Organizing Director Quarterly Report
Christina Marie Rocks

Washington Student Association Board of Directors,

Thank you so much for giving me the opportunity to work as your Organizing Director for the past three months. I feel that my contributions have made a significant positive impact in the scope and effectiveness of work that the organization has been able to do for students during this legislative session. This document is my quarterly report. It is an overview that highlights the successes and challenges of the legislative campaign. Please note that the numbered sections in bold were the topics around which Mike Bogatay asked me to structure my analysis. Upon your review and approval I look forward to continue working for WSA and securing more victories for the higher education students of Washington.

Thank you,

Christina Rocks
Organizing Director

1. Analysis on the successes as well as areas for improvement regarding strategy and tactics of the legislative campaign:

Successes	Areas for Improvement
Outreach to other student groups-WSA successfully was able to not only organize within itself, but also work with other non-member campuses and student groups. This aided in making the campaign a success, a wide representation of students and also highlighted the strengths of WSA to a state-wide audience. Many of these schools and groups are now more interested in WSA and either want to become members or continue to work with WSA in the future.	**Goal Setting-There** was not any state-wide goal setting in the campaign. Whether the board decides if goal setting in future campaigns is done by board members, staff, or campaign leaders, WSA needs to make goals to work toward. In January, 1 worked on setting goals by working with each campus individually, but with a lack of state-wide goals (or communication of campus-related goals) it was difficult to work toward common victories and became a road block to organizing. The campuses that were able to set goals were the ones who in turn carried these goals out most effectively. There are many benefits to goal setting that WSA unfortunately was not able to reap during this legislative campaign.
Student Engagement-It was incredibly inspiring to see how many students came out to the Rally for Our Future on February 15th. It was equally inspiring and overwhelming for WSA to be able to deliver over 5,000 petition signatures to legislators. Since this campaign was something that students were/are personally invested in, each campus was	**Communication Structure-** The communication structure of WSA for this legislative session (which is covered more in-depth in the next session of this report) was difficult to navigate and inconsistent. As WSA expands as an organization, we must focus on streamlining our communication so that each stakeholder in the organization is able to stay

successfully able to engage their student body in powerful ways. For some campuses, this was the first time they were involved in a more organizing focused campaign. It was exciting to see how much more impactful our policy/legislative arguments were when WSA had the student and community support to back it up.	informed and involved. There were multiple instances in which time and opportunities were lost due to lack of communication.

2. Strengths and weaknesses regarding communication among campus leaders on statewide events:

Strengths	Weaknesses
Liaisons communication with campuses- One of the things 1 observed that was a strength in communication was legislative liaisons communicating with each of their campuses.	**Board Communication-Due** to a variety of things (time and distance certainly one of them) there seems to be a lack of consistency with communication between board members. One problem is that representation is inconsistent and board members do not really get a chance to 1) know each other 2) communicate with each other. Since one of the main purposes of building a state student association is the ability to share resources, it is incredibly important for board members to communicate.
Weekly Legislative Updates- Whether it came from liaisons or staff, the weekly (or as-events-transpired) updates were incredibly helpful to people across the state.	**State-Wide Integrated Communication-It** has been challenging to organize in a cross-campus event when there isn't a communication structure that operates on a state-wide level. Something 1 would suggest is to organize state-wide committees around a campaign that are used just throughout the campaign process. These committees (with each school having at least one representative) can report to the committee not necessarily to make decisions (depending on the board's discretion), but to share information, completion of goals, tactics, challenges, etc. 1 have participated in as well as implemented similar committee structures in other organizations and it has been incredibly effective.
	State-Wide Goal Communication- There was a lack of communication of state-wide as well as campus-to-campus goals. It is really important to share goals and expectations on a state-wide level so that everyone can have a bench-

	mark of what constitutes a victory and keep an eye on the direction and effectiveness of the campaign.

3. Numbers of volunteers you were able to track that were involved in planning, running or participating in events:

On Campus Day of Action/Rallies

Campus	Description	Number of Students
Western	Rally held on campus,	People in Attendance: 375 Voter Pledges: About 20 Letters Written: 200
Central	Rally held on campus	
WSU Vancouver	Rally held on campus	Students in Attendance: 300 people Phone calls made: 100 Petition Signatures: 264
WSU Tri-Cities		
University of Washington		
Evergreen	Rally held on campus	People in Attendance: 200

4. New projects volunteers can work on related to vote work:

Some of the things that WSA members/volunteers can begin to do to get a head start on vote work are further detailed in the next question. However, here is my list of the top most vital things to kicking off GOTV:

*Creation, consolidation, and standardization of GOTV databases
identification of coalition partners
identification of state-wide leadership
(if some of these leaders will be officers, make sure that is added to the officer description before elections)
*Goal setting for GOTV (Leadership should make final decision, but GOTV volunteers should definitely have input and can lay the ground-work)
Kompilation of student-friendly, non-student-friendly, and swing legislators

5. What are the next steps for individual campuses regarding vote work and ideas for statewide theme, events, etc:

The next steps for individual campuses regarding vote work (GOTV) will be to harness the enthusiasm of the students that participated in actions during the legislative session and come together as a state wide to develop an effective campaign. The following should happen immediately to insure a strong GOTV campaign:

1. Creation of GOTV Data Base
   a. All of the contacts collected from the actions during the legislative session should be organized into one database. All of these contacts can be

called/emailed/texted to get them to first register to vote and secondly to vote. While any secondary forms of communication will never be as valuable as face to face contact, it is imperative that these contacts are tracked and reached out to in some form of communication.

2. Begin discussions with potential coalition partners
    a. Since GOTV is such a large campaign, it is likely we will want to build our credibility and resources through a GOTV campaign. It is important for WSA to reach out to potential coalition partners early to determine if these organizations wish to partner with WSA. As always when building a coalition it is important to ask the following questions before forming a coalition:
        i. Will the decision makers be influenced by the formation of the coalition?
        ¡i. What kind of support does the issue have?
        iii. What is the level of urgency?
        iv. What resources are available?
        v. How well do the groups work together? What's the history?
        vi. Does the goal need long-term structure?
        vii. Is this something we created or are we adding to something already underway?
    b. Based on my time with WSA so far, I believe that the following organizations would be appropriate coalition partners for building a State Wide Student Vote Coalition:
        i. WashPIRG
        ¡i. The League of Education Voters (particularly their youth organizing department)
    c. I think that it would be appropriate (if not imperative) for the Board of Directors to have a Coalitions training before the selection of coalition partners (this is a training I can provide).

3. Identify State-Wide Vote Work Coordinators
    a. **INTERNALLY:**
        i. WSA needs to determine who will be the key leaders/coordinators of the GOTV campaign early in the process. Will these individuals be board members or other leadership? I believe it is most important to determine some developed leadership to chair the GOTV coalition/committee and then build other new leaders by putting them in charge of individual committees on campus.
    b. **EXTERNALLY:**
        i. If WSA chooses to enter into a GOTV coalition (which I highly suggest), we will need to identify with the other coalition members who will be representing the coalition from each organization. The most successful coalitions are ones in which there is appropriate (whether that be number, or seniority) representation of each coalition member involved.