

HOW TO GET YOUR SCHOOL TO

EMBRACE

THE BOARD

AN
ALL-IN-ONE
TOOLKIT TO
ENACT
POLICY
CHANGE ON
YOUR
CAMPUS.

INTRODUCTION

Skateboards are one of the most popular forms of active transportation across universities today. For many students, skateboards are reliable and allow them to maneuver across campus quickly and efficiently. Serving as an alternative form of transportation to driving, skateboards are extremely convenient and also offer a number of health and environmental benefits.

Despite the popularity and benefits, there remains an ongoing discussion about whether skateboards should even be allowed on universities. With each school having their own skateboarding policies, getting your campus to allow skateboarding is far more complicated than just asking for it.

Ground Control Systems™ has compiled this comprehensive toolkit to help you and your skateboarding club run a successful institutional change campaign. From finding allies to constructing your proposal, this guide will walk you through the process of policy change on a campus.



GETTING STARTED —————▶ 3

Follow the roadmap, learn the answers to frequently asked questions and plan your steps to achieve your goal of allowing skateboards on campus.

DEFINE YOUR POLICY —————▶ 8

Familiarize yourself with the policy process on college campuses. Identify what kind of policy would work best with your school.

RESEARCH —————▶ 12

In order for your campaign to succeed you must first do your research. Within this chapter we have supplied research tools that will help support your campaign.

SETTING GOALS —————▶ 21

A key ingredient to running an institutional change campaign is setting realistic goals and understanding them. Here we have given detailed templates and guides to writing successful plans and smart goals.

FINDING SUPPORTERS —————▶ 22

Learn how to leverage media and establish advocates and supporters for your campaign.

EXECUTE CAMPAIGN —————▶ 34

Utilize these tools, including sample templates and statistics, to submit a persuasive proposal to launch your campaign.

OVERCOMING OBSTACLES —————▶ 35

Learn how to overcome the obstacles that interfere with successful adoption of a proposal.

FOLLOW-UP —————▶ 38

Now that you've run an outstanding campaign, it's important to keep in touch with those that helped along the way and take the proper steps in publicizing your success.

RESOURCES —————▶ 39

Links, articles, and other helpful resources are listed here.

GETTING STARTED

Here's what to expect from our Getting Started chapter.

MYTHBUSTERS & INFO ABOUT THE MOVEMENT

Worried about starting this project? This sections breaks some myths about taking action to change campuses and offers helpful additional info.

4-5

EFFECTIVE MEETINGS

Creating an effective policy change campaign includes bringing people onto your team. Holding efficient meetings that produce supporters can make or break the results you'll find in your movement for policy change.

6

COMMUNICATION

Communicating may seem like an easy concept, but when you're trying to shift the way people think, a communication plan is necessary.

6

CAMPAIGN CHECKLIST

Keeping track of your goals and the legs of the journey you will take is important. Just like a to-do list, all activities leading to policy change must be addressed to ensure you reach your goal.

7



MYTH BUSTERS

My school doesn't have a skateboard club, we won't be able to accomplish anything.

No skateboarding club? Not a problem. It's time to create one on your campus. For help getting started, Ground Control Systems™ has a *Starting a Skateboard Club Guide* that can provide you with the information you need to bring a skateboard club to your school.

Not enough students on campus ride skateboards for a movement to happen.

Perhaps you do not see skateboards around because campus policy does not permit it. Sometimes it takes a leader to move the masses. There is a high chance more students will be inclined to skateboard if the policy permitted it.

It's impossible to change campus policy as a student.

Not true at all. If every student thought like that, things would never change. Students heavily influence administration decision making. With a well executed plan, students can rally together to create a discussion and cause policy change. It may not be easy, but it is indeed possible.

I don't know anything about organizing and changing policy, therefore, I can't start a skateboarding movement.

You're not familiar with the steps to changing university policy? That's why we created this guide book! This book contains all the information you need to learn about campus policy, how it works, and how you can work to change it.

Nobody will support my movement.

It may seem as if you and your club are the only ones interested in this movement, but that does not mean you won't gain support along the way. There can be a great deal of organizations, students and staff that agree with the changes you are trying to make.

ABOUT THE MOVEMENT

What is Ground Control Systems™?

Working with more than 80 universities throughout the United States, Ground Control Systems™ is a leading design, engineering, and distribution company of world class bicycle and skateboard parking.

What is Sector 9?

Sector 9 is one of the premier skateboard and longboard manufacturers in the country. Founded in 1993, Sector 9's mission has been to make the world a GREENER place by promoting skateboarding, sustainable business practices, alternative forms of transportation, all while making fun!

What is the Embrace the Board™ Initiative?

In joining forces, Ground Control Systems™ and Sector 9 created the Embrace the Board™ initiative in an effort to provide students with a variety of information and resources to help change policy and make college campuses more skateboard friendly.

What are some common skateboarding policies students can expect to find on campuses?

Every college and university has individual rules and regulations when it comes to skateboarding. Some common policies include:

Absolutely no skateboarding on campus at all.

▷ Skateboarding permitted only in skate and bike lanes.

▷ Skateboarding permitted on campus, but all four wheels must be on the ground at all times.

What is structural change?

Structural changes impact the way services are available to students. For skateboarders, these changes can include issues such as:

- ▷ Access to designated skate paths and areas on campus.
- ▷ Whether or not skateboards are even allowed on campus.
- ▷ Designated space for recreational skateboard use on campus.

What is policy change?

Changing policy falls under structural change. Policy changes affect certain rules that implement how boards and scooters are regulated on campus. Examples can include:

- ▷ Enforcing “dismount zones” in highly trafficked areas on campus.
- ▷ Creating a four wheel on the ground policy to avoid trick skateboarding on campus.

COMMUNICATION

Before starting your project, it's a good idea to brush up on communicating effectively, not only in all the ways you approach your campus policy makers, but within your own group as well.

INTERNAL COMMUNICATIONS PLAN

Keep your group running smoothly with these good practices:

- ▷ Gather all contact information and share it with the group.
- ▷ Create an online platform to share all documents, resources, brainstorming notes, contact info, etc. Platforms like Dropbox or Google Drive are good places to easily store and share items.
- ▷ Meet in person as much as possible. Schedule frequent meet ups and follow through.
- ▷ Keep it consistent! Regular communication will keep your group motivated, organized, and on track.

EMAIL ETIQUETTE

- ▷ Keep messages short. Give major details up front in the first 2-3 sentences.
- ▷ Don't sacrifice grammar. Pay attention to sentence structure, word use, and typos.
- ▷ Include a salutation like "Dear ____," and sign off with a phrase such as "sincerely" or "best regards."
- ▷ Put a lid on CAPS and extra punctuation.
- ▷ Double check your email address is professional.
- ▷ No emojis, smiley faces, or other unprofessional flair!

RUNNING AN EFFICIENT MEETING

- ▷ Schedule meetings at least a week in advance, and schedule the next meeting at the end of the first one.
- ▷ Prepare agendas for the meeting and share them with the group ahead of time. Agendas help keep meetings on topic and on schedule.
- ▷ Distribute agendas and other important materials during the meeting.
- ▷ Thank everyone for attending the meeting. Introductions and ice breakers during the first meeting are encouraged!
- ▷ Have a note-taker record the meeting in an unbiased, detailed manner.
- ▷ Stay on time! Tangents are great for new ideas or hashing out issues, but redirect to the main topic if they get out of hand.
- ▷ Recap, thank everyone again & ask for feedback.

CAMPAIGN CHECKLIST

Use this checklist to stay on track and mark your achievements!

- Assess your current campus policy and culture, decide what needs to be changed and a general approach to change.
- Define your policy based on the assessment, current policy, and example policies from successful schools.
- Create a plan for your policy campaign. Set targeted goals for your mission.
- Conduct research regarding your policy, such as student surveys, mapping skateboarding use, finding successful peer policies, and more.
- Meet with decision makers and administrators on your campus to pitch your policy change and gather support.
- Build a strong group of allies from your campus faculty, fellow students, advocates, businesses, and more.
- Use media to support your movement. Use campus social media, emails, newsletters, outside press, etc. to get the word out.
- Meet at least one policy objective!
- Achieve your primary mission goals!
- Create and establish a long-term outline to ensure your policy will last for many years to come.
- Assess the outcomes and impact the policy has made on campus.

