



2025 STUDENT MOVEMENT RECAP

@USSTUDENTASSOCIATION

**WE BELIEVE EDUCATION IS
STILL A RIGHT!**

**SO WE BROUGHT BACK
COLLECTIVE POWER BY
BUILDING A NATIONAL
ORGANIZATION THAT TRAINS,
ADVOCATES, AND CONNECTS
STUDENTS EVERYWHERE**



47TH LEGCON MARCH 21-24TH

FOR THE FIRST TIME IN 8 YEARS, THE US STUDENT ASSOCIATION BROUGHT BACK THE NATIONAL GRASSROOTS LEGISLATIVE CONFERENCE (LEGCON). 150 STUDENTS REPRESENTING 39 CAMPUSES FROM 18 DIFFERENT STATES GATHERED IN WASHINGTON DC TO MEET WITH ELECTED OFFICIALS. CONDUCTING 62 MEETINGS ON THE HILL AND MEETING PARTNERS IN THE HIGHER EDUCATION SPACE ACROSS ISSUES AND SKILLS TRAINING.

AT LEGCON STUDENTS DRAFTED AND PASSED A CHARTER TO CREATE ROLES AND PROCESSES TO OPERATE THE ORGANIZATION OVER THE NEXT YEAR.



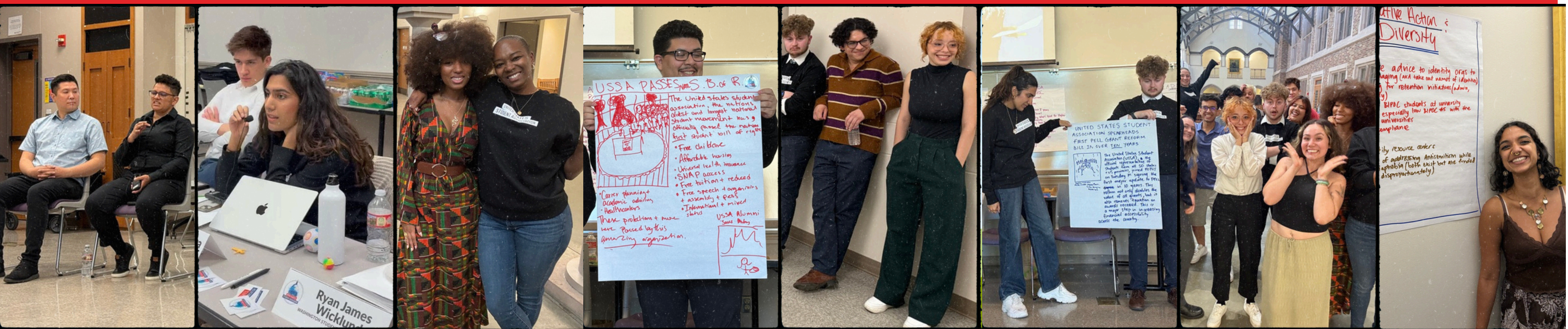
BUILDING THE ASSOCIATION

INTERIM GOVERNANCE COUNCIL IN PERSON RETREAT AT UW SEATTLE

IN AUGUST, USSA HELD ITS FIRST IN-PERSON MEETING OF THE INTERIM GOVERNANCE COUNCIL IN SEATTLE, WASHINGTON. THE THREE-DAY CONVENING BROUGHT TOGETHER STUDENT LEADERS, ALUMNI, OFFICERS, AND PARTNERS TO BUILD RELATIONSHIPS, STRENGTHEN SHARED LEADERSHIP, AND ALIGN ON USSA'S NATIONAL STRATEGY AND MISSION.

THE MEETING COMBINED POLITICAL EDUCATION, GOVERNANCE DEVELOPMENT, AND STRATEGIC PLANNING, INCLUDING SESSIONS ON USSA'S HISTORY, THE STATE OF HIGHER EDUCATION AND AFFORDABILITY, POWER ANALYSIS OF THE STUDENT MOVEMENT, AND FACILITATED VISIONING AND STRATEGY DISCUSSIONS. PARTICIPANTS ALSO ESTABLISHED SHARED PRINCIPLES OF UNITY, CLARIFIED BOARD EXPECTATIONS, AND DEVELOPED A COLLECTIVE NATIONAL CALENDAR, LEAVING WITH RENEWED ALIGNMENT AND MOMENTUM TO ADVANCE STUDENT POWER NATIONWIDE.

