

PRESENTED BY

Meghan Schuler-Jones & Catherine Ogden  
Cal Poly, San Luis Obispo

# MAKING WAVES OF CHANGE

How Strategic Engagement Turned  
the Tide on Civic Engagement & ASI  
Elections at Cal Poly



*Experience life outside of the classroom.*

# Presented By



**Associated Student Inc. (ASI) at Cal Poly, San Luis Obispo**



**Meghan Schuler-Jones** *(she/her)*

Assnt. Director – Leadership,  
Assessment, & DEI



**Catherine Ogden** *(she/her)*

Coordinator – Government  
Affairs

# History & Background



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# Cal Poly ASI Student Government Structure

ASI Board of Directors



Chair

Vice Chair

University Union  
Advisory Board



Chair

Vice Chair

ASI Executive  
Cabinet



ASI  
President

Chief of  
Staff

# ASI Student Government Recruitment Process

## ***Filing for elected positions***

- ASI President and ASI Board of Directors
- February - April annually

## ***Nominating for Chair of the UUAB***

- March - April annually

## ***Applying for appointed positions***

- ASI Chief of Staff, ASI Executive Cabinet, University Union Advisory Board
- May - June annually

# Where We Were

## Civic Engagement

- Pre-pandemic, won Secretary of State's Ballot Bowl for two consecutive years, registering over 3,000 new voters in 2018 and over 2,000 in 2019, the most out of any higher education institution in California
- Won first place in the CSU system in 2022, with around 600 students newly registered to vote

## Recruitment & Elections

- 6.2% voter turnout in the 2023 ASI Elections
- Many students running unopposed in ASI Elections
- Low numbers applying for Executive Cabinet and University Union Advisory Board (UUAB) positions