DEFINE YOUR POLICY

Now that you've got the basic steps to get started, your policy needs to be outlined! This chapter covers the entire process of creating a policy tailored to your campus needs.

POLICY CHANGE PROCESS

View an outline of a typical policy process to gain an understanding of what's ahead.

9

EXAMINE YOUR CURRENT POLICY

Prepare for your proposal by starting with the current policy. Learn how to use it to compose your own.

10

DEFINE YOUR POLICY

Use brainstorming templates available in this section and combined efforts to create the policy.

10

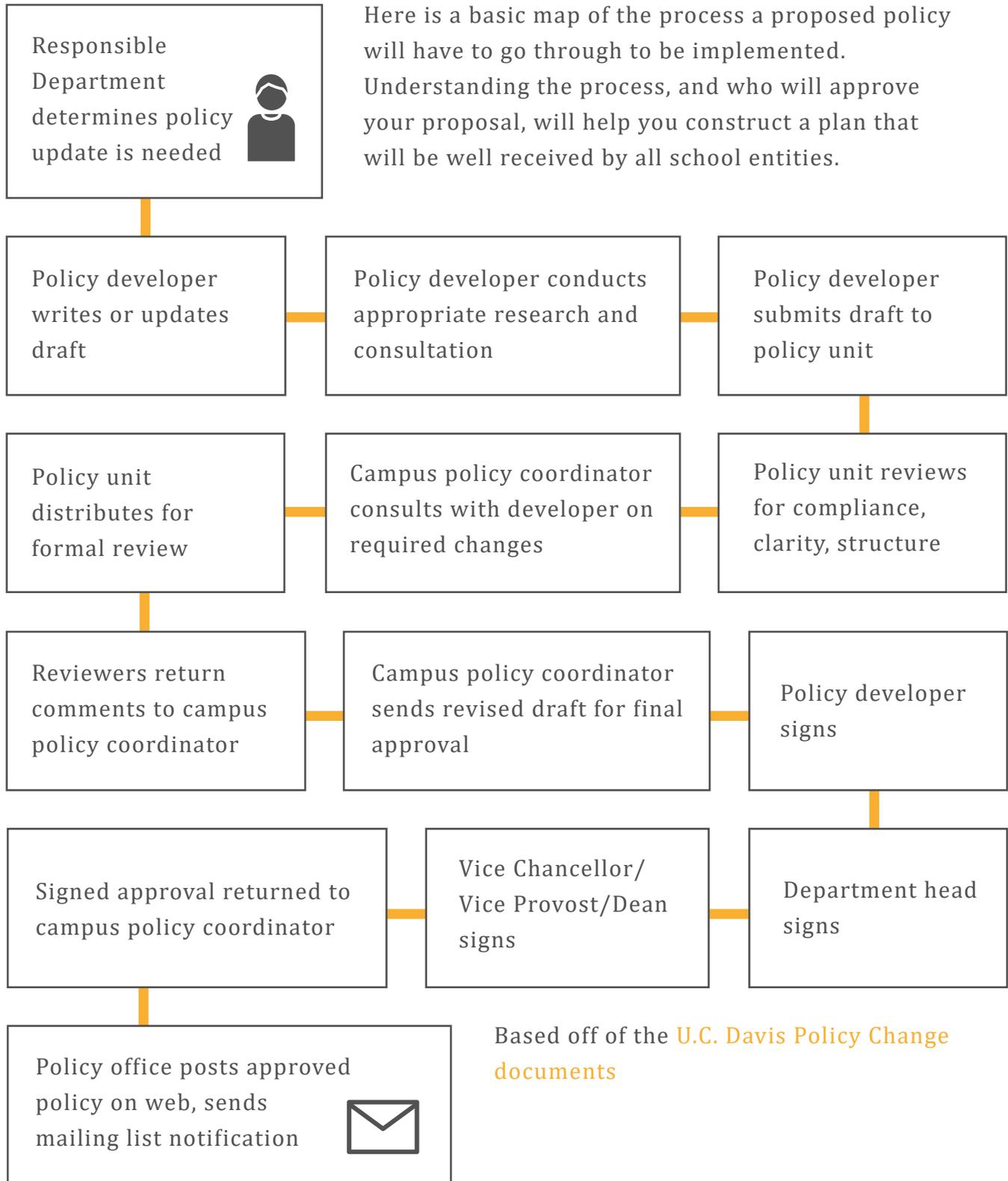
EXAMPLE POLICIES

Review existing materials from successful campuses as a resource.

11



POLICY CHANGE PROCESS



Here is a basic map of the process a proposed policy will have to go through to be implemented. Understanding the process, and who will approve your proposal, will help you construct a plan that will be well received by all school entities.

Based off of the [U.C. Davis Policy Change documents](#)

EXAMINE YOUR CURRENT POLICY

Be sure to read the details of your school's current policy. If it does not allow skateboarding on campus at all, determine the possible reasons why. This will help you prepare your goals and proposal by addressing the issues your administration has with skateboarding.

DEFINE YOUR POLICY

Defining your policy and composing it correctly is important. Each campus will have a different way to submit a policy change, sticking to the format and proper channels will prevent time consuming delays. Keep in mind, sometimes achieving the larger goal may require you to compromise on smaller items.



WRITING TIPS

- ▶ Use clear and concise sentences, without overly technical language.
- ▶ Thorough research based on previous policies and campus information is vital.
- ▶ The actual “policy” part of your document should be an overall explanation of the principle action. More details on how to develop the policy should be outlined with procedures and guidelines.
- ▶ Carefully word the document with intention. For example: “students must do X” means it is a requirement, “students may do X” is optional.

POLICY VS. PROPOSAL: WHAT'S THE DIFFERENCE?

The proposal will encompass everything to support your policy change request. All your research, statistics, successful example policies, third party resources, policy outline and guides are part of the overall *proposal*. As the name suggests, you are proposing a change to your campus.

EXAMPLE POLICIES

Take a look at some of these successful policies from schools that allow skateboarding. Every school is different. Determine what will fit best with your campus.

Tip: Notice that each document explains why the policy is important and necessary? Always keep this in mind when writing your policy, and throughout your campaign.

SACRAMENTO STATE UNIVERSITY

- ▷ “Bicycles and other wheeled devices (Skateboards) shall only be secured or stored using designated racks or containers.”
- ▷ “No person shall bike, roller-skate, skateboard, in-line skate, or ride upon any wheeled device in the following identified areas or in the Pedestrian Zone”
- ▷ “Why the Policy is necessary:
To prohibit the unsafe operation of wheeled devices, including excessive speed, reckless operation and exhibitionism, and to designate areas on campus where these devices are strictly prohibited.”

UNIVERSITY OF ALABAMA

- ▷ “The University of Alabama views skateboards, longboards, in-line skates, roller skates, and EPAMDs as Recreational Devices... It is highly recommended that these devices not be used on campus. If used on campus, skateboards and EPAMDs will be permitted only in bike lanes dedicated for such use along University roadways.”
- ▷ “The purpose of this policy is to ensure the safe operation of skateboards, in-line skates, roller skates... in order to support the safety of the university community as a whole.”
- ▷ “All wheels of the Recreational Device must be in contact with the ground while in use.”
- ▷ “Riders will be required to dismount completely and walk through intersections and crosswalks.”
- ▷ “Use of Recreational Devices for tricks or any use other than utilitarian recreation is prohibited.”

RESEARCH

In order for your campaign to succeed you must first do your research. Identifying and understanding points of conflict on your campus, considering the cultural impact of skateboarding at your school, identifying opponents and allies that will prevent or aid your mission will all lend to the overall success of policy change. Within this chapter we have supplied research tools that will help support your campaign.

