



## ASI Student Fee Referendum Timeline DRAFT 9.21.18

Task	Date
<ul style="list-style-type: none"><li>Alternative Funding and Referendum Ad Hoc Committee: Sept 21<sup>st</sup>, Oct 5<sup>th</sup>, Oct. 19<sup>th</sup>,<ul style="list-style-type: none"><li>The committee has meet several times in the fall of 2018 to clarify the following:<ul style="list-style-type: none"><li>ASI Financial Obligation to the Children's Center</li><li>To index the ASI Student Body Fee based on HEPI Index</li><li>To go out for a formal referendum to increase the student body fee</li></ul></li></ul></li></ul>	
<ul style="list-style-type: none"><li>ASI Finance Committee approves the following recommendations to the BOD on Oct. 26<sup>th</sup><ul style="list-style-type: none"><li>ASI Financial Obligation to the Children's Center</li><li>To index the ASI Student Body Fee based on HEPI Index</li></ul></li></ul>	
<ul style="list-style-type: none"><li>ASI Board acts on recommendation</li></ul>	Thur., Nov. 1 <sup>th</sup>
<ul style="list-style-type: none"><li>Request to hold ASI Student Referendum Nov. 2<sup>nd</sup> presented to the Student Fee Advisory Committee.</li></ul>	
<ul style="list-style-type: none"><li>Alternative Funding and Referendum Ad Hoc Committee: Nov 2<sup>nd</sup>, Nov 16<sup>th</sup>, Nov 30<sup>th</sup><ul style="list-style-type: none"><li>The working group will discuss the language on the referendum</li><li>Develop Marketing Campaign November 1 – 30</li><li>Discuss Marketing Campaign<ul style="list-style-type: none"><li>For the referendum to succeed it needs to be student run &amp; supported</li><li>This is not a "vote yes" committee; it is formed to give students the opportunity to assess the need and value for a referendum for themselves</li></ul></li></ul></li></ul>	
<ul style="list-style-type: none"><li>Shared Referendum and Marketing Campaign to ASI members at Winter Retreat: Mid- January</li></ul>	
<ul style="list-style-type: none"><li>Secure President's approval to hold Student Referendum Jan 2 – 19<sup>th</sup></li></ul>	
<ul style="list-style-type: none"><li>Publish &amp; Promote Referendum Message Jan 17<sup>th</sup> – Feb 18<sup>th</sup><ul style="list-style-type: none"><li>Publish in campus newspaper</li><li>On the ASI &amp; University website</li><li>Voter pamphlet<ul style="list-style-type: none"><li>Avoid too much detail</li><li>Why the referendum is being considered?</li><li>Amount of the Student Body Fee Increase?</li><li>When the fee will go into effect?</li><li>Who will benefit for the increase? Students</li><li>Should promote the overall theme of the campaign</li></ul></li><li>Ballot and information regarding dates, times, &amp; polling locations</li><li>Class Room Presentations with Story Boards – Outreach to teachers needed</li><li>Town Hall Meetings – TBD</li><li>ASI Student Input Survey</li><li>This effort will highlight &amp; educate students on what ASI currently does to serve students on campus</li></ul></li></ul>	



- ASI Special Elections: February 19-20<sup>th</sup>
- Celebrate after the positive results!

### ASI Fee Referendum Committee

This is not a “vote yes” committee; it is formed to give students the opportunity to assess the need and value for a referendum for themselves. It is the committee’s charge to broadly disseminate complete and balanced information about the proposed referendum and to draw out voters in numbers required to maximize the credibility of the results of the referendum. Our job is to explain the need to students as accurately as possible but also in very simple terms.

- who is the project for
- what will they get of the increase
- when will the improvements be available to the campus community

Word of caution regarding misinformation. No matter how accurately and thoroughly information is disseminated, some will misread, mishear, or misinterpret it as an attempt to organize opposition to the concept. If objectors get the ear of the media, misinformation could be published and spread rapidly. The student referendum committee must move quickly to quell its effects before it gets out of hand. The importance of the role cannot be overemphasized. The ability of this committee to mitigate the effects of misinformation can determine whether the committee is perceived as biased or fair in providing information, as well as the extent to which members seem to be promoting their personal agenda.

### Internal Committee

- Classroom presentation committee
- Survey teams
- Town hall committee
- Promotion development committee



### Marketing Plan Delegation and Check List

Set up class room presentations  
Train classroom presentation team

E-mail message to entire student body

Academic Senate Presentation

Promotion at each ASI Event

Promotion at Union events

Put referendum information on the back of each promotion piece

Posters on each Kiosk

Banners around UAS & SA Fence near cashiers

Voter pamphlet/Commonly asked questions/fact sheet

- Avoid too much detail
- Why the referendum is being considered
- Amount of the fee
- When the fee will go into effect
- Who will benefit for the increase
- Should promote the overall theme of the campaign

Web Site Promotion

University Web Site (elections/referendum message)

Giveaway/promotion

- tee shirts
- pens
- candy bags
- keychain/flashlights

Referendum Committee/Board of Directors Shirts

Bathroom stall advertisement

Housing Bulletin Boards

Housing channel

Clubs and organization presentation

Greek org presentation  
Presentation at houses



**Presentation to Higher Ed classes**

**Marketing Tables**

**Salazar Hall**

**King Hall**

**Main Campus Walkway**

**Focus groups**

**Student Input Survey**

**Town hall meetings**

**Promotional articles about ASI in UT**

**Press releases in UT**

**Board needs to set individual contact goals for each week (set a target)**

**Get on organizations agenda**

**U-SU Board**

**Student Organizations**

**Residential Life Staff meetings**

**Residence hall mailboxes**

**Promotion**

**Pamphlets**

**“Ask Me about the ASI Referendum” buttons**

**Voting Directional Signs**

**Present information to all University Divisions**