



## PLATFORMS

A platform is your opportunity to inform voters of who you are and what you stand for.

### Characteristics of a good platform:

- ✓ Short
- ✓ Truthful and Credible
- ✓ Persuasive and Important to Voters
- ✓ Clear and Speaks to the Heart
- ✓ Demonstrates Contrast

Campaign Platform along with Candidate Bio MUST be submitted along with your application.

### **This is mandatory for the completion of your application packet**

Name:

Title of position you are seeking:

Class Year: Sophomore, Junior, Senior or Graduate:

Questions to answer:

- Why are you running for this position?
- What are some immediate needs of students and how can you best serve them?
- What are some realistic goals that you would like to achieve during your term?

**Campaign Platform CANNOT EXCEED 200 WORDS MAX**

### **SAMPLE PLATFORM**

*My name is Elbee Smith, a sophomore and I am running for Senator of the College of Health and Human Services. I am running for Senator because I feel that I can make a difference in the best interest of students. I would like the opportunity to further my service to the students by representing the College of Health and Human Services in the ASI Senate.*

*My objectives are:*

- \*To take a strong stance against further budget cuts.*
- \*Take action by writing resolutions in the best interest of all students.*
- \*Seek out the needs of students through open communication.*
- \*Lobby and create awareness within my college on the pressing issues facing us students today.*
- \*Be the voice for the College of Health and Human Services.*

*I am the best qualified to serve as the Senator for the College of Health and Human Services because I have been highly active on campus. These activities include but are not limited to:*

*Senator-at-Large  
Chair to the Senate Audit Committee  
Criminal Justice Student Association  
Leadership Academy  
Psychology Student Association  
Regional Excellence Scholar*

*Thanks for your vote...Elbee Smith for Senator of the College of Health and Human Services!*

### **SAMPLE PLATFORM**

*My name is Elbee Smith, a junior and I am running for ASI President. I am running because I want to help my fellow students have a college experience that leaves no one behind. I believe that my solution-focused mindset and ability to connect with others will aid me in this role.*

*My goals are:*

- 1. Effective Representation – I will always prioritize student voices. I will actively solicit feedback in order to champion the causes that you care about.*
- 2. CAPS -- We may be LB-Strong but we're all struggling to adapt to this new normal. We need increased availability*

*and marketing of drop-in, on-demand, privacy-sensitive mental health consultations.*

3. *Credit/No Credit -- Our lives as students have never been more unpredictable; I will lobby to have the credit/no credit option extended until academic instruction fully returns to campus.*
4. *Improved Campus Climate – Redefine what wellness means in our current moment. I'll work to ensure that CSULB embraces everyone regardless of race, citizenship, religion, socioeconomic status, sexual orientation or gender identity.*
5. *Increased Collaboration – I plan to work closely with student groups, continually uplifting their efforts to administration.*

*Remember to vote for Elbee Smith to be your next ASI President!*