

# Associated Students of Arizona State University

*Fall 2018 Semester in Review*



ASSOCIATED STUDENTS

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## Council of Presidents

Every year the Council of Presidents creates [priorities](#) that they actively work to achieve during the academic year. These priorities are achieved in partnership with many units on campus including, but not limited to: Dean of Students Office, the Council of Coalitions, Student Organizations, Health and Counseling Services, Office of Government and Community Engagement, and more.

<p><b>Civic and Community Engagement</b></p>	<ul style="list-style-type: none"> <li>● Hosted on-campus polling location for students and the community to vote in midterm elections</li> <li>● Hosted voter registration events across all campuses</li> <li>● Utilized the ASU app to push “get out the vote”</li> <li>● Created “Rock the Vote” events at each campus to incentivize and educate students on voting</li> <li>● Hosted the first pan-campus USG fall retreat at Skysong with over 80 student leaders in attendance</li> <li>● Got the most students registered to vote in an election at ASU West</li> </ul>
<p><b>Collaboration and Communication at ASU</b></p>	<ul style="list-style-type: none"> <li>● Sent a University-wide email to the student body, sharing our priorities and requesting their feedback.</li> <li>● ASASU meet with College Council advisors every semester to provide updates and actively engage them within ASASU</li> <li>● Increased communication with University Boards and Committees             <ul style="list-style-type: none"> <li>○ Hosted inaugural fall luncheon for members with 20 members in attendance</li> <li>○ Created a list of priorities for each UBC to work towards</li> <li>○ Created a place for UBC’s to submit monthly reports to</li> </ul> </li> </ul>

	<p>update COP on initiatives and progress</p> <ul style="list-style-type: none"> <li>● Updated and enhanced <a href="#">ASASU website</a> to be more transparent and increase accessibility of COP</li> <li>● Assisted with 're'-launch of the ASU application <ul style="list-style-type: none"> <li>○ Added 34,692 users since August 9, 2018</li> <li>○ Approximately 20,000 active users per day</li> </ul> </li> <li>● GPSA and USG hosted events and programming together to reach more students and reduce programming redundancy. This included a large-scale civic engagement event and a social media campaign to get out the vote. We've also begun plans for upcoming events like the ASU Graduate Programs Fair and ASU Day at the Capital.</li> <li>● Hosted two Student Forums with President Crow with over <b>400</b> people in attendance</li> <li>● Rebranded the Big 7 as the "<a href="#">Sun Devil Leadership Council</a>", hosted regular meetings to better coordinate efforts and share ideas and feedback.</li> <li>● Hosted a Graduate Student Organization Summit with over <b>40</b> students in attendance</li> </ul>
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<p><b>Spirit, Pride, Tradition, and Overall Affinity</b></p>	<ul style="list-style-type: none"> <li>● Increased awareness and advertisement of sporting events <ul style="list-style-type: none"> <li>○ Successfully transitioned to ASU app for game day tickets</li> <li>○ Vegas Bowl turnaround trip</li> </ul> </li> <li>● ASASU awarded undergraduate and graduate clubs and orgs over \$630,000 to increase student satisfaction and retention and to enrich the campus environment by hosting a wide array of events,</li> </ul>
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	<p>activities, and programs</p> <ul style="list-style-type: none"> <li>● Campaign to incentivize and encourage students to show off their school spirit and wear gold on Fridays scheduled to launch in the Spring 2019 semester in Tempe with Inferno Insider</li> <li>● Conducted audit of all college-specific merchandise and college wear in all campus bookstores to identify areas of improvement</li> </ul>
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<p><b>Diversity and Inclusion</b></p>	<ul style="list-style-type: none"> <li>● Scheduled DACA Scholarship Donor Dinner for February, 20, 2019</li> <li>● Establishment of Commuter Student Advisory Boards, on each campus, through the Dean of Students Office.</li> <li>● Increased gender neutral bathroom signage</li> <li>● Rebranded “Big 7” group to “Sun Devil Leadership Council.”</li> <li>● Council of Presidents/Council of Coalition meeting early in the semester to share our mutual priority of consistent presence of Coalitions on all four campuses</li> </ul>
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<p><b>Health, Wellness, and Safety</b></p>	<ul style="list-style-type: none"> <li>● Launched a marketing campaign to raise awareness of services provided to students through their health fee.</li> <li>● ASU Police Department launched a new active shooter training module</li> <li>● ASU libraries adjusted library hours at each location to better meet the needs of the students</li> <li>● Initiated distribution of free menstrual products on all campuses</li> <li>● Expanded ASU’s tobacco-free policy to include vapes and other forms of electronic smoking</li> <li>● Offered reduced price printing options</li> </ul>
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## USG DPC

