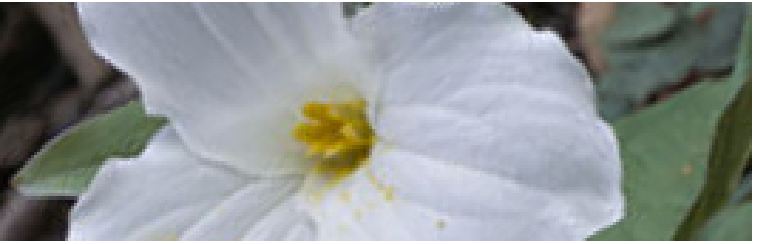


Theme and Tagline

Education. Action. Support.
Women Helping Women



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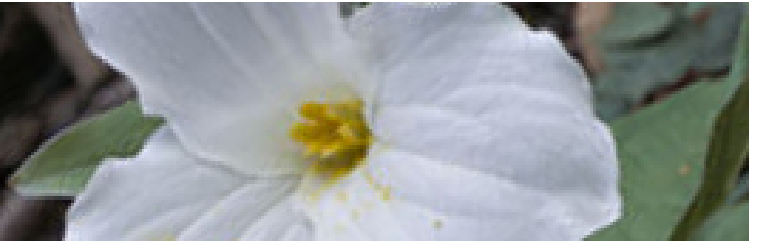


Purpose of the Committee for The Status of Women and Human Rights

- A forum for Ontario Council members involved with advocacy issues related to the Status of Women and Human Rights (SWHR), in Ontario
- Together with the Advocacy Committee, is responsible for the development and communication of CFUW OC SWHR related policies on behalf of the Board
 - Committee projects/initiatives are expected to be aligned with the biennium theme approved by the OC Board.



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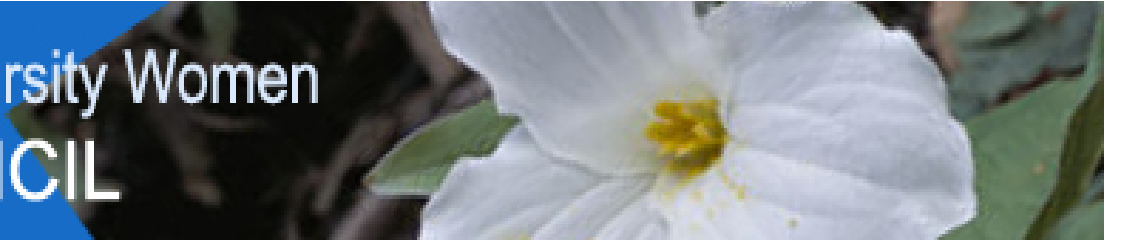


Activities of CSWHR

- Acts as a forum for discussions concerning SWHR advocacy on behalf of CFUW Ontario Council
 - Together with the Education, Legislation and Advocacy committees, assists with tracking current and emerging advocacy issues
- Exchanges information concerning advocacy activities and concerns, with the aim of informing multiple levels – Clubs, regions and the Board
 - Represents CFUW OC on SWHR advocacy related matters when requested
- Develops and maintains administrative procedures for advocacy related communication and/or activities for Ontario Council together with the Education, Legislation and Advocacy committees
 - Reviewed annually
- Produces a year-end report on SWHR advocacy activities for the Ontario Council Annual Report for members



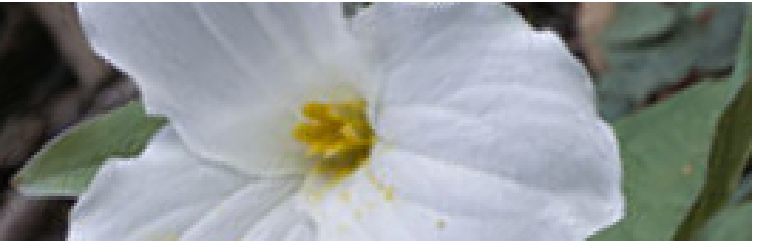
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Drivers and Barriers for CSWHR Success