GUIDE TO RESEARCHING YOUR CAMPUS

View an outline of a typical policy process to gain an understanding of what's ahead.

14-15

READING THE CULTURAL THERMOMETER

Take the temperature of your school's attitudes surrounding skateboarding to better understand how to address policy change.

16

DATA & STATISTICS

Use these resources to provide the statistics you need to make a credible case.

17-18

IDENTIFYING OPPONENTS

Understand the potential opponents of your policy change and address their concerns.

18-21



GUIDE TO RESEARCHING YOUR CAMPUS

CAMPUS STATISTICS & DATA:

- ▶ Start with researching the already available information at your school. The percentage of students who live on or off campus, annual budgets, the budget spent on transportation, commuting numbers, and more info may be obtained on your campus website.
- ▶ If you're unable to find all the information you need about your school, you can also request information and other research by contacting your department of transportation, student life, and other relevant departments.
- ▶ Other questions to consider:
 - ▶ Is your school a commuter school?
 - ▶ What percentage of students drive, and what percentage take alternate forms of transportation?
 - ▶ What percentage of the student body lives in close proximity to the campus?
- ▶ College statistic websites like [StartClass](#) are also great resources to find that basic information you may need.

SEARCH CAMPUS MEDIA:

- ▶ Has the conversation about skateboarding on campus been talked about before?
- ▶ Are there campus/local events that can help the cause?
- ▶ What is the skateboarding culture like on campus?

These are questions that campus and local media may be able to answer for you. For instance, [here's an article](#) about an initiative for effective skateboard parking on campus from Colorado University's campus newspaper.

FIND RELEVANT DEPARTMENTS & ORGANIZATIONS

Find out which departments on campus might oversee campus skateboarding policy. Examples of possible departments may include:

- ▶ Transportation & Parking
- ▶ Sustainability
- ▶ Risk Management
- ▶ Facility & Grounds Management

Along with identifying relevant departments on your campus, also take some time to research and find different student organizations that may be interested in your topic. Clubs focused around health, environmental awareness, students' rights, and sustainability are great resources to reach out to for support.

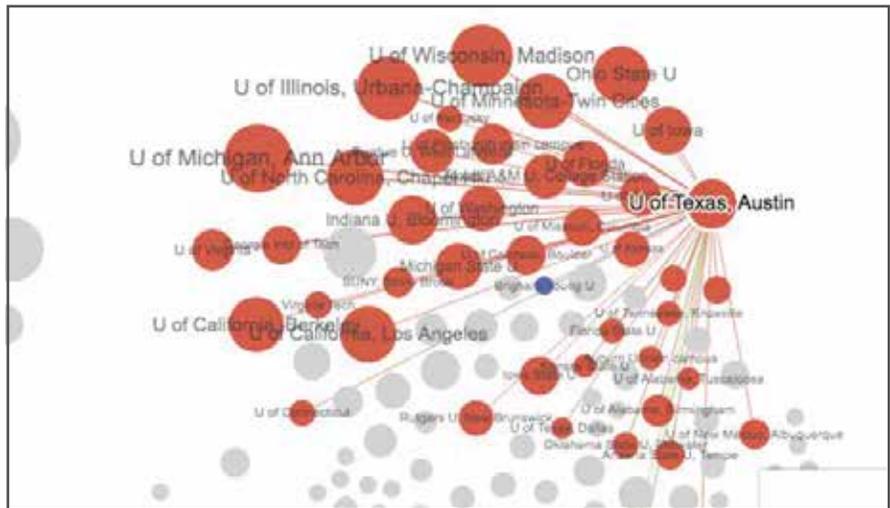
PEER INSTITUTIONS:

Use [The Chronicle of Higher Education's peer connections tool](#) to find your school's peer institutions. What changes have these schools made, and how have they worked? Using a successful system from a peer campus as a resource can strengthen your policy outline and pitch.

Once you find those institutions, research those schools' skateboarding policies and see if you can find some that you can use to leverage your cause.

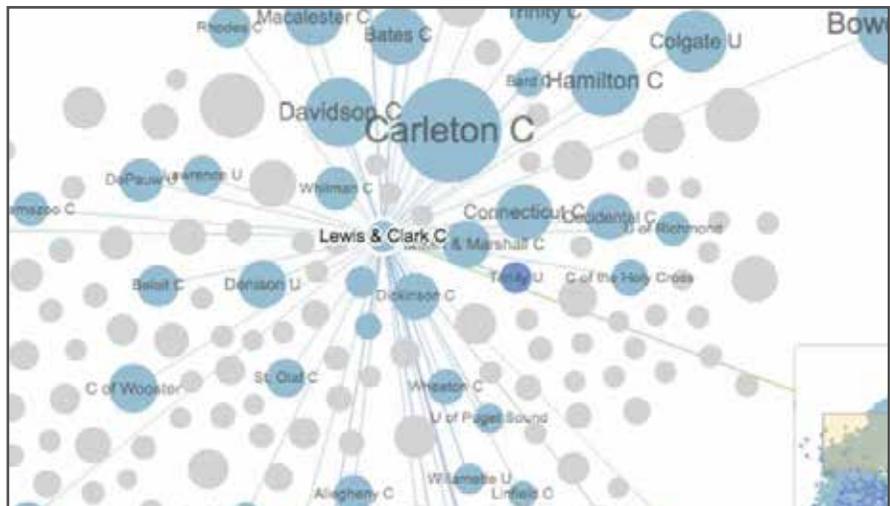
EXAMPLE 1: UNIVERSITY OF AUSTIN TEXAS

[University of Austin Texas](#), a school that allows skateboarding on campus under a "transportation only" policy, serves as a peer institution to a number of schools.