# Where We Are NOW

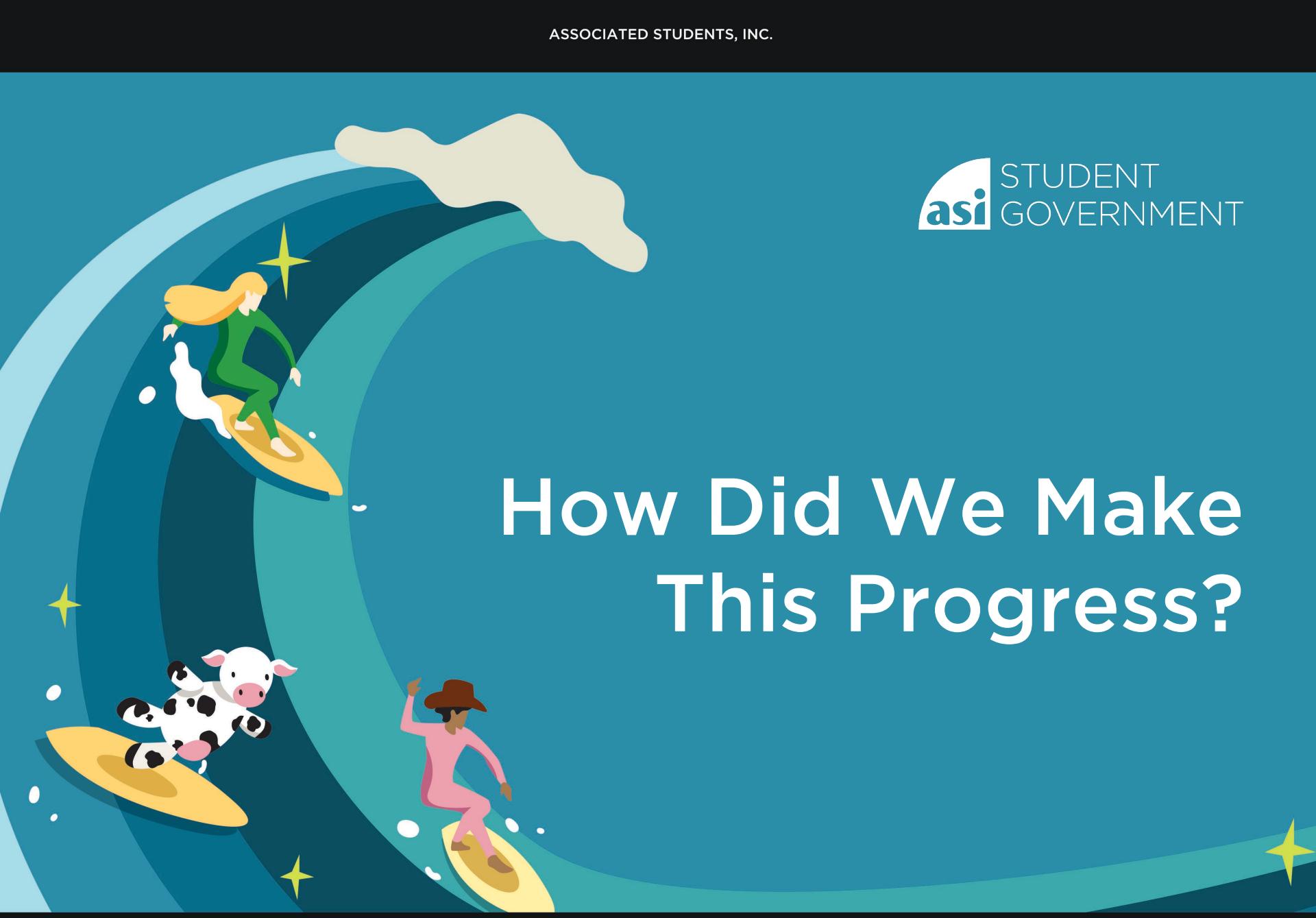
## Civic Engagement

- Registered over 1,400 students to vote in 2024 (6.7% of Cal Poly's population)
- Earned award for achieving the highest percentage of newly registered students



## Recruitment & Elections

- 26.2% voter turnout in the 2025-26 ASI Elections (280% increase over the last two years)
- 50 Board of Directors' candidates and 4 ASI Presidential candidates
- 49 students applied for ASI Executive Cabinet and University Union Advisory Board (UUAB) positions



# How Did We Make This Progress?

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# Strategies for Success

- 1. Empowering Students Through Education:** Provided students with training and resources to be successful.
- 2. Creative and Balanced Marketing:** Delivered trend-driven content paired with fun, intentional, and consistent outreach.
- 3. Marketing Standards and Tools:** Established comprehensive marketing standards and project management tool.
- 4. Strategic Campus Collaboration:** Utilized relationships with campus partners to broaden reach.
- 5. Grassroots Outreach:** Incentivized peer-to-peer engagement leveraging current Student Government member involvement.



# Civic Engagement

Voter Registration & the  
California Secretary of  
State's Ballot Bowl



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# Civic Engagement

## Our Goal:

Break down barriers  
to participate in  
civic engagement



## Our Approach:

- Streamline voter registration policies
- Provide access to voting resources
- Educate on the importance of civic engagement

# Empowering Students Through Education

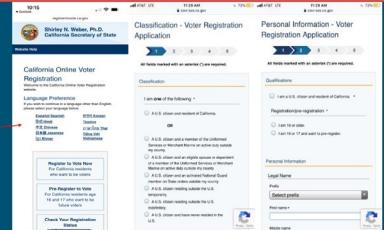
## Comprehensive Voter Registration Training

**Voting Options:**

*Voters have 3 options for voting:*

In-person	Drop-off	Mail-in
In-person voting booths WILL be open on (and before) Election Day.	Can be personally dropped off at any ballot drop-off location around the county, any polling place, or County Clerk's Office by 8:00 p.m. on Election Day.	Mailed to County Clerk's Office
Students should use the polling place lookup for their assigned precinct.	Our Drop Off Box is on the second floor of the UU.	Must be postmarked on or before Election Day; must be received 1 week after Election Day.

Utilize the language feature to register in whatever language you're most comfortable with!



