



CSSA

CAL STATE STUDENT  
— ASSOCIATION —

# — What is CSSA?

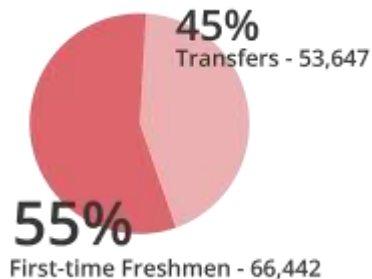
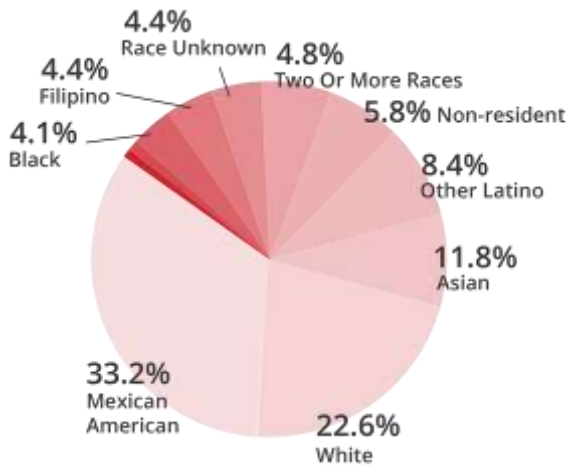
- **The Unified Voice of CSU Students**
- **Mission**
  - **To Improve the Lives of all CSU Students Through Systemwide Advocacy**
- **Values**
  - **Educational Equity**
  - **Servant Leadership**
  - **Stewardship**
- **Independent 501(c)3**
- **Funded by the Student Involvement and Representation Fee - \$2**



# CSU System By the Numbers

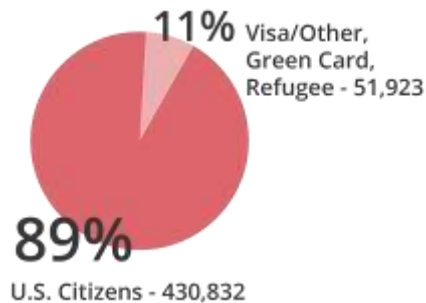
# 484,297

Undergrad & Grad Students



# 49%

Receive Pell Grants



# Major Issues

## Budget Advocacy

- Rising tuition
- Year to year uncertainty
- Total cost of attendance
- Competition with other systems

## Basic Needs

- Food & housing insecurity
- Mental health resources
- Textbooks, childcare, etc.



# Innovations in Student Engagement

## Coordination of Stakeholder Advocacy

- Events
- Access

## In-District Advocacy

- Bringing legislators and staff to campuses
- Visiting legislators in district offices

## Capitol Advocacy

- Budget Committee engagement
- Support of legislative champions
- Joint trips to Washington, DC

## Social Media

- Issue campaigns
- Targeted tweeting



# Concluding Thoughts

- Lean into the challenges
- Build trust over time
- Play to their strengths



# Social Media

Follow Us Online



@csustudents



/csustudents



@csustudents



/csustudents



@csustudents



/cssatube

*[calstatestudents.org](https://calstatestudents.org)*



CSSA

CAL STATE STUDENT  
— ASSOCIATION —