BUILDING THE ASSOCIATION



TRAINED 412 STUDENT LEADERS

VIRTUAL STUDENT LEADER MEDIA TRAINING

**CAL STATE STUDENT ASSOCIATION UNITY
CONFERENCE**

**NATIONAL UBRAN LEAGUE ORGANIZING
TRAINING**

**ARIZONA STUDENT ASSOCIATION GROW
TRAINING**

SPLC ADVOCACY INSTITUTE



OHIO ORGANIZING BOOTCAMP

USSA HAS JOINED STEERING COMMITTEE FOR THE EMERGENCY CAMPAIGN FOR HIGHER EDUCATION. A COALITION OF EDUCATORS, STUDENTS, ALUMNI, AND COMMUNITY ORGANIZERS WHO BELIEVE IN ACCESS AND AFFORDABILITY, ACADEMIC FREEDOM AND INDEPENDENCE, CIVIL RIGHTS AND DEMOCRATIC GOVERNANCE.

THROUGH THIS COALITION WE ARE TRAINING OUR CURRENT MEMBERS AND GROWING OUR REACH FOR MEMBERSHIP INTO NEW STATES.



USSA ORGANIZING TRAINING SERIES

USSA HOSTED A VIRTUAL ORGANIZING TRAINING SERIES WITH USSA ALUMNI TRAINEES. THE 5 PART SERIES GATHERED 128 STUDENTS FROM 34 CAMPUSES WHO LEARNED THE BASICS OF LEADERSHIP, ONE ON ONE ORGANIZING, A VOTE CAMPAIGN, AND A STUDENT RAN DISCUSSION ON CREATING A BILL OF RIGHTS.

17 STUDENTS GRADUATED THE PROGRAM BY ATTENDING ALL OF THE TRAININGS, THEY RECIEVED A CERTIFICATE OF COMPLETION.

FORMS OF POWER
for COMMUNITY GROUPS


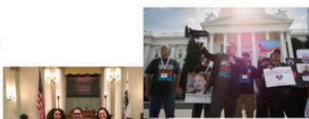
TYPE OF POWER

WHAT MATTERS


Electoral/Legislative.....	Votes and money.
Consumer	Ability to cut profits. Clearly identified brands.
Legal-Regulatory	Clear laws and regulations. Free legal help.
Strikes - Disruptive	Ability to cut profits. Keep institution from functioning.

Danny Montes

- Public Policy Fellow - Congressional Hispanic Caucus Institute
- Organizer - Service Employees International Union
- Civic Engagement Strategist - UnidosUS (Formerly NCLR)
- National Organizing Director - Alliance for Safety and Justice



Four-Phase Facilitation Framework



- Phase 1: Planning & Socialization – Set purpose, goals, outreach
- Phase 2: Facilitation – Agenda, roles, inclusivity, energy
- Phase 3: Follow-Up & Debrief – Notes, next steps, accountability
- Phase 4: Self-Reflection & Shifts – Learn, adjust, grow