The screenshot shows the 'Classification - Voter Registration Application' page. A red arrow points to the 'Language Preference' dropdown menu, which is set to 'English'. Below the dropdown, text reads: 'Utilize the language feature to register in whatever language you're most comfortable with!'. The page also includes fields for 'Classification', 'Qualifications', and 'Personal Information'.

**Who can register to vote?**

- A United States citizen
- To register in California: Any student living on campus
- At least 18 years old on election day
- Is not in state or federal prison, or on parole for the conviction of a felony
- Has not been found to be mentally incompetent to vote by a court of law



## Voter Registration Guidebook for Events



## Designated Student Leads

Sierra Madre Towers:  
The address where you live:

(Name) (Street) (Room Number) [Redacted] San Luis Obispo, CA 93440	John Doe Sierra Madre 300 1 Grand Ave San Luis Obispo, CA 93440
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The address where you receive mail:

(Name) (Street) #1 Pacheco Way San Luis Obispo, CA 93440	John Doe Sierra Madre Way San Luis Obispo, CA 93440
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Yosemite Towers:  
The address where you live:

(Name) (Street) (Room Number) [Redacted] San Luis Obispo, CA 93440	John Doe Yosemite 200 1 Grand Ave San Luis Obispo, CA 93440
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The address where you receive mail:

(Name) (Street) #1 Pacheco Way San Luis Obispo, CA 93440	John Doe 200 Pacheco Way San Luis Obispo, CA 93440
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yakutitun:  

- elwexxa
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- tsatuu
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- tsitawii
- tsitawii
- Tihuu

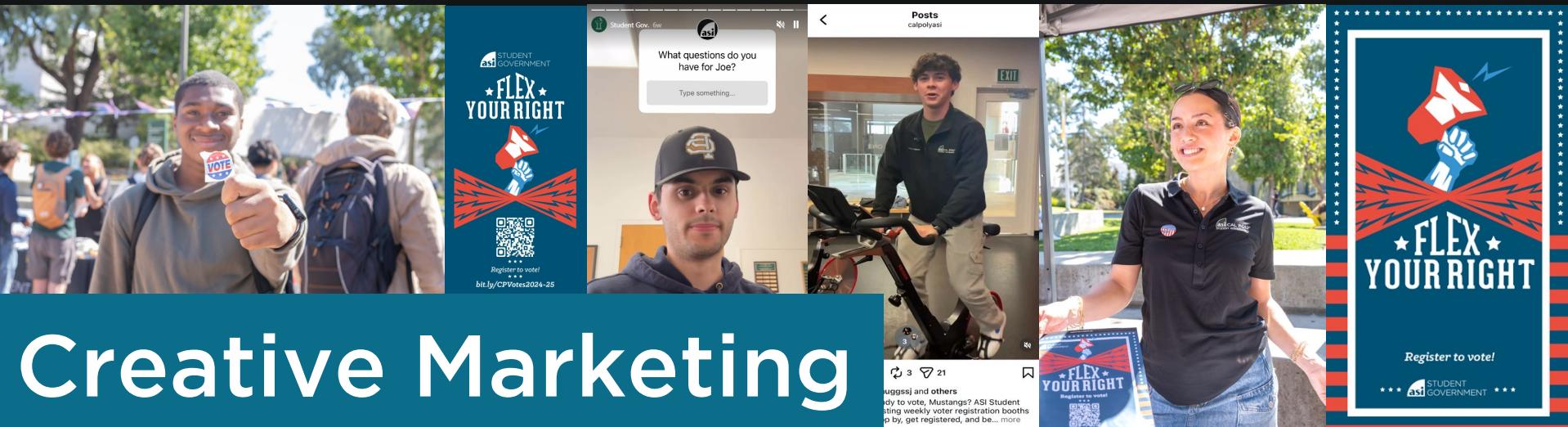
The address where you live:

(Name) (Street) (Room Number) [Redacted] San Luis Obispo, CA 93440	John Doe Elwexxa 300 1 Grand Ave San Luis Obispo, CA 93440
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The address where you receive mail:

(Name) (Street) #1 Pacheco Way San Luis Obispo, CA 93440	John Doe 200 Pacheco Way San Luis Obispo, CA 93440
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# Creative Marketing

## TOP THINGS TO "KNOW YOUR VOTE"

1. Register to vote.
  - The deadline to register to vote for the Nov. 4 Special Election is **Oct. 20, 2023**
  - If you are unsure whether you are registered to vote or, check your voter registration status. If you moved and need to change your address, re-register to vote.
2. Stay informed and find the information Cal Poly students need to know for the upcoming 2024 Special Election and post-election voter registration deadlines.
3. If you miss the Oct. 20 Voter Registration deadline, you will still have the option of Conditional Voting. You can register to vote and cast your ballot on the same day at any polling place or the SLO County Clerk's Office. Visit [Same Day Voter Registration/Conditional Voting to learn more](#).
4. More information on how to vote, candidates, and propositions is available in the Secretary of State's [Voter Guide](#). You can also use [Voter Toolkit](#) to see what specific local candidates and ballot measures will be voting on.
5. All California registered voters will be receiving a vote-by-mail ballot, and you have the following options:
  - **Mail**: Once you receive your vote-by-mail ballot, fill it out, seal it, and mail it back to the SLO County Clerk's Office. All ballots must be postmarked on or before election day and received by Nov. 4, 2024.
  - **Drop-off**: Once you receive your vote-by-mail ballot, fill it out, seal it, and drop it off at your local polling place, or at the office of your county's elections office. All ballots must be dropped off by 8 p.m. on Nov. 4, 2024.
  - **In person**: You can also decide to vote in person at your assigned polling place.



## WAYS TO BE CIVICALLY ENGAGED IN SAN LUIS OBISPO

### Attend a City Council Meeting

Students are welcome to attend and participate in Public Comment at our San Luis Obispo City Council meetings held on the first and third Tuesday of each month at 5:30 p.m.

[LEARN MORE](#)

### Attend a Board of Supervisors

The Board of Supervisors holds public meetings almost every week during which they discuss County business, hold hearings, receive presentations, consider public comment, approve and renew contracts, and more.

[LEARN MORE](#)

### Become a Precinct Worker

The San Luis Obispo County Clerk-Recorder office works hundreds of hours to prepare for each election. On election morning, the process is turned over to precinct workers to administer. Become one today to support our local election process!

[LEARN MORE](#)

### Volunteer in San Luis Obispo

Your time and effort can be a catalyst for positive change in your community.

[LEARN MORE](#)

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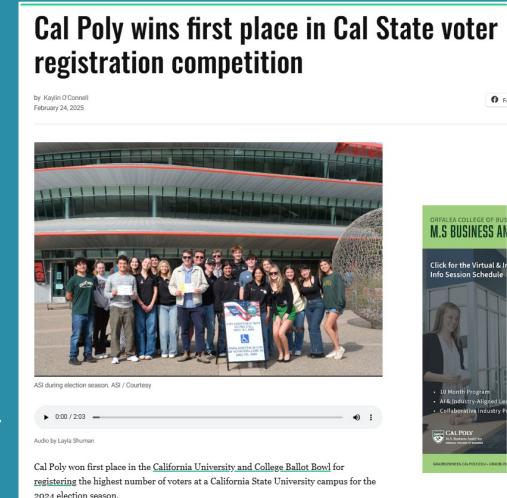
# Strategic Campus and City Collaborations

- Campuswide emails
- Campus student publication (Mustang News)
- President's Office and Dean of Students relationship
- County Clerk's Office relationship



**Cal Poly wins first place in Cal State voter registration competition**

by Kaitlin O'Connell  
February 24, 2025



ASI election season. ASI / Courtesy

0:00 / 2:03

Audio by Layla Shuman

Cal Poly won first place in the California University and College Ballot Bowl for registering the highest number of voters at a California State University campus for the 2024-25 election season.