Prepared by: **President Aly Perkins**

- Provided free menstrual products in the Sun Devil Fitness Complex, Student Center, and Taylor Place
- Hosted cultural programming with an emphasis on intersectionality



○ Events included a drag show on Coming Out Day to highlight Hispanic heritage and LGBTQ

- Launched Trans Awareness Campaign
- Senate planned college-centered events such as a research fair, a minorities in journalism panel, a Watts bridge event between the community and the college, and more

- Hosted Student Forum with President Crow in September
- Increased Sun Devil affinity by creating a new tradition for football away-games: viewing parties hosted at the SDFC rooftop pool
- Hosted numerous civic engagement events including a “Get Out the Vote” concert put on by student bands and a documentary screening
- Increased activity on social media with 74 posts and increased users by 200% with a following of over 1000





## USG Polytechnic

Prepared by: President Daniel Pasco

- Provided over **1,300** free and subsidized Lyft rides within a 5 mile radius of campus and to Sky Harbor Airport
- Free black and white printing in the USG office: **21,000** pages printed by students
- Hosted **2** Free chair massage events at SDFC Patio



- Over **200** people attended the President's Student Forum hosted at Polytechnic

- Hosted **2** Open Forums to address local student services issues

- Revived Tabling Tuesday's with food trucks and increased

student organization participation to engage students with opportunities available to them



- Offered free color printing to student organizations
- Increased staff by over **30%** to serve our student body better
- Visited ASU 101 classes to promote the organization and USG services to new students
- Partnership with Aramark to have Student Body President and Senators take students out to coffee to listen to their ideas/concerns
- Funded **4** additional water bottle refilling stations on campus
- Strategic outreach plan, covering all corners on campuses, reaching student populations that have been overlooked for years





## USG Tempe

Prepared by: **President Nikki Tran**

### Policy

#### ***Civic Engagement Efforts***

To increase collaborative civic engagement efforts across campus, USG-Tempe:

- Created a civic engagement coalition with organizations such as BridgeASU, Changemaker Central and Alexander Hamilton Society to develop universal training on how to register people to vote and create a civic engagement summit come Spring 2019.
- Additionally, USG-Tempe invited numerous organizations such as Changemaker Central, City of Tempe, College Libertarians, College Republicans and Young Democrats to host a National Voter Registration Day event with live music, food, and voter registration and education.
- To increase voter registration and participation from Greek life, USG-Tempe hosted a competition between Greek organizations to get as many members to register to vote. The winning team were able to pocket funds from a week long fundraiser at numerous local restaurants around Tempe.



#### ***Elections***

For the 2018 midterms, ASU had its very own ballot center on the Tempe campus at Palo Verde West.





- Numerous efforts were made to educate and inform students about the elections and voting through educational videos and nonpartisan voter guides developed by members in the policy department.
- On election day, the entire USG-Tempe staff worked with numerous organizations such as Young Invincibles to pass out drinks and food to those waiting to vote at the ASU ballot center.
- Hosted a Brunch n' Ballots event for students to join USG to celebrate election day right next to the ballot center. The ASU ballot center made [national news](#) on numerous news channels!
- After midterm elections, the School of Economic Thought and Leadership hosted the *Analyzing the 2018 Midterms* event with The Pollsters and invited USG to table at the event and represent our organization by introducing speakers and asking questions.

## Services

### ***USG-Tempe Homecoming Parade***

For the first time in a long time, USG-Tempe participated in the homecoming parade with our “most innovate float”!

### ***Safety Escort Services***

With a staff of 26 drivers, provided over 4,500 free and safe rides to over 6,400 students, faculty, and staff on the Tempe Campus

### ***Bike Co-Op***

With a staff of 5 mechanics, served over 2,000 students, faculty, and staff to repair their bicycles for free on the Tempe Campus.