CAMPAIGNS

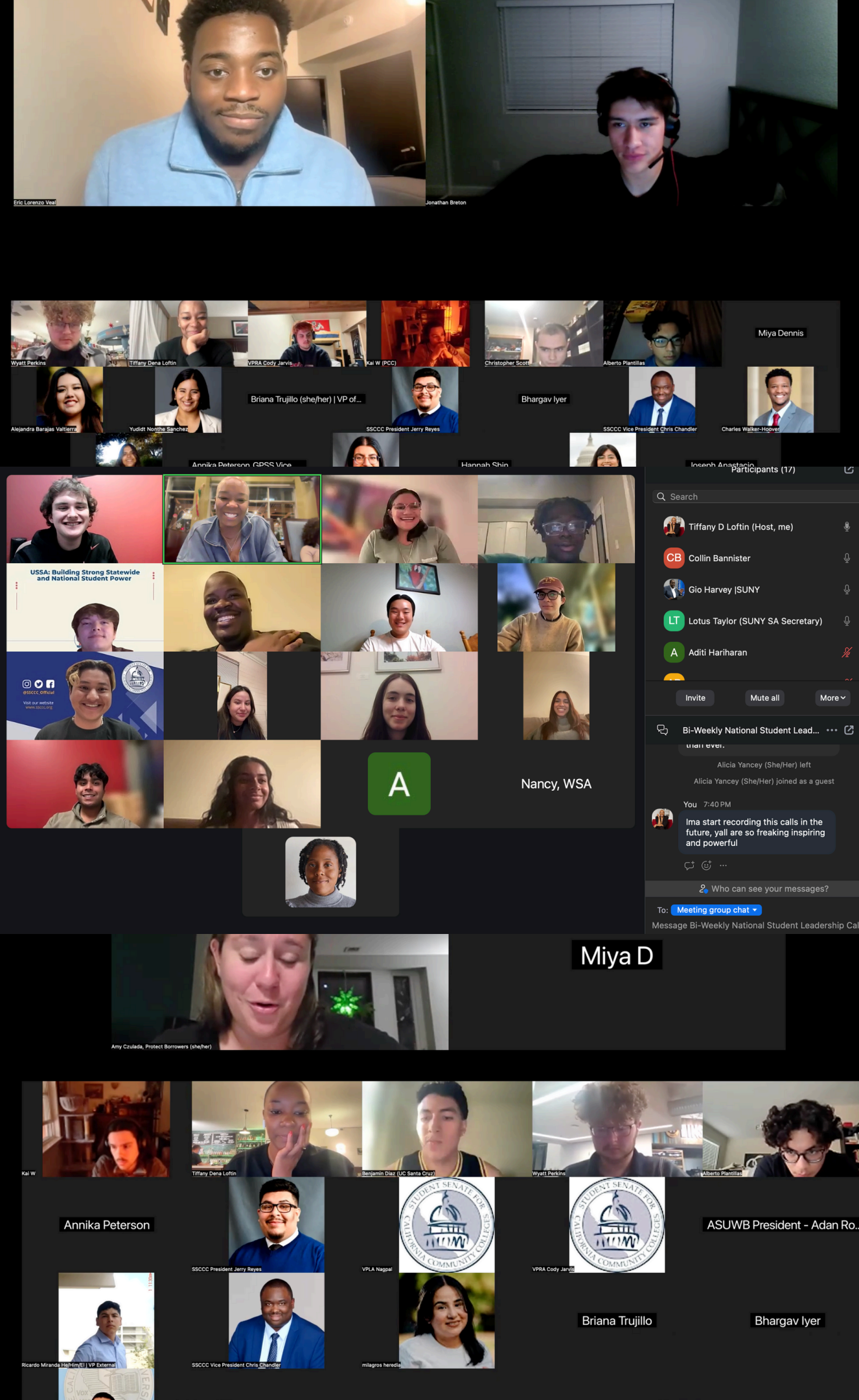
MEMBER STATEWIDE STUDENT ASSOCIATION AND CAMPUS LEADERS ORGANIZED AGAINST THE ATTACKS ON HIGHER EDUCATION.

ARIZONA STUDENTS RAN A STATEWIDE ELECTORAL CAMPAIGN TO REGISTER, EDUCATE AND TURN OUT VOTERS

MIT AND UNIV OF AZ STUDENTS ORGANIZED WITH THE OTHER 7 UNIVERSITIES TO PUSH ADMINISTRATION TO REJECT THE COLLEGE COMPACT BY THE TRUMP ADMINISTRATION

UC STUDENT ASSOCIATION ORGANIZED A RALLY AND PUBLIC COMMENT TO REJECT TUTION INCREASES IN NOVEMBER







RANDY, WA



BEN, CA



MIYA, FL



JONATHAN, AZ



ALBERT, AZ

STUDENT RUN- STUDENT LEAD

AFTER AN EIGHT-YEAR ABSENCE, CURRENT STUDENT LEADERS REESTABLISHED THE UNITED STATES STUDENT ASSOCIATION BY CREATING AN INTERIM GOVERNANCE COUNCIL (IGC) COMPOSED OF FULL-TIME STUDENTS ELECTED INTO OFFICER ROLES. THE IGC WAS FORMED TO RESTORE DEMOCRATIC STUDENT LEADERSHIP AND REBUILD NATIONAL COORDINATION FOR USSA.