# Grassroots Outreach



Boothing & Events

Two screenshots of ASI website banners for voter registration. Both banners feature the text "Flex Your Right - Get Involved!" and "Flex Your Right - Register to Vote Now!". Each banner includes a QR code for registration and a list of bullet points. The left banner's bullet points are: "Registration deadline is Oct 5", "Election Day is November 5", "What's your voting plan", "Volunteer to be a poll worker", "Training starts October", "Earn nearly \$200", and "Full day or half day opt-in". The right banner's bullet points are: "Voting is one of the most powerful ways you can stay civically engaged and exert influence in policy decisions", "Help ASI Student Government register more students to vote than any other public or private university in California!", and a link <https://bit.ly/CPVotes2024-25>.

Internal Outreach Competition



Escorting Students to Campus Polling Place



Meet Your Candidates Day





# ASI Recruitment & Elections

Recruitment and selection of students for all branches of ASI Student Government



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# Recruitment & Elections

## Our Goal:

Increase student engagement with ASI Recruitment & Elections



## Our Approach:

- Utilize creative and fun marketing that targeted our audience through current trends and informal styles
- Increase brand awareness of ASI Student Government
- Focus on peer-to-peer relationships to build interest

# Empowering Students Through Education



ASI Executive Staff Program Promotion

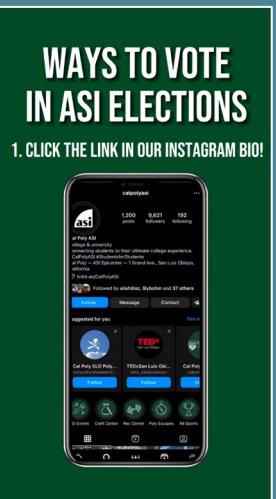


Candidate Information Sessions & Mandatory Meetings



Board of Directors Open House

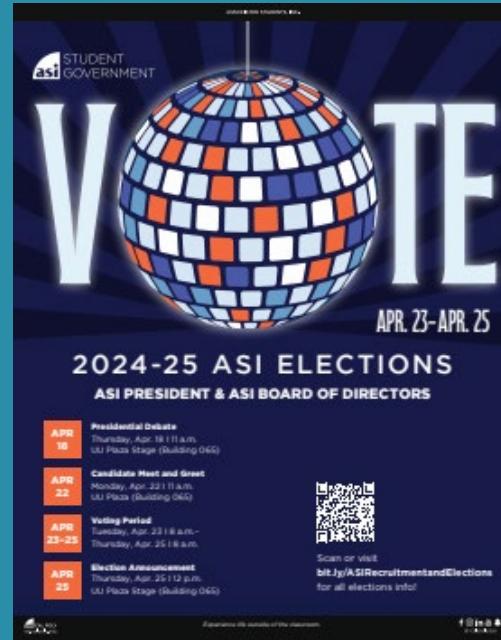
Election Days  
Ballot  
Education



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# Creative Marketing

Strategic effort to facilitate student-driven campaigns with an emphasis on fun



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# Marketing Standards and Tools

- Utilization of a detailed Communications Calendar
- Regular meetings with the marketing team
- Student-driven input on all designs and communications