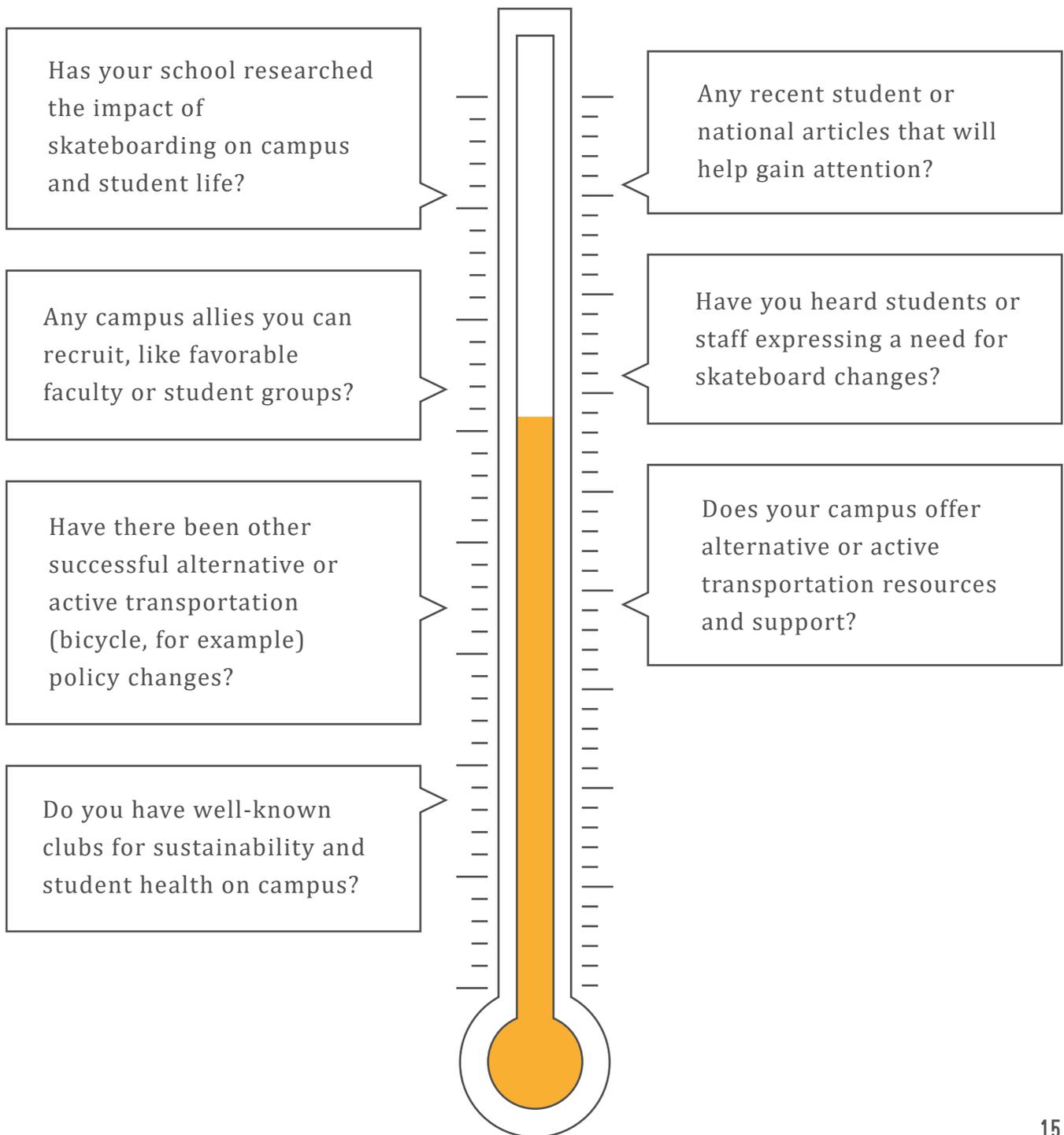
EXAMPLE 2: LEWIS AND CLARK COLLEGE

[Lewis and Clark College in Portland](#) is another skateboard friendly campus that put into place a "Recreational Activity Policy" allowing for skateboarders to engage in recreational skateboard use in specific locations on campus. As seen in the image, Lewis & Clark serves as a peer institution to many other schools.



THE CULTURAL THERMOMETER

Take the temperature of your school's attitudes surrounding skateboarding to better understand how to address policy change.



DATA & STATISTICS

Providing you with a broader scope of information, national studies can help to support your argument. These resources can provide the stats you need to make a convincing case. Make sure to get your information from credible sources such as scholarly articles and websites that are .org's and .edu's.

STATISTICS ON SUCCESSFUL CAMPUSES

Skateboarding statistics from U.C. Davis in 2014 - pulled from a [report](#) on skateboard patterns in California Universities

- ▷ 3.6 % of students report skateboarding at least sometimes to or around campus.
- ▷ 4.6 % of undergraduates are skateboard travelers.
- ▷ 1,100 extrapolated number of skateboard travelers on campus.
- ▷ 60% of campus skateboarders have more than 4 years of skateboarding experience.
- ▷ 60% of campus skateboarders consider skateboarding as a mode of travel.
- ▷ 13% of students switched to skateboard for travel after losing their bikes to theft.
- ▷ Average speed of campus skateboarder is 9.7 mph while average speed of campus cyclist is about 11.6 mph.

ENVIRONMENTAL BENEFITS OF SKATEBOARDING

Choosing to travel on a skateboard as opposed to a car really can make a difference in the environment.

- ▷ Ex: According to research gathered by Sector 9's ["All the Way to the Ocean"](#) initiative, The U.S. Environmental Protection Agency (EPA) estimates that American households generate 193 million gallons of used oil annually, some of which is improperly disposed." This "improperly disposed" oil finds its way into our streams, rivers and oceans, where it can cause extreme damage to the ecosystem.

A push for more faculty, staff, and students to switch to active transportation like skateboarding can help cut down on the incredibly large amount of oil use and disposal.

DATA & STATISTICS CONTINUED

“Skateboarding as Transportation: Findings from an Exploratory Study” by Tess Walker

SUSTAINABILITY, HEALTH & WELLBEING

- ▷ Sustainability was also cited as a reason why many individuals decided to travel on skateboards.
- ▷ “The simple design and solid wheels of skateboards means that few parts fail and there are few parts to replace, increasing the affordability and material sustainability of the mode. As a non-motorized mode the fuel sustainability and affordability are also linked”.
- ▷ According to this study, about 60% of skateboarders in the U.S. rank exercise and fitness as reasoning for transporting on their skateboards.
- ▷ Stamina, strength, and cardiovascular benefits were all emphasized in survey feedback, with some mentions of weight loss, improved balance and coordination, and increased long-term fitness throughout adulthood.
- ▷ 89% of Skateboarders say they ride for fun and enjoyment which can have a positive impact on their mental health.

EVALUATING YOUR CAMPUS

CAMPUS RESEARCH

Every campus has different environments, demographics, and individual issues. Aside from nation-wide statistics, it will also benefit your case to gather as much information from your campus as possible. Troubled areas, utilizing bike lanes, locking availability, information on trick versus commuter skating and finding ideal locations for docking all play a vital part in your proposed policy.

There are two ways you can go about collecting this necessary information to help back up your argument for policy change.

- Primary research involves a researcher going out and gathering the necessary information first hand. This includes conducting surveys, observations, and interviews.
- Secondary research focuses on collecting and compiling information that is already out there. This can include results from previous studies and surveys that were conducted at an earlier time. Since this section focuses on specifications for your campus, only use information that has been collected about your school. Places to find this information could be campus transportation and parking departments.

IDENTIFYING OPPONENTS

Changing a school policy is an enormous feat. Not everyone will be on board with your ideas. Understanding who your opponent is, and what you will be up against, can prepare you for the battle ahead.

WHO ARE YOUR OPPONENTS?

What makes an opponent an opponent? They may have something to lose if you succeed. Gaining a perspective on what your opponents concerns might be will ready you with the proper information to alleviate those concerns. Ask yourself: _____

- Who holds a stake in this issue?
 - ▶ Determine who will be the most concerned with skateboarding on campus.
- Who will be affected?
 - ▶ Sometimes those that have the biggest stake in the issue, are not the most affected. Consider the system you are going up against: campus administration, departments, individual staff, and members of the local community.
- What do these people and groups stand to lose?
 - ▶ What will these opponents lose or face if skateboarding is allowed on campus?

WHAT POWER DO YOUR OPPONENTS HAVE?

Do these opponents hold the power to stop your policy from being approved?

What can you do to prevent that from happening? _____

- A campus is comprised of many different offices, which means there isn't just one person who creates policies. A system of checks and balances and varying hurdles will stand in your way. Classify where the opponents you face sit in the hierarchy of your school. This will help you determine your strategy to persuade them.
- Once you identify where your opponents fall on the hierarchy, decide what kind of power they wield in that position.

TYPES OF POWER:

Understanding the positions your opponents hold can help you combat their power over the policy change.

- ▷ Size / Membership ▷ Money ▷ Credibility
- ▷ Network / Connections ▷ Appeal ▷ Skill

POTENTIAL OPPONENTS

- ▷ Admissions and enrollment management
- ▷ Dean of students
- ▷ Transportation department
- ▷ Facility grounds department
- ▷ Board of directors
- ▷ Campus operations & maintenance

OPPONENT ARGUMENTS

- ▷ Image: they may be concerned about the appearance and reputation a skateboarding school may have
- ▷ Money: developing a system that allows skateboarding will include cost for docking stations, signage, and possibly specified skateboard lanes or other infrastructure
- ▷ Property damage: May have concerns regarding the damage associated with “trick” skating
- ▷ Staff resource limitations
- ▷ Threat to power or prestige
- ▷ Comfort with the status quo

WHAT TACTICS COULD THEY USE?