ELECTED OFFICERS CREATED COMMITTEES TO MOVE THE ASSOCIATION'S OPERATIONS FORWARD AND ESTABLISH SHARED PROCEDURES FOR COMMUNICATIONS AND LEGISLATIVE PRIORITIES.

STUDENT LEADERSHIP IS ESSENTIAL TO THE MODEL AND CULTURE OF USSA BECAUSE STUDENTS ARE DIRECTLY IMPACTED BY HIGHER EDUCATION POLICIES. THROUGH THE IGC, STUDENTS SET THE AGENDA AND LEAD THE WORK IN PARTNERSHIP WITH MEMBERS AND NATIONAL ALLIES, ENSURING USSA REMAINS A STUDENT-POWERED, MEMBER-LED ORGANIZATION.

5.1 MILLION MEMBERS

ACROSS 8 STATES IN JUST ONE YEAR



Celebrating 50 Years of Student Advocacy in ND
1969 - 2019



HIRED TWO NATIONAL STAFF

TIFFANY DENA LOFTIN

She is a national organizer and strategist committed to building student power and protecting access to higher education. She currently serves as the Interim Executive Director of the United States Student Association, where she leads national operations, leadership development, fundraising, and campaign strategy. Her work focuses on affordability, democracy, and students' freedom to organize and speak up on their campuses. She is passionate about coalition-building, training young leaders, and turning student organizing into lasting impact.

ELSIE VIZCARRA

Elsie Vizcarra is a first-generation Latina organizer passionate about empowering students to build power and fight for equitable access to education. She began her organizing journey at the University of California through engaging education, a student-led retention and outreach program. Serving as the Latine Retention Coordinator and Chair, Elsie led multiple campus campaigns aimed at improving student support, retention, and institutional accountability, while mentoring and training students to step into their leadership and advocacy.

Raised in a mixed-status family, Elsie's work is deeply informed by her commitment to immigrant justice and the lived experiences of marginalized communities navigating systemic barriers. She has since graduated from college and now serves as the West Coast Field Organizer for the United States Student Association Foundation (USSAF).



SOCIAL MEDIA

- AUDIENCE GROWTH: INSTAGRAM FOLLOWERS 2,454 ; YOUTUBE 12 SUSBCRIBERS; MAILCHIMP SUBSCRIBERS 2,670
- ENGAGEMENT RATE: 24.7% MAILCHIMP OPEN RATE; INSTAGRAM IMPRESSIONS 12,400;
- REACH & IMPRESSIONS: INSTAGRAM 540,528 VIEWS FOR THE YEAR
- WESBITE