# Communications Calendar

Communications Calendar: 2025-26 ASI Elections								
Elections Comms Available on ASI Marketing SharePoint; (other notes)								
Link to SG drafted Elections Calendar								
ASI Marketing SharePoint site								
COMMUNICATIONS	PHASE	DRAFTING	APPROVER	SEND/DELIVER	DRAFT/FINALS	DELIVERY	DONE (Y)	NOTES
Promotions Distributed								
Website				Meghan D.		Feb. 3	YES	President and BOD packet links.
Instagram Post		Alexa	Meghan D.	Alexa		Feb. 3	YES	Go-to-guide (dates, links, reference back to)
Instagram Story Post		Alexa	Meghan D.	Alexa		Feb. 3	YES	Repost above post to story
Instagram Story Post		Alexa	Meghan D.	Alexa		Feb. 3	YES	Filing Opens graphic (x2)
Digital Communications								
Blog Post		Alexa, Meghan D.	Caty	Meghan D.	FINAL	Feb. 3	YES	
Cal Poly Now Post		Alexa, Meghan D.	Caty, Meghan SJ	Meghan D.	FINAL	Feb. 3	YES	
Mustang News Digital Ad		Tracy				Feb. 3-Feb. 24		
Digital Displays run						Feb. 3-Feb. 24		
Email (SG wide email with reminder, provided outreach template email)		Caty	Meghan SJ	Caty	FINAL	Feb. 3	YES	
Email (General filing notice for clubs and orgs & Advising Centers)		Caty	Meghan SJ	Caty/Meghan SJ	FINAL	Feb. 6	YES	
Signage		Josh/Designers	Tracy	Josh/Designers, Alexa		Feb. 3		
8.5x11, 11x17, 22x38				Josh Dean/Designers		Feb. 3	YES	
Promotions Distributed								
Instagram Story Post		Alexa	Meghan D.	Alexa		Feb. 5	YES	Story at Candidate Filing Booth
Instagram Story Post		Alexa	Meghan D.	Alexa		Feb. 5	YES	Graphic
								Curious to know the faces behind this years 2025-26 ASI Student
MARKETING ONLY USE								
CAPTION								
Filing for the 2025-26 ASI Elections is officially open! 🚀 Ready to make waves of change on campus? 🌟 Here are all the key dates and info you need to File Now for ASI President or ASI Board of Directors.								

# Strategic Campus Collaborations

- Campuswide email
- Campus student publication (Mustang News)
  - Media Day
  - Presidential Debate
  - Radio candidate interviews
- Strategic campus outreach to college and student groups