### ***Domestic Violence Awareness Month***

To bring awareness to domestic violence USG-Tempe partnered with Devils in the Bedroom to table and participate in a month's worth of events such as:

- The Clothesline Project where students can paint t-shirts in support of those affected by sexual and domestic violence.
- Cookies and condoms tabling was an effort to educate students about safe sex.
- Other resourceful pamphlets were given out about the resources offered to students from health and counseling services.



### **Office of the President**

#### ***Out in Politics***

The Director of Diversity & Inclusion collaborated with Rainbow Coalition to host an event that brought visibility to LGBTQIA+ members who are actively involved in politics. Elected officials and political candidates who identify as LGBTQIA+ were invited to speak at the event.

#### ***Housing and dining public forum***

The Director of Outreach partnered with RHA to host the inaugural housing and dining forum where students could address their concerns about housing and dining to administration. There were approximately over 100 attendees at the event.

#### ***Salute to Service Barbecue***

Tempe Campus USG, RHA and PAB student leaders hosted a Salute to Service BBQ with over 300 student veterans and families in attendance



## **USG West**

**Prepared by: President Alexander Sojourney**

### **Goal One:**

Promote Student Wellness as a Predictor of Success

- \* Implementation of a “portable wellness pharmacy” within the Undergraduate Student Government which aims to provide students free sexual health products at low cost.
- \* Revised marketing strategy for the CVS vending machines to increase access for all students.

### **Goal Two:**

Engage students to further institutional pride and improve the value of ASU Degrees

- \* USGW Sun Devil Star recognizes students that have made an impact at ASU West over the course of the semester. Furtherly promoting the impact that ASU student have upon their community.
- \* Through student government, we received and funded over 93 requests from student organizations and clubs.

### **Goal Three:**

Activate and spread awareness of student support services to improve graduation and retention

- \* West Express has been utilized by over 36,000 student during the Fall Semester
- \* Expansion of hours in relation to student services such as Health and Counseling Services and the Library.



### **Goal Four:**

Celebrate cultural achievement and diversity to harbor a more inclusive environment on campus

- \* New USGW Website features “star” student that have made an impact on the surrounding Sun Devil and local community



## GPSA

Prepared by: **President Michelle Sullivan Govani**

### Events

- Fall Welcomes:
  - Hosted a Fall Welcome at Sparky's Den with over **400 graduate students** in attendance.
  - Hosted a Fall Welcome for International Students. More than **600 graduate students** attended to enjoy food, music, and dance from different cultures around the world.
- Hosted **two hikes** in the Phoenix-area to build community and promote healthy exercise among ASU graduate students with **30 and 45 graduate student attendees each**.
- Held a fall social at Dave&Busters, providing a catered meal and game cards to more than **120 graduate students** who attended.
- **Voter registration events at every campus**, including 3 at the Tempe Graduate Student Center (GSC), one at the Handlebar in Tempe, and one each in GSCs at the West, Downtown Phoenix, and Polytechnic campuses.
- Conducted a GSO Leadership Summit that was attended by **25 students from 17 GSOs across ASU**.



### Communications

- Released quarterly video-format newsletters, "GPSA Update" and a monthly events newsletter:
  - Averaged **7,000-10,000 readers** (out of ~20,000 subscribers for a ~40% open rate).
  - Average click-through-rate of 2.5% (clicking links in the newsletter)
  - Industry standard is about 20% open rate and 1.5 - 2% click rate
- Developed a new strategy for social media resulting in:
  - **3,085 followers on Facebook** (up from 200 since August).
  - **457 Instagram followers** (up from 225 since August).



### Awards and Grants

- **Teaching Excellence Award (TEA):** awarded **25** out of 78 applications for a total of **\$12,500 in awards (\$500 per award)**. Award winners are featured on the [GPSA website](#). 83 graduate student reviewers helped with in-class observations and Zoomgrants application review.
- Supported **56 requests for funding from Graduate Student Organizations (GSOs)** to support a broad range of events and programming activities, including documentary screenings, welcome back events, conferences, and invited speaker events.
- Awarded over **\$200,000 in travel grants** and more than **\$50,000 in research grants** to 232 and 39 graduate students, respectively.