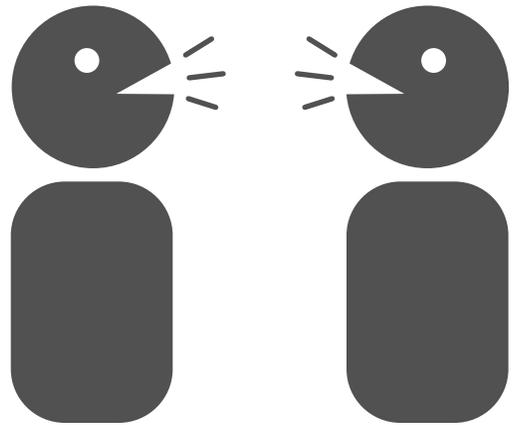
- ▷ Deny that skateboarding is important to the wellbeing and health of students and the environment
- ▷ Damage or discount your group’s efforts and the credibility of your mission
- ▷ Offer something that deliniates from the ultimate goal
- ▷ Delay by moving meeting dates around, never addressing the issue, passing off decisions

HOW WILL YOU RESPOND?

What can you do to alleviate concerns and address the oppositions' ideas?

Just like a lawyer needs to anticipate their opponents' arguments, you must do the same thing to enact policy change. Often times a proposal will not be adopted in full, and compromise is necessary. Knowing what you're willing to forfeit, and where you stand firm, while bearing in mind your opponents concerns, will help you stay on track in your campaign.

Analyzing your opponents' point of view can not only help you make your case, but also help you integrate the solutions to their concerns directly into your policy document.



▷ Express yourself in concise and direct sentences.

▷ List your research to correspond to the opponents' concerns.

▷ Outline your objectives clearly and logically.

Meet with your opponents and ask them about their concerns. They may alert you to issues previously unknown to your cause, and the open dialog can help you streamline your arguments.

Find common ground and solutions that satisfy both parties. Ultimately both parties want to improve the campus and make life better for students, so appealing to the positive impact of your shared goals can help your position.

Avoid going on the defensive by staying on message. Spending too long rebutting your opponents' concerns can derail the conversation.

When an opponent becomes an ally, use their support to further your cause! Allies in positions of power can help persuade other opponents towards your position.

SETTING GOALS

Having an end-point or goal set before you begin your campaign for policy change will help lead to the overall success of your efforts. SMART goals may be something you're already familiar with, but we wanted to include some helpful models and worksheets that will get your campaign strategy started off right!

SMART GOALS

Writing outcomes can be especially challenging. Make them SMART:

- Specific
- Measurable
- Attainable
- Results-oriented
- Time-bound

Once you've set your goals, create a work plan to assign those goals to various group members.

Mission Statement:		
Specific Goal Outline: Who: What: Where: When: Why:	Tasks: ▽	Timeline:
Results:		

FINDING SUPPORTERS

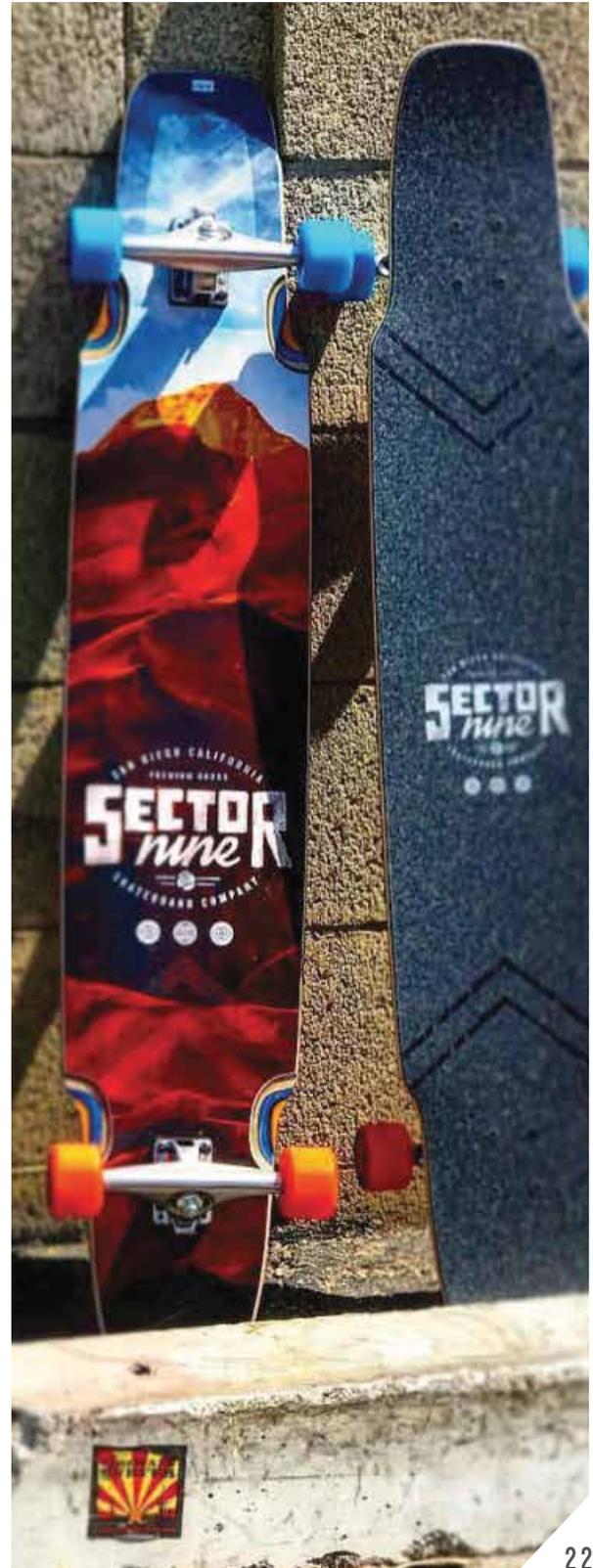
We've brought it up before, but you need support in a strong team.

ASSEMBLING YOUR TEAM

- ▷ Find the decision-makers on your campus! These substantial allies can provide resources and have the authority to push your campaign up stream.
- ▷ Faculty allies can be extremely helpful for your cause. Find faculty members that skateboard, or have kids that skateboard. These members of staff will have more cause to support you and leverage their positions to put pressure on gatekeepers that stand in your way.
- ▷ Campus staff can carry your movement to the top. You want to enlist campus staff early on in your campaign.

An advocate can take on much of your

- ▷ heavy lifting. These individuals or groups can do the writing, speaking and persuading that your movement may call for.
- ▷ Look for additional team members in these organizations:
 - ▶ Office of Sustainability
 - ▶ Office of Student Life
 - ▶ Campus clubs with similar or compatible focuses
 - ▶ Local skate shops



TAKE IT TO THE MEDIA

We are living in the age of social media, where the platforms to promote your cause are within reach. Here are some resources on how to leverage media to its full potential.

GET NOTICED BY CAMPUS MEDIA

Campus media can be huge for your campaign. Ever hear “the squeaky wheel gets the grease?” Be the squeaky wheel. When attempting to enact permanent change at your university, the goal is to get your campus involved, excited, and behind you throughout the process.

- ▷ STEP 1: What kind of media does your campus have for its student body?

Do your homework. Create a list of all the newspapers, magazines, radio or tv stations, websites and social media platforms your campus offers its student community.

- ▷ STEP 2: Who are your campus media contacts?

By doing a little sniffing around, you can usually find contact information for any media outlet. Check out the publication and look for keywords like “editor” or peruse the website and search for the “contact us” page. Social media usually has a call to action on its page. Find it. Even if you reach out to the wrong person, most likely they will direct you to the person you want to talk to.

- ▷ STEP 3: Make your media pitch epic.

Media is looking for something engaging, something that has the potential to create a conversation, or better yet, a following. Think bigger than you have before. This movement is about more than skateboarding. It’s about student health and wellbeing, the environment, a college campus moving toward the future. Incorporate the big picture into your media pitch. When we call your campaign a movement, we mean it. Remember to also include where you are in the process. Include details and list your successes and upcoming events.

