

PRESENTED BY
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Cal Poly, San Luis Obispo

MAKING WAVES Of CHANGE

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

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

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?

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

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!



Designated Student Leads

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

Sierra Madre Towers:

The address where you live:

(Name)	John Doe
(Tower) (Room Number)	Sierra Madre 300
1 Grand Ave.	1 Grand Ave.
San Luis Obispo, CA 93410	San Luis Obispo, CA 93410

The address where you receive mail:

(Name)	John Doe
(Mailbox #) Pacheco Way	400 Pacheco Way
San Luis Obispo, CA 93410	San Luis Obispo, CA 93410

Yosemite Towers:

The address where you live:

(Name)	John Doe
(Tower) (Room Number)	Yosemite 300
1 Grand Ave.	1 Grand Ave.
San Luis Obispo, CA 93410	San Luis Obispo, CA 93410

The address where you receive mail:

(Name)	John Doe
(Mailbox #) Pacheco Way	200 Pacheco Way
San Luis Obispo, CA 93410	San Luis Obispo, CA 93410

Yak/Itutut:

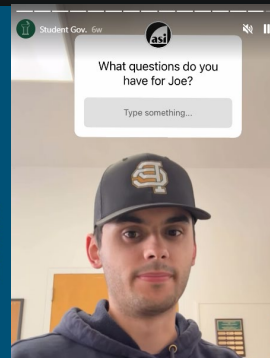
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The address where you live:

(Name)	John Doe
(Building) (Room Number)	Elewee 300
1 Grand Ave.	1 Grand Ave.
San Luis Obispo, CA 93410	San Luis Obispo, CA 93410

The address where you receive mail:

(Name)	John Doe
(Mailbox #) Pacheco Way	200 Pacheco Way
San Luis Obispo, CA 93410	San Luis Obispo, CA 93410



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 not, 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 2023 Special Election and post-election by visiting the State of Students Election Guide.
3. If you miss the Oct. 20 Voter Registration deadline, you 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 Information Guide. You can also use Vote 412 to see what specific local candidates and ballot measures will be voting for.
5. All California registered voters will be receiving a Vote By Mail ballot, and you have three ways to vote:
 - Mail in
 - Once you receive your vote by mail ballot, fill it out, seal it, and mail it.
 - All ballots must be postmarked on or before election day and received by the deadline.
 - Drop-off
 - Once you receive your vote by mail ballot, fill it out, seal it, and bring it to a designated drop-off location to plan ahead!
 - All ballots must be dropped off by 8 p.m. on Nov. 4, 2023.
 - In person
 - You can also decide to vote in person at your assigned polling location.



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

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

Attend a Board of Supervisors

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

LEARN MORE

Volunteer in San Luis Obispo

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

LEARN MORE



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



Grassroots Outreach



Meet Your Candidates Day



Internal Outreach Competition



Boothing & Events



Escorting Students to Campus Polling Place

ASI Recruitment & Elections

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

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



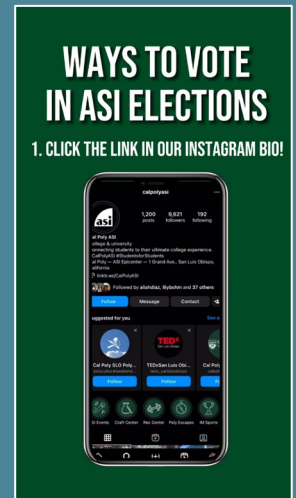
Candidate Information Sessions &
Mandatory Meetings



Board of Directors
Open House



Election Days
Ballot
Education



Creative Marketing

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





2025-26 ASI ELECTIONS
FILE NOW
ASI PRESIDENT AND ASI BOARD OF DIRECTORS

FEB 3 Candidate Filing Opens
Monday, Feb. 3 | 8 a.m.

FEB 3 Candidate Info Session
Monday, Feb. 3 | 7 p.m.
Recreation Center Training Room
(Building 43, Room 109)

FEB 11 Candidate Info Session
Tuesday, Feb. 11 | 11 a.m.
Recreation Center Training Room
(Building 43, Room 109)

FEB 19 Open House Board of Directors Meeting
Wednesday, Feb. 19 | 4:30 p.m.
University Union, Room 220
(Building 65, Room 220)

FEB 20 Filing Info Booth
Thursday, Feb. 20 | 11 a.m.
University Union Plaza

FEB 24 Candidate Filing Closes
Monday, Feb. 24 | 4 p.m.



