

WASHINGTON

STUDENT ENGAGEMENT NETWORKS

Advancing equity, higher education attainment, and robust financial aid by elevating the diverse voices of Washington's students

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Your Voice is Vital. Tell Your Story. Educate Legislators.

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Building a Network
and Activating Students

Agenda

- What is that we are asking you to help with on campus?
- Goal setting
- How to message WA-SEN?
- Hosting a kickoff
- How to recruit

What is that we are asking you to help with?

- Platform student voices and the importance of the State Need Grant (SNG) and its effect on college affordability.
- Gather student stories and testimony that will convince members of the Washington State Legislature to make SNG funding a priority
- Build a network of empowered students that we can utilize to spread the work about SNG on campus and that can be activated during legislative session.

How to Message WA-SEN

- This effort is not just about the State Need Grant. This is part of a larger effort for the future success of higher education in Washington.
- This network is made of students with the support of Independent College of Washington (ICW), Council of Presidents (COP), Washington Student Association (WSA), State Board of Community and Technical Colleges (SBCTC), and College Success Foundation (CSF).
- The Bill and Melinda Gate Foundation funds this work.
- You are experts and live the student experience. You can educate lawmakers about the realities that students face on campus.
- The legislature won't make this a priority if students don't make noise in their district.
- Small group, major impact.

Goal Setting

- Short Term Goal: Inform Students of the Issue and Build Network
 - Outreach Efforts
- Midterm Goal: Letter Writing Campaign and Student Stories & Op-eds
 - Develop Network of Who Can Help - existing orgs and others
- Long Term Goal: WA-SEN Olympia Day 2019

Set 2-3 Opportunities or Meetings to Attend

- Kick Off Meeting
 - Introductions
 - Overview of WA-SEN and Goals
 - WA-SEN Olympia Day 2019
 - Have fun and have food!
- Letter Writing Day
- WA-SEN Olympia Day

How to Recruit

Contact your financial aid offices & Vice Presidents of Student Life/Dean of Students

- Do they have students who work in their office or contacts with students who receive the State Need Grant?
- Can you reach out to folks in the career center or volunteer offices

Work with student governments but don't limit yourself to there

- Reach out to big student groups via email or attend their meetings to make an announcement.

Passive Outreach: Flyers, social media, and leaflets with contact information

Tactics



- Making Contact
- Canvassing
- Class raps



Customer service with a smile!

Emailing Student Group Leaders

Hello _____!

My name is _____ and I am a student here at _____. I was reaching out to you in hopes that I can share a project with the members of the [Club Name Here]. I am working with students from across the state to make the State Need Grant (SNG) more accessible to students who have financial aid needs. The SNG is our state's biggest financial aid grant and it serves, 90,000 students in Washington State - there are __[number of students]_, _ recipients, here at our university alone. The issue though, is that there are 23,000 students around the state who are eligible and qualify for this financial aid but don't receive the grant because the state does not fully fund this program.

I am trying to gather student stories about college affordability and the positive impact that the SNG can have on students who are low income. However, I need help your help in reaching out to students. If possible can I come to your next meeting and make a 3-min announcement and give students information on how they can get involved with this effort?

Please let me know if you need any more information from me.

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Class Raps and Group Announcements



- 2-3 min presentations
 - Bring sign-up sheets and literature
 - Be genuine, be exciting
 - Go in pairs!
 - Go to a wide variety of classes and groups
 - Intro classes are the best!
 - Profs usually love it. Thank them!
 - Identify registrars course listing with the time of class and contact information for professors
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Emailing Professors for Class Raps

Hello Professor _____,

My name is _____ and I am a student here at _____. I was reaching out to you in hopes that I can share a project with your students in [Course Name and Time]. I am working with students from across the state to make the State Need Grant (SNG) more accessible to students who have financial aid needs. The SNG is our state's biggest financial aid grant and it serves, 90,000 students in Washington State - there are __[number of students]_, _ recipients, here at our university alone. The issue though, is that there are 23,000 students around the state who are eligible and qualify for this financial aid but don't receive the grant because the state does not fully fund this program.

I am trying to gather student stories about college affordability and the positive impact that the SNG can have on students who are low income. However, I need help your help in reaching out to students. If possible can I come to one of your classes and make a 3-min announcement and give students information on how they can get involved with this effort?

Please let me know if you need any more information from me.

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Canvassing !



- Approach everyone with a smile and a clear hook
 - Ex. “Hey, do you like student debt?” “Hi, can I ask you a quick question?”
- Eye contact is key!
- Be relentless
- Canvass in busy locations and intersections
 - Take advantage of pre-existing events
- Don’t be afraid to canvass indoors (if your school allows it)

Class Rap Structure

You typically have 2 minutes. In this you want to make sure that your message follows this criteria:

- **Credible:** Establish yourself as a student
 - **Concise** → You have a limited amount of time
 - **Relevant and Engaging:** This how you want you want to connect to students:
 - how many of you have take out a loan to pay for college?
 - How many of you rely on the state need grant?
 - **Compelling:** Make it moving either with a personal narrative and evoking emotion
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Avoid Transactional Relationships

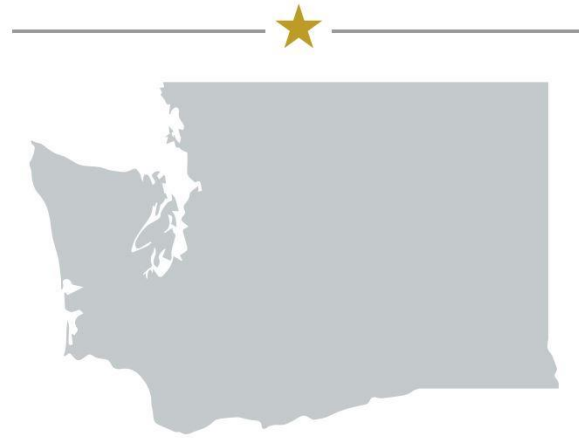
- Students and other student groups have their own interest - speak to those interest and how you can work together.
- Students and groups are quick to pick up if you are self-interested
 - Open up your introductions by getting to know the work they do, then get into what you can do together.
 - Attend their events, volunteer for them when you can.
 - Help them access funding bodies on campus.
 - Connect them with our legislation.

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Symposium materials available for download. Visit www.WA-SEN.org