

## Viking Lobby Day Publicity, T-Shirts, and Thank You Cards



**Proposed Motion:** Approve funds not to exceed \$1,300 as a one-time grant from Operational Enhancement [FXXENH] for the purpose of Viking Lobby Day publicity, t-shirts, and thank you cards.

**Sponsor:** Kaylee Galloway, VP for Governmental Affairs

**Date:** September 17, 2013

### Background & Context

Every year, the VP for Governmental Affairs, with help from others, plans Viking Lobby Day, which takes place on Martin Luther King, Jr. Day in January. Students are bused down to Olympia the day before, where they meet with their lobby groups, learn how to lobby, develop a lobby strategy, learn about the legislature, and tour the capitol campus, among other learning opportunities and experiences. On MLK Day, students attend meetings with legislators or staff, discuss student issues, tell their stories, and hand legislators the ASWWU Legislative Agenda. Historically, Western students were encouraged to wear professional attire. It was at the recommendation of Ben Crowther, 2012-13 Legislative Liaison, to have students instead wear t-shirts that represented Western. Wearing campus themed t-shirts is also the strategy the Washington Student Association uses for their Statewide Lobby Day. It is thought that if students wear t-shirts, then they are presenting themselves more like students and that it would represent a more unified presence. This would also be helpful for individuals who are uncomfortable in professional attire or do not have access to professional attire. Even if it is decided later on that we want to maintain the professional appearance and not wear t-shirts to our lobby meetings, Viking Lobby Day t-shirts still have many benefits including, but not necessary limited to, everyone loves a fun t-shirt, students often get a lot of use out of t-shirts, it gives students something to remember their experience, and it is great publicity for future lobby efforts.

### Summary of Proposal

The goal would be to have the t-shirt design general enough that we could use them for any of our lobby efforts including Viking Lobby Day, the Washington Student Association Statewide Lobby Day, and other potential smaller/topic specific lobby trips. In brainstorming and discussing with others, the current idea for the t-shirt design would have the phrase "Vikings Lobby" and the image would be that of the capitol building with Viking horns coming from the top. I would plan to work with the publicity center on this design.

Another potential way to improve Viking Lobby Day is through increasing our publicity and outreach efforts. Aside from my goal of reaching 100 students to attend, it is also important that we have a diverse group of students with different interests, perspectives, and life experiences. It is important that students know what Viking Lobby Day is and why it is important for them to attend. In addition to the t-shirts, I am requesting funds for two banners, handbills, and thank you cards. One way of increasing outreach is by having Western Votes and the Legislative Affairs Council table with a computer to have people sign up for lobby day. I would like to have a banner for the table so that students know why the table is there. I would also like to hang a banner somewhere on campus such as on the Viking Union, Wilson Library, or Arntzen Hall. I am also hoping to implement class raps. Since the form is online, I