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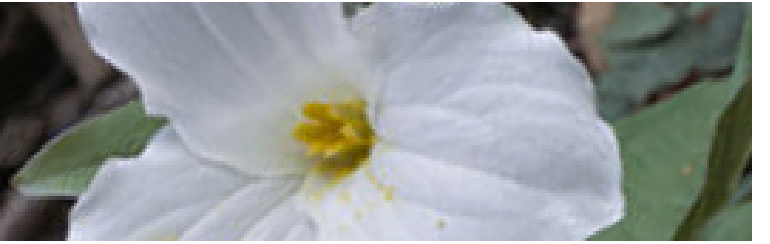


Drivers

- Recent COVID-19 pandemic has illuminated areas of weakness in healthcare/longterm care (LTC), especially for women, and human rights violations
- Most CFUW OC Club members are committed to goals of furthering education for themselves and others (latter needs to be better understood)
- Paucity of strong voices challenging the status quo (media presence)
- Upcoming emergency resolutions addressing LTC
- Publication of Vulnerable
- National's status at UN, 100th anniversary, OC's 40th anniversary, formal declaration of CFUW as important to women's issues/furthering women's emancipation
- Number and content of resolutions at National level
- OC constitution
- OC board structure



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Barriers

- Geographical distance between Clubs makes it difficult to contact/understand direction wanted
 - Difficult to attend conferences
- Financial burdens after COVID-19 for dues
 - Decline in Club members?
- Emotional/psychological burnout following isolation with COVID-19 (socialisation may be more of an interest)
 - More interest in Interest Groups
- Competition versus collaboration with National
- Technology for Speakers Series
 - Club costs for platforms (if any)
 - Training needed
- Identification/knowledge of interested Club members for Committee
 - What do we really know about each Club?
 - Emphasis on President of Club
- Resolutions or lack thereof stymie quick response advocacy
- Populist government
- It is not business as usual



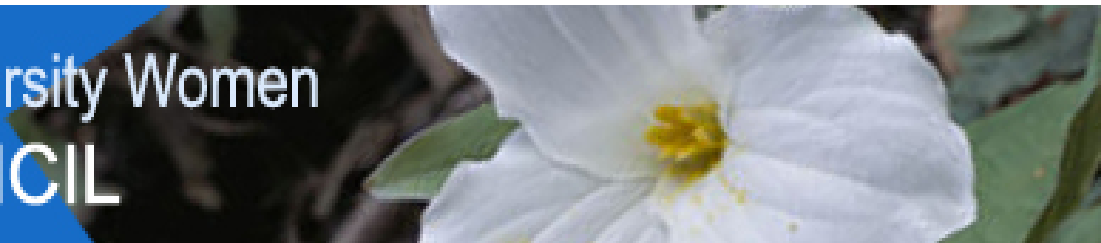
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SWOT

Strengths, Weaknesses, Opportunities and Threats



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Strengths

OC

- Long standing, strong and active advocacy
 - Established presence with government
- National's consultative status with UN ECOSOC
 - Adds to credibility
- Non-partisan
- Successful Speakers Series
- Strong leadership
- Resolutions specific to Ontario and National resolutions define advocacy focus

CSWHR

- Both topics are OC and National focus for advocacy
- Standing committee of OC
- Member of Advocacy committee
- Major organiser/contributor to Speakers Series
- Understands some of Clubs' issues of importance due to 2019 survey

Weaknesses

OC

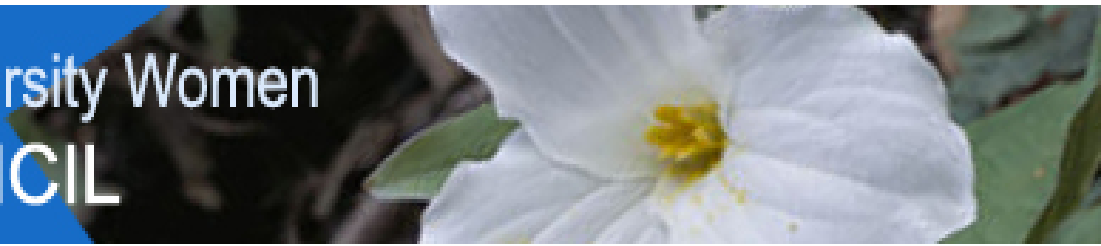
- Differentiation from National not well established
 - Objectives and activities unknown to many Ontario Clubs
- Speakers Series not convenient for distant member Clubs
- Resolutions (National and OC) define advocacy focus
- Hierarchy (?)
- Most meetings held in Toronto (\$\$ and difficult to access)
- Declining membership in Ontario Clubs
- Unilingual

