



MEDIA RELEASE

Shelley Bruce Elected to Serve as Lobby Corps Officer for all 23 California State Universities

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POMONA, Calif. – February 16, 2011 – The Associated Students Incorporated (ASI) student government at Cal Poly Pomona is proud to announce that Shelley Bruce, ASI secretary of external affairs, has been elected by the California State Student Association (CSSA) to serve as Lobby Corps Officer for all 23 of the California State Universities (CSU). Bruce has already begun her term and will aid the CSSA's recruitment efforts in building student Lobby Corps groups at each of the CSU's.

In addition, Bruce will collaborate with CSSA to institute events and implement campaign initiatives that build awareness on state-wide higher education issues for students; for example, a state-wide Advocacy Campaign that addresses the state's recent budget cuts to the CSU.

"Communicating with student government boards at each campus on these issues is crucial in serving as a Lobby Corps officer," Bruce said.

ASI Cal Poly Pomona will also help CSSA disseminate the second phase of the popularly-growing "Made in the CSU Campaign," which exemplifies the importance of CSU graduates and their contribution to the state's workforce each year.

"We believe at CSSA that the CSU is a solution to the future of California because it provides so many professionals into the workforce for California each year. Funding the CSU is an investment for California," Bruce said.

As Bruce drafts her plans for the year as Lobby Corps Officer, she has already begun to outreach and coordinate programs for campuses throughout the state. Upcoming Cal Poly Pomona events for students are as follows:

Funny Money (Feb. 15 in Ursa Major, BSC)

- An event that promotes awareness of our state's current budget crisis and its effect on higher education.

Lobby Corps Clinic (Feb. 21 in Orion AB, BSC)

- A workshop that educates students on Lobby Corps and its role at Cal Poly Pomona.

Visit to Assemblywoman Norma Torres (Feb. 25)

- Students along with University President Dr. J. Michael Ortiz will visit Norma Torres to speak and promote the CSU while addressing issues current students face.

ASI strongly urges that students participate in these events and join Lobby Corps to advocate for their needs at the state-level. Contact Shelley Bruce at asiseceexternal@csupomona.edu for questions regarding Lobby Corps or CSSA. For students looking to get involved, visit the ASI student government office (Bldg. 35) Monday through Friday from 8 a.m. to 5 p.m.