▷ STEP 4: Now write it

You've brainstormed the epic pitch. Now write it. A pitch is usually compiled of just 200-250 words. Bear in mind who your audience may be, and that they don't know anything about your campaign... yet. Include details and definitions. Reiterate how important your movement is, and why, while maintaining an objective tone. Think of this pitch as the published article, because you want your media contacts to think of it that way as well.

▷ STEP 5: Make sure it's polished

Always include the names and contact information for all of your potential sources. Make your pitch publish-ready.

▷ STEP 6: Now send it

Construct a simple email explaining who you are, and what your sending. Make sure you are sending your pitch out individually to each contact, and not through a mass email. Take time to create an eye catching and interesting headline that will entice your contact to open your email and read its contents.

▷ STEP 7: Follow Up

We are all very busy people, and often times an email can be overlooked, or trashed. Follow-up with each of your contacts. They may not have read your email the first time, but a second follow up may catch their attention, especially if you include the term "follow up" in your subject line. Wait about 3-5 days before sending the second email.

CONDUCTING INTERVIEWS

You are creating a movement, and creating change. There is a high chance that somewhere throughout the process you will be interviewed. Here are some quick tips on handling the interview professionally and getting your key points heard.

▷ Expect to be asked these basic questions:

- ▶ Why did you start the campaign?
- ▶ Who is involved?
- ▶ What are your goals?
- ▶ What are the next steps?
- ▶ Are there elements of your campaign that may be controversial?
- ▶ Has anyone attempted to change the policy before?

Try to anticipate related questions and practice the interview beforehand. Understanding what you may be asked will help you articulate your answers and give you confidence throughout the interview.

SOCIAL MEDIA

Social media is a huge platform that can be used to your campaign's advantage. Consider these tips on optimizing its potential:

BECOME A TWITTER REGULAR



Twitter is a great platform to bring students, organizations and administrators together.

- ▷ Have your club come up with a catchy hashtag that will allow your supporters and team members to easily share updates on your campaign. It might be something like **#embracetheboard**
- ▷ Don't be afraid to follow people. No shame in finding anyone and everyone that you can think of and following them. The more people you follow, the higher the likelihood your campaign will catch the right attention from campus administrators, relevant faculty and staff, and student organizations.

Include them in your tweets. Once you have followed important people, tag their handles in your tweets!
- ▷ Get your hashtag out there by offering incentives to those that use it. Reach out to Sector 9, or other invested parties to come up with an offering that will entice others to share your message.
- ▷ Tweet Frequently, between 2 and 6 times per day.
- ▷ Always tweet any updates for your campaign, but also include relevant info that has anything to do with your movement. The more shareable the media you tweet, the more likely people will come across the details of your campaign.
- ▷ You want a retweet. Include interesting information or graphics to intrigue your audience and get them participating in your campaign!
- ▷ There are many hubs that you can use to schedule tweets and other social media in advance such as HootSuite or Sprout Social. Do some research and find the platform that works best for you.

BECOME AN ENTITY ON FACEBOOK



Creating a Facebook page will give your club an ideal platform for keeping your audience involved in upcoming events.

Though it has less organic opportunity, Facebook can be used to build your community of supporters and get as many people actively involved in your movement as possible.

Research other social media software that may help with the success of your campaign such as Lisvite, which will allow club members to invite all of their friends to an event easily.

GET EVERYONE ON BOARD

Make sure you are using your club to it's full potential. These students have banded together for a common love of the sport, ask them to share the campaign with their social networks.

Don't be afraid to ask people to retweet. Whether there is an incentive, or you're just asking for support, use your audience to create larger audiences.

EXPAND TO OTHER PLATFORMS

Skateboarding is action packed and incredible in photos. Use Instagram to get people excited about the sport.

Tumblr is extremely popular in the college community. Use it to your advantage!



PRESS RELEASE

Ok, so for many of you, a press release may be a foreign concept. However, when you've got news to announce, writing an effective press release and sharing it with your campus is an important component of your promotional strategy. Here are some tips to write an awesome press release and get your skateboarding club taken seriously.

▷ TIP 1: CREATE AN EYE-CATCHING HEADLINE

You've got to embody your entire movement in just one line. Make the reader want to learn more by creating a captivating headline that they can't ignore.

▷ TIP 2: DON'T DANCE AROUND THE POINT

Though decorated language has its place, a press release should be comprised of intriguing facts, laid out in a concise way that keeps the reader interested. The first paragraph of your release should cover the who, what, why, where and how of your campaign.

▷ TIP 3: INCLUDE STATISTICS

If there are statistics or hard numbers that support your announcement or the overall movement, include them!

▷ TIP 4: 3RD PARTY CREDIBILITY

If you have a quote that advocates your cause, include it in your press release. Third party credibility can take your movement miles. It also adds legitimacy and a human element to something that may otherwise be packed with numbers and hard facts.

▷ TIP 5: CHECK YOUR GRAMMAR

Nothing makes you look less credible than a press release riddled with grammatical errors. Use resources like [Grammarly](#) to double and triple check your release.

▷ TIP 6: GIVE THEM A WAY TO REACH YOU

Don't leave your release unnamed. Make sure there is contact information on your press release.

▷ TIP 7: GIVE THEM THE HISTORY

Incorporating relevant links to your club's website or social media will give your reader insight into who you are, and what your club represents and hopes to accomplish.

▷ TIP 8: ONE PAGE ONLY

Keep the press release to the point and make sure it fits onto one page. Remember, in these circumstances longer is not better. Make it readable.

WRITING AN OP-ED

OP-ED's are opinion-based blogs or articles that you pitch to an editor for publication to get your campaign noticed by a wide audience.

Stay professional, but incorporate the voice of your club to make the piece personal and enact emotion from your reader. Make sure to incorporate why your subject is relevant right now.

KEEP IT SHORT

- ▷ A general standard for an OP-ED is 750 to 800 words. However, be sure to check the specifications of the publication you are submitting to, to ensure you are hitting the word count mark.
- ▷ Cover the highlights. You don't need to cram all the information about your campaign into one piece. Write about a specific milestone, and give a general outline of your movement. Make sure you are conveying the message you want, and emphasize it.

CUT TO THE CHASE

- ▷ Right off the bat, you should be making your point. The first paragraph should have a well-stated argument that explains exactly why your reader should care.

GIVE A SOLUTION

- ▷ Even though this an opinion piece, don't only discuss the problem, offer a solution. Make sure you are analyzing your campus's current situation, while incorporating how you hope to change it. This is a great place to promote individual solutions such as SkateDock docking stations, and specific policy details.

GET GRAPHIC

- ▷ A picture can say a million words. Include graphics, illustrations, anecdotes and personal stories to paint imagery in your piece, and keep it exciting to the reader.

KEEP IT TOGETHER

- ▷ Use short sentences and paragraphs. Don't drag on, and keep it concise while using your voice. Rely on simple sentences that push your point. If need be, cut paragraphs into two or more shorter ones.

USE ACTIVE VOICE

- ▷ Active voice is always better than passive voice when writing an OP-ED. Using an active voice makes it clear that you are the person taking on the mission being stated. It makes the reader understand they are hearing it from the horse's mouth.

END ON A STRONG NOTE

- ▷ Summarize your argument in your final paragraph. Reiterate your original point, and leave your reader with a call to action.

WRITING AN OP-ED CONTINUED

FOLLOW-UP

- ▷ As we discussed in earlier chapters, don't just submit and forget. If there is no response from the editor in a week, follow-up. Worst case scenario they tell you it's not going to print, but you can still ask for feedback and pointers. They may also hold it for print, but publish it online. Ask if this is an option.
-

THE ELEVATOR PITCH

The elevator pitch will be one of the most essential tools used promoting your policy change. It's a brief, but clearly expressed summary about your movement that is ready to be shared at any minute.

Throughout your campaign, you will constantly be engaged in face-to-face communication. You never know who you might cross paths with. Having an effective elevator pitch can be critical during those situations.

1. START OFF WITH A QUESTION:

A simple question like "Do you think skateboarding should be allowed on campus?" or "Do you believe our campus could do more for it's skateboarders?" can be a great way to break the ice and make your conversation more engaging.