CSWHR

- Precedents not documented well
- Underdeveloped liaisons with other regions' SWHR committees
- Until this year, a committee of one
- Communications to Club members not breaking through other CFUW communications (SoV diluted)



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Opportunities

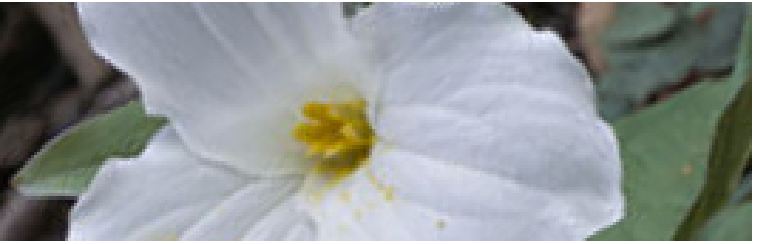
- COVID-19 has redefined means of participation in conferences/opened new avenues of communication
- COVID-19 has both magnified and brought to citizens' attention the issues related to elder (long term) care, child care, education and equality
- Government has been called to task on the management of Long Term Care homes
- Numerous national and provincial NG organisations exist with like minded purposes (for partnership)
- Women have been disproportionately and negatively affected by COVID-19
- Publication of Vulnerable
- New technologies may allow for greater involvement in Speakers Series (and therefore greater interest in advocacy/SWHR)
- Increase in use of Zoom/new technologies for communication

Threats

- Instability of National wrt GWI
 - Diverts attention of Clubs
- Technology presents unique challenges to some older women (Club members)
- Frequent changes in Ontario political government (vs bureaucratic government) and secrecy make advocacy challenging
- Ontario's populist government is rolling back rights
 - Women's rights are being eroded
- Climate of racism, white male supremacy, populist ideas increasing
- Second wave of COVID-19
- Difficult to commit to focused activities due to overwhelming number of issues



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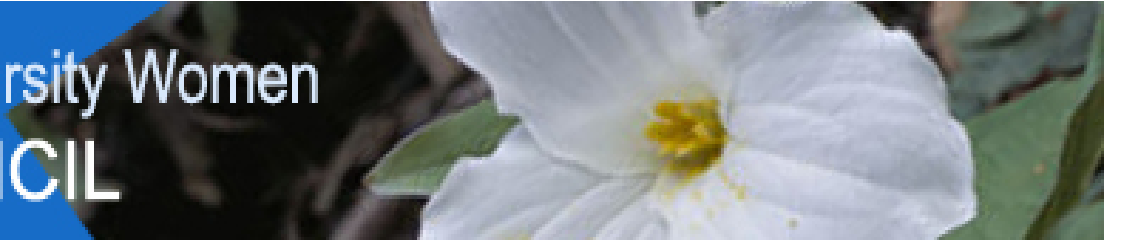


Strategies for CSWHR

- Identify, investigate and prioritise SWHR issues in ON and effectively communicate to OC Board and member Clubs
- Augment image, better understanding of activities, importance and value of CSWHR OC amongst member Clubs
- Collaborate with OC member Clubs to increase membership in CSWHR committee, provide leadership and empower Clubs to advocate on SWHR issues
- Foster collaboration amongst CSWHR regional boards and National



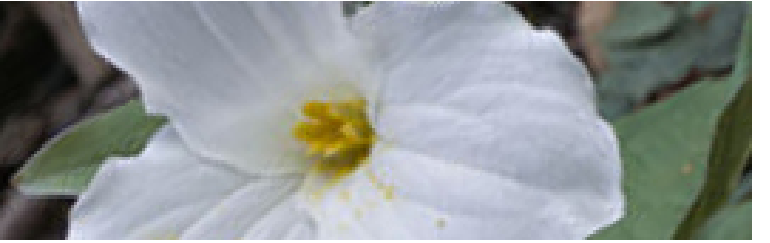
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CSWHR Tactical Plan



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- Identify, investigate and prioritise SWHR issues in ON and effectively communicate to OC Board and member Clubs
 - Review ON government media releases for activities/changes
 - Monitor lay media for emerging issues
 - Explore