2025-26 ASI RECRUITMENT
NOMINATE NOW

NOMINATIONS ACCEPTED AT THE FOLLOWING MEETINGS:

APR 2 UUAB Nominations
Wednesday, Apr. 2 | 12-2 p.m.
Recreation Center Training Room
(Building 42, Room 109)

APR 16 UUAB Nominations & Elections
Wednesday, Apr. 16 | 12-2 p.m.
University Union
(Building 65, Room 220)

Learn more about ASI recruitment at
bit.ly/ASIRecruitmentandElections



2025-26 ASI ELECTIONS
VOTE

ELECTION DATES
APR. 22-24

ASI PRESIDENT & ASI BOARD OF DIRECTORS

APR 17 Presidential Debate
Thursday, Apr. 17 | 11 a.m.
UU Plaza (Building 65)

APR 21 Candidate Meet and Greet
Monday, Apr. 21 | 11 a.m.
UU Plaza (Building 65)

APR 22-24 Voting Period
Tuesday, Apr. 22 | 8 a.m. - Thursday, Apr. 24 | 8 a.m.

APR 24 Election Announcement
Thursday, Apr. 24 | 12 p.m.
UU Plaza (Building 65)

Scan or visit:
bit.ly/ASIElections2025-26
for all elections info!



2025-26 ASI RECRUITMENT
APPLICATIONS OPEN APRIL 21-MAY 9


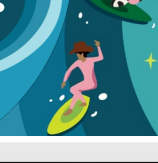
Chief of Staff
Interviews take place from May 12-16

University Union Advisory Board
Interviews take place from May 12-16


Executive Cabinet
Interviews take place from May 19-30

For all elections info, scan or visit
bit.ly/ASIElections2025-26



Student Government



Student Government

119 7 8

Liked by doramtn and others

calhothael Curious to know the faras behind this usare

MEET THE 2025-26 CANDIDATES

See the list of current candidates running for the 2025-26 ASI President and ASI Board of Directors.

[VIEW LIST](#)

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	PERSON(S) RESPONSIBLE			DEADLINE/DUE DATE		DONE (Y)	NOTES	MARKETING ONLY USE
		DRAFTING	APPROVER	SEND/DELIVER	DRAFT/FINALS	DELIVERY			CAPTION
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)	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.
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 Government Elections? Meet the Candidates & Elections									

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

Internal Outreach Competition

ASSOCIATED STUDENTS, INC.

ASI Elections - Upcoming Dates

ASI Presidential Debate: April 17 at 11 a.m. in the UU Plaza

Candidate Meet & Greet: April 21 at 11 a.m. in the UU Plaza (Mustang Way)

Election Days: April 22 at 8 a.m. - April 24 at 8 a.m.

Experience life outside of the classroom.

ASSOCIATED STUDENTS, INC.

Get Involved! ASI Student Government Positions

ASI President & ASI Board of Directors

File as a write-in candidate before April 25 at 8 a.m.

University Union Advisory Board

Applications open: April 21 - May 9
Interviews May 12-16.

ASI Executive Cabinet & Chief of Staff

Applications open: April 21 - May 9
Interviews May 12-30.

Visit the ASI Recruitment & Elections page for more information on these positions and how to apply at bit.ly/ASIElections2025-26

Experience life outside of the classroom.

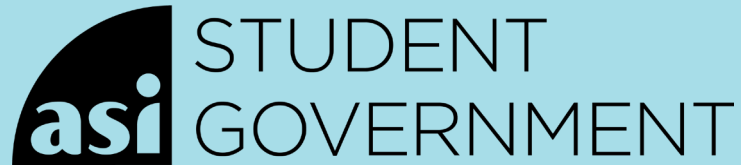


Candidate Driven Outreach



Present to a club, class, organization, and/or faculty group and give a presentation	Participate in Quarterly Special Events and Special Events Boothing	Volunteer at an ASI Event or booth	Hang up at least 10 promotional posters	Reshare Official ASI QR-related promotional materials	Be on Executive Staff member	Recruit students to file or apply for Student Government positions	Surprise Challenge/Bonus	Attend another branch meeting	Attend another ASI Standing or Ad Hoc Committee meeting
20 points	20-50 points	25 points	15 points	5 points	25-50 points	20 points per person	Varies	20 points	15 points
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	1950		15	5	25				
	2000		15	5	25				

Questions?



ASSOCIATED STUDENTS, INC.

Connecting students to their ultimate college experience.

asi.calpoly.edu | 805-756-1281

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