2. ESTABLISH CREDIBILITY

Take a sentence or two to introduce yourself in a way that establishes your credibility on the topic. Prove your qualifications by talking about your experiences in skateboarding on campus and your involvement with the skateboarding club.

3. INTRODUCE YOUR IDEA

Be direct! You want to present your idea in a manner that's engaging and memorable. Even if you don't think you accomplished anything substantial after your conversation, there's now one more person aware of your campaign.

Always make sure to carry business cards, a flyer, or something with your contact information. Give anyone you speak with the opportunity to reach you at any time.

THE ELEVATOR PITCH CONTINUED

4. TALK ABOUT YOUR ACHIEVEMENTS!

If you believe in your campaign and are proud of what you've accomplished so far, don't be afraid to share.

Talk about your success in the movement, and the milestones that you have reached. When you can provide people with evidence that your campaign is successful, they are going to be more likely to want to get involved.

5. STAND CLEAR OF BUZZWORDS OR JARGON

Do not over do it by trying to throw around big words and acronyms in your pitch. You want your speech to be as clear and authentic as possible so that it can capture the other person's attention.

Adding unknown jargon and buzzwords into your pitch can leave the listeners confused or disengaged in the conversation.

6. IT'S OK TO SOUND REHEARSED

Remember, the goal is to have people leaving with as clear an understanding as possible. If that means you sound a little rehearsed, that's completely ok.

7. HAVE DIFFERENT PITCHES FOR DIFFERENT PEOPLE

It's always good to have variations of your speech prepared for possible audiences. In doing so, you can include specific information that may be more relevant to whomever you are talking to at the time.

8. KNOW YOUR BUSINESS

Each person that plans on using this pitch needs to be familiar with the information they are presenting.

You want your speakers to be able to keep the conversation going, and effectively answer any follow-up questions that people may have.

8. CREATE A VIDEO OF YOUR PITCH

Creating a video of your pitch can not only be an effective tool in person but a great asset to share on social media.

FIND A MENTOR

In this section we will address who your mentor is, and how you can convince them to help take on your cause.

A mentor can not only provide guidance, but they can work with other staff, faculty and administration in a way that a student cannot. They can leverage their position to sway your opponents on issues that are important for your success. When looking for a mentor keep these points in mind:

DON'T ALWAYS BANK ON THE OBVIOUS

You already know that the goal for your campaign is to change the skateboarding policy on campus. However, there are many added benefits from your campaign that may be more attractive to an outside potential mentor. Don't always lead with the skateboarding aspect alone. Consider enticing a potential mentor with the environmental benefits, the health and wellness of the students, or the campus experience that may come with you achieving your goals.

FIND THOSE AFFECTED

A great place to look for a mentor is with faculty, staff or administration that may be feeling the same way about the current policy as your club. If there is a member of staff that uses a skateboard or other form of active transportation as their means of getting to campus, they could potentially be very invested in your cause.

ALWAYS CONSIDER STRATEGY

Despite the common perception that the most effective mentors are at the top of the campus admin food chain, staff in lower level positions are usually far more in tune with the student body. These individuals have a realistic perspective on campus life, and the impact policies have on students. These staff members also have a keen understanding and experience of campus politics. Consider hall directors, student activities program managers, registrar's office assistants or staff from the Dean's office.

LOOK INSIDE YOUR CLUB

You have a club full of your peers, all wanting the same thing, a change in policy. Many times those around you may already have the connection you're looking for. Don't hesitate to press your club members for possible relationships that may fit the mentor role.

TALKING TO ADMINISTRATORS

Staying professional is important at all times. There is a stigma attached to skateboarding, and we want your campus office to see you as a force to be reckoned with. Stay professional, convey respect, and follow a few guidelines to ensure you are being taken seriously.

ALWAYS BE PREPARED

- ▶ If you're setting up a presentation or meeting, make sure you are purposeful with your invite list. Consider a few of these items before contacting administrators:
 - ▶ Which departments are directly impacted by the change you're proposing?
 - ▶ Who are your existing faculty/staff allies?
 - ▶ Who most needs to be educated on this issue as it relates to their primary job function?
- ▶ You want as many of the important decision-makers in attendance for any meeting or presentation you plan. Get in touch with admin assistants and similar positions to ensure that everyone's availability lines up. You want as many of your key players there for your presentation as possible. You may ask for more than one meeting time to try to coordinate across department representatives.
- ▶ Get organized. Make sure all members of your club are on the same page. If it takes education and a little practice for club members that are participating in presentations, make sure you allocate time for it.
- ▶ Get educated. Your Career Services Office may be helpful in coaching you through a professional presentation and give you advice on optimizing your time in front of decision-makers.
- ▶ Anticipate the ideas and opinions of those administrators you are scheduled to present to. Prepare education that will alleviate their concerns.

For example, if you anticipate that the Risk Management Department will be concerned about loose skateboards in hallways or on walkways, come fully prepared with a docking option like the SkateDock™. Don't skimp on the details, give them appropriate potential locations, proposed walk only zones, prices for the docking stations, and a [website with the details for purchase and implementation](#).

- ▷ Create an agenda. Outlining the main topics you want to address will ensure you don't stray off topic, and that all important information is brought up and presented. Often times, your participants might like to see the agenda prior to the meeting or presentation.
- ▷ Get creative. No one likes a boring presentation. No need to include too much flare, but powerpoints, graphics, audio or a video can bring your ideas together in an entertaining and educational way.
- ▷ Practice. This is a given. Make sure you are prepared, organized and ready to present.

FOLLOW-UP

- ▷ Thank them. Though you thanked them in person, thank them again in a professionally written email. Not only is this courteous, but it is an opportunity to remind them of the meeting and revisit the issue.
- ▷ Send your notes. Since you delegated that awesome note taker for the meeting, share your notes. This gives everyone the opportunity to reflect on the successes and concerns addressed in the meeting. Sharing notes opens the door to schedule another time to speak to address any unanswered questions.



EXECUTE CAMPAIGN

Now that you've done the research, set your goals, and found supporters, it's time to finalize your campaign and submit the proposal. Use these helpful tips, proposal templates, and examples from successful campaigns to optimize your proposal for approval.

VITAL ARGUMENTS AND STATS

In your proposal you will be expected to have credible statistics and facts. Here are some resources that may help endorse your proposal. Remember to also do your own research. The more relevant the information for your school specifically, the more effective the statistics will be in your proposal.

- ▷ [SDSU Bike and Skateboard Access Study](#)
- ▷ [Skateboarding as Transportation: Findings from an Exploratory Study](#)

TEMPLATES AND WRITING RESOURCES

- ▷ [Guide to Writing and Maintaining Campuswide Administrative Policy](#)
- ▷ [Policy Writer Resources](#)
- ▷ [Policy Templates](#)

SAMPLES

- ▷ [Using Skateboards on Campus Sample Policy](#)
- ▷ [Skateboard Policy](#)
- ▷ [Successful Skateboard Policy Proposal](#)
- ▷ [Successful Policy Change Proposal with Statistics](#)

DETAILS

Make sure you include all details that will go into making sure your campaign is successful for both you and your school.

Include:

- ▷ Specifics on wheel to ground ratios to deter trick skating and promote commuter skating.
- ▷ Identify potential “dismount zones” to promote pedestrian safety.
- ▷ Determine the most effective areas for your [SkateDock™](#) “docking” stations and include signage in your proposal.

OVERCOMING OBSTACLES

After you submit your proposal, there may be obstacles that stand in the way of the success of your campaign. Do not let them deter you from reaching the end goal. These resources will help you to problem solve, and keep both you and your supporters encouraged.

WHAT IS THE PROBLEM?

Identify the problem to start tackling it. Is your problem...

- ▷ An external person or group?
 - ▷ Someone within the group?
 - ▷ A problem with funding?
-

EXTERNAL PROBLEMS

Is it an individual or another organization that is preventing your movement from getting to the next step? Try to figure out their reasoning for standing in your way.

