

May 3, 2024

**Letter of Intent for Moose Hide Campaign Ambassador Campus**

To: Moose Hide Campaign Development Society

**RE: Moose Hide Campaign Ambassador Campus - Northern Lakes College**

To whom it may concern,

Northern Lakes College is pleased to express its support for the Moose Hide Campaign and to seek the Ambassador Campus designation. We have participated in the campaign over the last number of years through initiatives by the Student Success department and are seeking to formalize our commitment to commemorate the event annually.

In past years, Northern Lakes College has encouraged staff and students to participate in the Moose Hide Campaign. Our Student Success team has distributed information regarding the campaign and provided pins, encouraging students and employees to wear them. Our Elders-in-Residence have also promoted the Moose Hide Campaign by informing students and employees about the initiative and highlighting its importance.

This year, Northern Lakes College will undertake various activities to raise student, employee, and community awareness and promote Moose Hide Campaign Day, including:

1. Distribution of moose hide pins to students and employees
2. Encouragement to take and share photos wearing the pin
3. Creation of a Moose Hide Campaign banner on the website landing page
4. Promotion of the Moose Hide Campaign and initiative information added to mamawapowin, the College's [Virtual Indigenous Student Centre](#).
5. Creation of a social media awareness campaign that will share the Campaign videos, The Story of the Moose Hide Campaign and Moose Hide as Medicine, and the national virtual schedule of events
6. Distribution of an email campaign to students and employees to share the genesis, meaning, and significance of the Moose Hide Campaign and to encourage wearing the pin on May 16.

The Moose Hide Campaign supports the College's initiatives to increase awareness of gender-based violence. The College has developed guidance documents such as a Sexual and Gender-Based Violence policy and procedure, with the principles of a survivor-centered and trauma-informed approach and a commitment to building a culture of consent. Northern Lakes College provides respectful workplace and equity, diversity, and inclusion training to all employees. Respect in the Workplace is a custom training program to cultivate a safe, productive, and respectful work environment. Inclusion at Work provides employees with the knowledge and strategies to build awareness of equity, diversity, and inclusion across the organization. The Student Success Wellness team works to create a College culture of consent and support and provides student learning opportunities regarding equity, diversity, inclusion, and 2SLGBTQI+ topics.

The Northern Lakes College Indigenous Advisory Council (IAC) contributes to developing opportunities to incorporate into the College's programs and services the Truth & Reconciliation Commission of Canada Calls to Action. The IAC recommends strategies, programs, and services in alignment with the College's strategic

initiatives. The Moose Hide Campaign supports the College's efforts to support truth & reconciliation, in particular, to support students and employees to increase understanding and reciprocity among Indigenous and non-Indigenous peoples and to provide Indigenous-centered holistic services and learning environments for student success.

This letter of intent is a sign of our commitment to support and promote the annual Moose Hide Campaign. The Campaign is a practical and meaningful way for our College community to get involved in and broaden awareness of the issue of violence against women and children.

With respect,

A handwritten signature in black ink, appearing to read "B Onofrychuk". The signature is fluid and cursive, with a large initial "B" and a long, sweeping underline.

Brad Onofrychuk,  
Vice President, Academic  
Chair, Northern Lakes College Indigenous Advisory Council