OAKLAND COMMUNITY COLLEGE

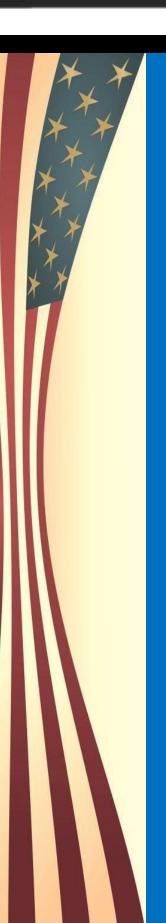
Student LIFE

LEADERSHI

INNOVATION

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ENGAGEMENT



How to Campaign For Student Government

- 1. Ask your student-government peers to identify the issues they would like to see you solve in office.
- Select the most feasible items from those identified by your student-government peers. Issues associated with school policies are beyond your reach, but smaller issues can usually be solved by the persistent action of student government representatives.
- 3. Develop a campaign theme and a personal brand including your strategies for solving the issues you selected.
- 4. Develop a marketing plan; i.e., hang up large signs and banners around the school (please obtain approval of the content and location of your banners by your campus associate dean of student services)
- 5. Become known to as many of your student-government peers as possible. The potential of winning campaigns can be optimized by raising voter awareness of who you are.
- 6. Develop a speech for informing your studentgovernment peers about your strategies for solving the issues they have identified.
- 7. Schedule a debate with your opponent. Debates can clarify the superiority of your position on the issues identified by your student-government peers.