### Advocacy

- Created new director positions - the Director of Federal Government Affairs and Director of State and Local Government Affairs - so GPSA can effectively advocate at multiple levels of government.
- Sent five representatives to the National Conference for the National Association of Graduate and Professional Students.
- Legislative Actions Days: Sent six student delegates from GPSA to Washington, D.C., for a National Association of Graduate and Professional Students Advocacy Summit and to meet with every Arizonan Representative and Senator Flake, in collaboration with University of Arizona delegates.



## University Boards and Committees

Being involved in a [University Board or Committee](#) allows students an opportunity to shape the ASU experience, share their ideas, and represent their peers.

University Boards and Committees constitute a branch of the Associated Students of ASU and are directly appointed by the ASASU Council of Presidents. Each University Board and Committee is made up of members from each campus and shares reports and updates directly to their USG or GPSA President.

### Committee on Campus Inclusion

- COP Priority: Diversity
- Projects or Ideas they are working on:
  - Hosted CCI Catalyst Awards on Wednesday, November 28, 2018, on the Tempe Campus
  - Working to create workshops on particular microaggressions towards various populations like disability, women of color, LGBTQ, international students and more.
  - Upcoming CCI member retreat January 28, 2019, at DPC
  - Upcoming event: Sex, Love and Disability Juried Art Competition March 11, 2019
  - Upcoming event: Working with Black Graduate Student Association to organize the Symposium in April 2019

### Disability Advocacy and Awareness Committee

- COP Priority: Collaboration and Communication and Diversity and Inclusion
- Projects or Ideas they are working on:
  - Working on creating a google form to survey students with disabilities to assess what hurdles they face on campus. To be sent out spring semester.

### Facilities Fee Board

- COP Priority: Collaboration and Communication
- Projects or Ideas they are working on:
  - Bridge on Rural Road to connect to GSL
  - Space audit for the cultural Greek Organizations
  - Incorporating student artwork into future projects.
  - Looking into opening Mercado for graduate students

### **Family Resources Advisory Board**

- COP Priority: Diversity and Inclusion
- Projects or Ideas they are working on:
  - Discussing proposal to increase Sun Devil Child Care amounts. Sent recommendations to COP

### **Game Day Board**

- COP Priority: Spirit, Pride and Affinity
- Projects or Ideas they are working on:
  - Vegas Bowl Turn Around trip
  - One student section at Football games that included a DJ and varied giveaways by game.
  - Working on improvements for future games to avoid students leaving. These improvements include a 4th quarter incentive or 3rd quarter song.

### **International Student Affairs Committee**

- COP Priority: Diversity and Inclusion
- Projects or Ideas they are working on:
  - Developing a F&Q for ISSC webpage/student guide
  - Brainstorming ways to increase communication to international students about various events happening at ASU.
    - Enhancing international student orientation
      - Showing ASU App
    - Updating International Students ASU website to include current events on homepage
    - Added EOSS newsletter to WeChat to increase promotion of events to various groups

### **Parking and Transit Advisory Board**

- COP Priority: Collaboration and Communication
- Projects or Ideas they are working on:
  - Working on communication plan for DPC regarding change on weekend regarding parking policy.
  - Creating campaign strategies for informing students on parking and transit matters like parking permit allocation, scooter enforcement, etc.

### **Public Safety Advisory Board**

- COP Priority: Collaboration and Communication
- Projects or Ideas they are working on:
  - Conducting safety walk to look for improved lighting areas
  - Would like to move the West Campus Safety walk from student organized to PSAC

### **Student Health Advisory**

- COP Priority: Health and Wellness
- Projects or Ideas they are working on:
  - Looking at various ways to improve counseling services for students

### **Sun Devil Fitness Board of Governors**

- COP Priority: Health and Wellness
- Projects or Ideas they are working on:
  - Working on ways to increase awareness of SDFC and offerings at all campus locations.

### **Sustainability Advocacy and Advisory Board**

- COP Priority: Health and Wellness
- Projects or Ideas they are working on:
  - Website to consolidate ASU sustainability initiatives, composting, plastic, etc.
    - Will start on zero waste
    - Created a vision and mission statement for the 2018-2019 school year.

### **Veterans Advocacy and Affairs Committee**

- COP Priority: Collaboration and Communication
- Projects or Ideas they are working on:
  - Creating a Veteran Peer Advisor in 3 of the colleges with the most Veteran students (Fulton, WPC, Clas)
    - Collecting feedback on Watts College current VPA role and crafting job description to share with the college Deans