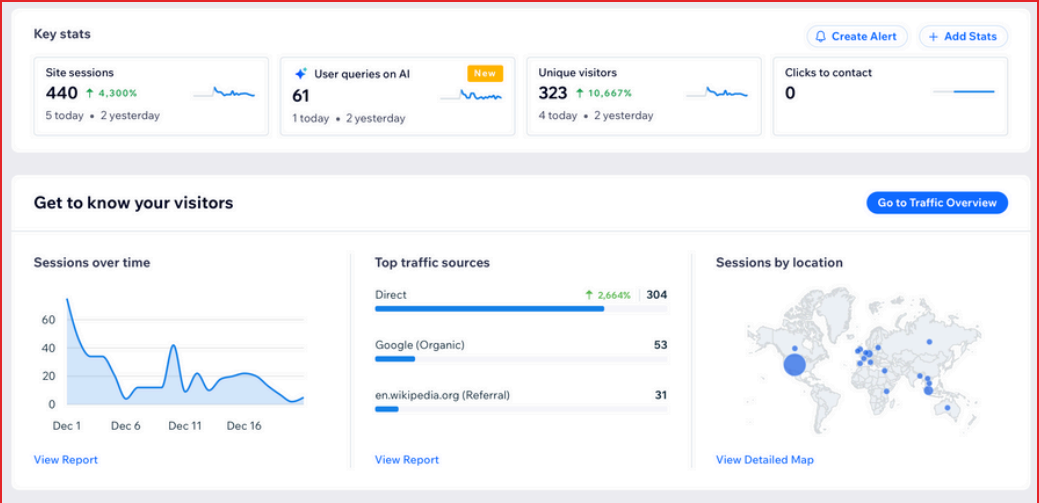
ANALYTICS

Email open rate ▾

24.7%

Email total opens ▾

4,934



Summary ⓘ

Contact counts are cumulative to date • Compared to last year

Total contacts

2,670

Subscribed

2,599

Lifetime totals

1.82k

Views

1.3k

Clicks

71.3%

Click rate

Views

MEET OUR NEW INTERIM EXECUTIVE DIRECTOR TIFFANY DENA LOFTIN US STUDENT ASSOCIATION

Rebuilding the National Student Movement Join us

@usstudentasso

45,208

USSA PHONEBANK MARATHON: BLOCK THE BIG UGLY BILL

THE "Big Beautiful Bill Act" threatens student access to higher education by cutting loan programs, capping aid, and imposing harsh repayment and accountability rules that could defund degree programs and exclude vulnerable students. Student's must call Congress to stop the bill.

2 July 9:00am- 4:00pm ET

Legislative Briefing Training Phonebank Party

Register at bit.ly/Uglybmlphonebank

12,199

HR-1: The One, Big, Beautiful Bill Act

And how the new budget bill attacks students in higher education...

10,050

ORGANIZING JANUARY 2022

Join us in Orlando, Florida and learn skills to organize for the 2026 midterm elections

16

Fill out the application form in our IG bio! Deadline to apply is Dec 12th bit.ly/actnow26

17

Travel will be covered for any students who need support to participate

18

UNITED STATES STUDENT ASSOCIATION STATEMENT TO THE PUBLIC

The United States Student Association is heartbroken by the devastating shooting at Brown University that took the lives of two students and left nine others injured during a study session on December 11, 2021.

We honor the memories of students Ella Creek and Muhsen Al-Aziz. We stand in solidarity with every survivor and those still recovering from this unimaginable trauma. No student should ever face a tragedy like this in a place of learning. Yet, this tragedy reflects a broader and escalating epidemic of gun violence that continues to plague college campuses and communities across our nation. Our campuses must be spaces of learning, growth, safety, and belonging, not sites of hatred, violence, and loss.

We reaffirm our deep commitment to advocating for evidence-based policies and solutions that protect students' lives and well-being. We call for: Common-sense gun safety reforms that keep weapons out of our classrooms. Increased investment in mental health resources and trauma-informed campus responses. Robust campus safety strategies developed with and for students of every background and identity.

We call on campus leaders, policymakers, and community members to take bold, coordinated actions that will prevent future tragedies and provide long-term support for those living with grief and trauma.

In this painful moment, USSA stands shoulder to shoulder with all students who are mourning. We demand a future where education and safety are inseparable.

In solidarity,

The United States Student Association

9,492

US Student Associati

Introducing the 2025 Interim Governance Council

8,030

NEGOTIATED RULEMAKING for HIGHER EDUCATION

Register here: [QR Code]

Where: Zoom When: Thursday, August 14th at 12:00-1:00 PM ET

7,880

HOW YOU GONNA WIN IF YOU'RE NOT TRAINED?

REGISTER FOR THE SEPTEMBER TRAINING SERIES WITH THE LINK IN OUR BIO

OPEN TO ALL COLLEGE STUDENTS, EVERYWHERE

7,757

USSA IS BACK

6,569

US Student Associati

Introducing the 2025 Interim Governance Council

6,569

GRASSROOTS ORGANIZING

7,757

HIGHER EDUCATION IS UNDER ATTACK!

Rising tuition. Censorship. Program cuts. Political interference.

6,569



THANK YOU TO OUR SPONSORS



SPECIAL THANKS TO THE USSA FOUNDATION, ALUMNI, AND FRIENDS

WWW.USSTUDENTASSOCIATION.ORG

**EDUCATION
IS A RIGHT!**

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@USStudentAssociation