# Grassroots Outreach



## Boothing & Events



## Candidate Driven Outreach

## Internal Outreach Competition



Student Government Outreach Competition 2025 - 26									
Present to a club, class, organization, and/or group and receive a presentation	Participate in a Quarterly Special Event	Volunteer at an ASI Event or booth	Hang up at least 10 promotional posters	Re-share Official ASI related posts/announcements	Be on Executive Staff mentor or apply for Student Government positions	Recruit students to file	Scrapbook Challenge/Bonus	Attend another branch's meeting	Attend another ASI Standing or Ad Hoc Committee meeting
20 points	25-50 points	25 points	15 points	5 points	35-50 points	50 points per person	20 points	15 points	
20	25	25	20	10	50	50	20	15	
25	30	30	25	15	55	55	25	20	
30	35	35	30	20	60	60	30	25	
35	40	40	35	25	65	65	35	30	
40	45	45	40	30	70	70	40	35	
45	50	50	45	35	75	75	45	40	
50	55	55	50	40	80	80	50	45	
55	60	60	55	45	85	85	55	50	
60	65	65	60	50	90	90	60	55	
65	70	70	65	55	95	95	65	60	
70	75	75	70	60	100	100	70	65	
75	80	80	75	65	105	105	75	70	
80	85	85	80	70	110	110	80	75	
85	90	90	85	75	115	115	85	80	
90	95	95	90	80	120	120	90	85	
95	100	100	95	85	125	125	95	90	
100	105	105	100	90	130	130	100	95	
105	110	110	105	95	135	135	105	100	
110	115	115	110	100	140	140	110	105	
115	120	120	115	105	145	145	115	110	
120	125	125	120	110	150	150	120	115	
125	130	130	125	115	155	155	125	120	
130	135	135	130	120	160	160	130	125	
135	140	140	135	125	165	165	135	130	
140	145	145	140	130	170	170	140	135	
145	150	150	145	135	175	175	145	140	
150	155	155	150	140	180	180	150	145	
155	160	160	155	145	185	185	155	150	
160	165	165	160	150	190	190	160	155	
165	170	170	165	155	195	195	165	160	
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175	180	180	175	165	205	205	175	170	
180	185	185	180	170	210	210	180	175	
185	190	190	185	175	215	215	185	180	
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195	200	200	195	185	225	225	195	190	
200	205	205	200	190	230	230	200	195	
205	210	210	205	195	235	235	205	200	
210	215	215	210	200	240	240	210	205	
215	220	220	215	205	245	245	215	210	
220	225	225	220	210	250	250	220	215	
225	230	230	225	215	255	255	225	220	
230	235	235	230	220	260	260	230	225	
235	240	240	235	225	265	265	235	230	
240	245	245	240	230	270	270	240	235	
245	250	250	245	235	275	275	245	240	
250	255	255	250	240	280	280	250	245	
255	260	260	255	245	285	285	255	250	
260	265	265	260	250	290	290	260	255	
265	270	270	265	255	295	295	265	260	
270	275	275	270	260	300	300	270	265	
275	280	280	275	265	305	305	275	270	
280	285	285	280	270	310	310	280	275	
285	290	290	285	275	315	315	285	280	
290	295	295	290	280	320	320	290	285	
295	300	300	295	285	325	325	295	290	
300	305	305	300	290	330	330	300	295	
305	310	310	305	295	335	335	305	300	
310	315	315	310	300	340	340	310	305	
315	320	320	315	305	345	345	315	310	
320	325	325	320	310	350	350	320	315	
325	330	330	325	315	355	355	325	320	
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335	340	340	335	325	365	365	335	330	
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345	350	350	345	335	375	375	345	340	
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355	360	360	355	345	385	385	355	350	
360	365	365	360	350	390	390	360	355	
365	370	370	365	355	395	395	365	360	
370	375	375	370	360	400	400	370	365	
375	380	380	375	365	405	405	375	370	
380	385	385	380	370	410	410	380	375	
385	390	390	385	375	415	415	385	380	
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395	400	400	395	385	425	425	395	390	
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435	440	440	435	425	465	465	435	430	
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445	450	450	445	435	475	475	445	440	
450	455	455	450	440	480	480	450	445	
455	460	460	455	445	485	485	455	450	
460	465	465	460	450	490	490	460	455	
465	470	470	465	455	495	495	465	460	
470	475	475	470	460	500	500	470	465	
475	480	480	475	465	505	505	475	470	
480	485	485	480	470	510	510	480	475	
485	490	490	485	475	515	515	485	480	
490	495	495	490	480	520	520	490	485	
495	500	500	495	485	525	525	495	490	
500	505	505	500	490	530	530	500	495	
505	510	510	505	495	535	535	505	500	
510	515	515	510	500	540	540	510	505	
515	520	520	515	505	545	545	515	510	
520	525	525	520	510	550	550	520	515	
525	530	530	525	515	555	555	525	520	
530	535	535	530	520	560	560	530	525	
535	540	540	535	525	565	565	535	530	
540	545	545	540	530	570	570	540	535	
545	550	550	545	535	575	575	545	540	
550	555	555	550	540	580	580	550	545	
555	560	560	555	545	585	585	555	550	
560	565	565	560	550	590	590	560	555	
565	570	570	565	555	595	595	565	560	
570	575	575	570	560	600	600	570	565	
575	580	580	575	565	605	605	575	570	
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585	590	590	585	575	615	615	585	580	
590	595	595	590	580	620	620	590	585	
595	600	600	595	585	625	625	595	590	
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605	610	610	605	595	635	635	605	600	
610	615	615	610	600	640	640	610	605	
615	620	620	615	605	645	645	615	610	
620	625	625	620	610	650	650	620	615	
625	630	630	625	615	655	655	625	620	
630	635	635	630	620	660	660	630	625	
635	640	640	635	625	665	665	635	630	
640	645	645	640	630	670	670	640	635	
645	650	650	645	635	675	675	645	640	
650	655	655	650	640	680	680	650	645	
655	660	660	655	645	685	685	655	650	
660	665	665	660	650	690	690	660	655	
665	670	670	665	655	695	695	665	660	
670	675	675	670	660	700	700	670	665	
675	680	680	675	665	705	705	675	670	
680	685	685	680	670	710	710	680	675	
685	690	690	685	675	715	715	685	680	
690	695	695	690	680	720	720	690	685	
695	700	700	69						

# Questions?



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## ASSOCIATED STUDENTS, INC.

*Connecting students to their ultimate college experience.*

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