- ▷ Can they meet with you?
 - ▶ In a professional manner, take it upon yourself to reach out and see if the opposing party would be willing to meet.
 - ▶ If possible, a face-to-face discussion either in person or digital, can be the most effective way to reach a possible resolution.
 - ▶ For all you know, it could be a fundamental miscommunication, and all the opposing party may need is some clarity.
- ▷ Can an agreement be made?
 - ▶ If conversation and clarity do not seem to be working, is it possible to meet somewhere in the middle?
 - ▶ See if there is a possibility to find common ground. While this may result in both parties having to give something up, it can ultimately create a solution that can get your campaign rolling again.
- ▷ Are there third-party resources you can reach out to?
 - ▶ Not able to reach an agreement? Look for other resources and allies that may have the power to bypass that opposing party and get your campaign moving again.

INTERNAL PROBLEMS

Internal issues can have just as much negative impact as external forces. The first thing to do is identify if it is an individual that is preventing things from moving forward or is it operations within the group as a whole?

Individual: _____

- ▷ If it's a particular individual's opposing view, take the time to hear them out. You want to lead your campaign with an open mind. Encouraging discussion is key to being successful.

Group: _____

Is the group not functioning well? There are many possibilities as to why that may be:

- ▷ Too many moving parts for things to be operating effectively?
 - ▶ Rather than trying to accomplish so many things at once, take smaller steps and tackle issues one or a few at a time. This can help make things in the group run more cohesively.
- ▷ Is everyone on the same page?
 - ▶ Sending short survey emails and encouraging group discussions can help teammates feel heard and capitalize on the unique talents individuals bring to the campaign.
- ▷ Does it seem like the group spends more time debating than getting things done?
 - ▶ Gauge the group's mindset. Review your goals, objectives, and action plan.
 - ▶ At this final stage of the proposal, debates should be minimal, so remind everyone of their accomplishments and that the finish line is near.

FUNDING YOUR CLUB

As a student organization, money will be a factor in almost everything you do. Overcome financial obstacles by gathering resources for your club.

USE YOUR VOICE

▷ Setting up tables, rallies, and writing messages on classroom boards are all ways you can spread your message without spending a dime.

▷ Appeal for donations in strategic media outreach; don't overload people with requests for funds but remind them of ways to reach your club and how financial support can benefit your movement.

PRIORITIZE THE MONEY YOU HAVE

▷ When you do need to spend money, discuss with the group and spend it on things that are absolutely necessary.

FUNDRAISING

▷ Use your club to come up with creative fundraisers and involve your campus.

FUNDING THE CAUSE

Decisions on campus often boil down to financial possibilities. Learning all the ways universities have funded their active transportation programs can help you overcome financial obstacles.

Some examples below relate primarily to bicycle transportation funding, but board transportation often piggybacks on top of bike funding. Use these examples as templates to present in your proposal.

STUDENT SUSTAINABILITY COMMITTEE

▷ **University of Illinois at Urbana-Champaign** was awarded \$225k from the SSC for bicycle parking. Use this angle to include board parking and funding.

VEHICLE PARKING FEES

▷ The **University of Minnesota Twin Cities** uses income from vehicle parking permits to entirely fund their alternative transportation program.

ENVIRONMENTAL COALITION

▷ **Virginia Tech** installed more than 250 bike parking spaces, total \$42k in funding from the Green RFP program and the Bike, Bus, and Walk program.

EDU PRODUCT DISCOUNTS

▷ **Ground Control Systems™** offers educational discounts on high-quantity purchases as well as University wholesale prices.

FOLLOW-UP

Your campaign is officially over... but wait, there's still more. Wrap it all up with a bow by documenting your hard work, sharing it, and keeping in touch with everyone who made it possible.

ARCHIVE YOUR WORK

- ▷ Keep all information and documents used in the campaign together. Physical and digital copies should be on file.
- ▷ Storing contacts, statistics, outreach emails, etc. on your club's Google Drive or Dropbox would be ideal. This way the information can always be accessible.

KEEPING IN TOUCH

- ▷ To keep positive relationships established with everyone that was involved, take a moment to thank them. This also includes all the outside resources that provided support along the way as well.
- ▷ Send them updates about the status of the campaign and club.
- ▷ Include them in the listserve for your club's newsletter.



SHARE YOUR RESULTS WITH THE WORLD!

- ▷ Publicize what was accomplished in the campaign.
- ▷ Include the information on your club's social media, website, and newsletter.
- ▷ You should also write a press release to try and get your story posted in the campus newspaper, radio station, or news channel.

RESOURCES

Define Your Policy:

- ▷ <https://manuals.ucdavis.edu/resources/GuideToWritingPolicy.pdf>
- ▷ <http://www.csus.edu/umannual/admin/admin-0157.htm>
- ▷ <http://bamaparking.ua.edu/wp-content/uploads/sites/3/2016/04/Skateboard-Policy-2016-pdf.pdf>

Research:

- ▷ <http://www.startclass.com/>
- ▷ http://www.dailycamera.com/cu-news/ci_29364025/cu-boulder-installs-skateboard-racks-around-campus
- ▷ <http://www.chronicle.com/interactives/peers-network>
 - ▶ <https://parking.utexas.edu/rules/sec4.html>
 - ▶ <https://www.lclark.edu/live/profiles/5941-recreational-activities-policy>
- ▷ https://peec.stanford.edu/sites/default/files/2016_mobility_seminar_kevin_fang.pdf
- ▷ <https://www.sector9.com/environment.aspx>
- ▷ <https://search.proquest.com/openview/f2a1ee0ea61272e2cf6064e41281f0ff/1?pq-origsite=gscholar&cbl=18750&diss=y>

Finding Supporters:

- ▷ <https://www.grammarly.com>

Talking to Administrators:

- ▷ <https://www.groundcontrolsystems.com/product/skatedock-sm10x-surface-mounted-racks/>

Execute Campaign:

- ▷ https://issuu.com/ktua/docs/sdsu_bike_skate_study_lowres
 - ▷ http://pdxscholar.library.pdx.edu/cgi/viewcontent.cgi?article=2515&context=open_access_etds
 - ▷ <https://manuals.ucdavis.edu/resources/GuideToWritingPolicy.pdf>
 - ▷ <http://manuals.ucdavis.edu/resources.htm>
 - ▷ <https://drive.google.com/drive/folders/0BxRE-7oBGUxSvG1vcmZVR1YteE0?usp=sharing>
 - ▷ <https://www.wvu.edu/policies/docs/5600%20Public%20Safety/POL-U5620.06%20Using%20Skateboards%20on%20Campus.pdf>
 - ▷ <http://bamaparking.ua.edu/wp-content/uploads/sites/3/2016/04/Skateboard-Policy-2016-pdf.pdf>
 - ▷ <https://drive.google.com/file/d/0BxRE-7oBGUxSvZ09ITkJDd3FicIE/view>
 - ▷ <https://drive.google.com/file/d/0BxRE-7oBGUxSYWdqeTdwdHZXUIE/view>
 - ▷ <https://www.groundcontrolsystems.com/product/skatedock-sm10x-surface-mounted-racks/>
- ## Funding:
- ▷ <http://fs.illinois.edu/resources/newsroom/2016/11/10/bicycle-parking-upgrades>
 - ▷ <http://www.pts.umn.edu/bicycle>
 - ▷ <https://vtnews.vt.edu/articles/2014/10/100614-vpa-bicycleparking.html>
 - ▷ <https://www.groundcontrolsystems.com/>

LIBRARY ENTRANCE



DOCK IT
& LOCK IT
NO BOARDS
AND SCOOTERS
INSIDE BUILDING



GROUND CONTROL



SYSTEMS®

Innovative Bike & Board Parking

P: 800.630.7225

info@groundcontrolsystems.com



P: 858.408.0083

sales@sector9.com

marketing@sector9.com