

ASI Student Fee Referendum Timeline

DRAFT 1.7.18

Task	Date
<ul style="list-style-type: none"> • Alternative Funding and Referendum Ad Hoc Committee <ul style="list-style-type: none"> ○ The committee has meet several times in the fall of 2017 to clarify the following: <ul style="list-style-type: none"> ▪ ASI Financial Obligation to the Children’s Center ▪ To index the ASI Student Body Fee based on HEPI Index ▪ To go out for an formal referendum to increase the student body fee 	
<ul style="list-style-type: none"> • ASI Finance Committee approves the following recommendations to the BOD <ul style="list-style-type: none"> ○ ASI Financial Obligation to the Children’s Center ○ To index the ASI Student Body Fee based on HEPI Index 	
<ul style="list-style-type: none"> • ASI Board acts on recommendation 	Thur., Nov 30
<ul style="list-style-type: none"> • Alternative Funding and Referendum Ad Hoc Committee working group <ul style="list-style-type: none"> ○ The working group will discuss the language on the referendum ○ Discuss Marketing Campaign <ul style="list-style-type: none"> ▪ For the referendum to succeed it needs to be student run & supported ▪ 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 	Thur., January 11
<ul style="list-style-type: none"> • Develop Marketing Campaign 	January 8-31
<ul style="list-style-type: none"> • Begin “Do You Know ASI?” Campaign <ul style="list-style-type: none"> ○ This effort will highlight & educate students on what ASI currently does to serve students on campus ○ ASI Student Input Survey 	January 22-31
<ul style="list-style-type: none"> • Request to hold ASI Student Referendum presented to the Student Fee Advisory Committee 	Feb. 1st
<ul style="list-style-type: none"> • Secure President’s approval to hold Student Referendum 	Feb. 1 – 9
<ul style="list-style-type: none"> • Publish & Promote Referendum Message <ul style="list-style-type: none"> ○ Publish in campus newspaper ○ On the ASI & University website ○ Voter pamphlet <ul style="list-style-type: none"> ▪ Avoid too much detail ▪ Why the referendum is being considered? ▪ Amount of the Student Body Fee Increase? ▪ When the fee will go into effect? ▪ Who will benefit for the increase? Students ▪ Should promote the over all theme of the campaign ○ Ballot and information regarding dates, times, & polling locations ○ Class Room Presentations with Story Boards – Outreach to teachers needed ○ Town Hall Meetings - TBD 	Feb 12 th – March 12 th
<ul style="list-style-type: none"> • ASI Special Elections 	March 12-19 th

- 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 o 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 over all 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 Bulleting 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