



# 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**



# 47<sup>TH</sup> LEGCON

## MARCH 21-24<sup>TH</sup>

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.

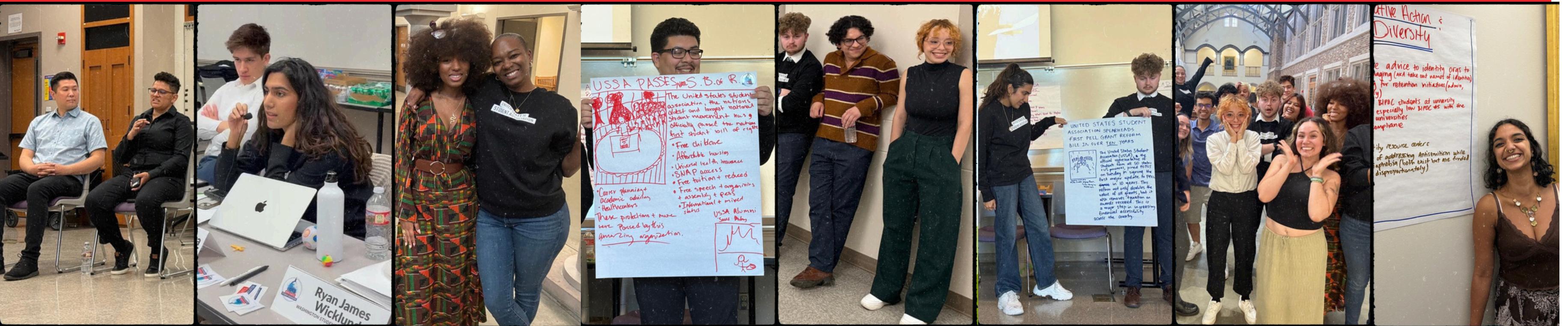
AT LEGCON STUDENTS DRAFTED AND PASSED A CHARTER TO CREATE ROLES AND PROCESSES TO OPERATE THE ORGANIZATION OVER THE NEXT YEAR.



# 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.



# TRAINED 412 STUDENT LEADERS

TRAININGS

**VIRTUAL STUDENT LEADER MEDIA TRAINING**

**CAL STATE STUDENT ASSOCIATION UNITY  
CONFERENCE**

**NATIONAL UBRAN LEAGUE ORGANIZING  
TRAINING**

**ARIZONA STUDENT ASSOCIATION GROW  
TRAINING**

**SPLC ADVOCACY INSTITUTE**



# TRAININGS

# OHIO ORGANZING 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

TRAININGS

USSA HOSTED A VIRTUAL ORGANIZING TRAINING SERIES WITH USSA ALUMNI TRAINES. 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 RECEIVED A CERTIFICATE OF COMPLETION.

FORMS OF POWER  
for COMMUNITY GROUPS

TYPE OF POWER

- Electoral/Legislative.....
- Consumer .....
- Legal-Regulatory .....
- Strikes - Disruptive .....

WHAT MATTERS

- Votes and money.
- Ability to cut profits.
- Clearly identified brands.
- Clear laws and regulations.
- Free legal help.
- 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

Tiffany Dena Loftin

Alberto Pipino

Key Young

Ricardo Miranda (Holding) | VP External

Randy Phillips

Virginia Dianas Ximenes

Krisy Rachal

caitlin smith

Join at [menti.com](https://menti.com) | use code 3625 6454

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

read.ai meeting notes

B

Bill Shepler (He/Him)

Courtney Hight (she/her)

Tiffany Dena Loftin

Yerimiah Evans

Matthew Morimoto

Briana Montes

# CAMPAIGNS

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



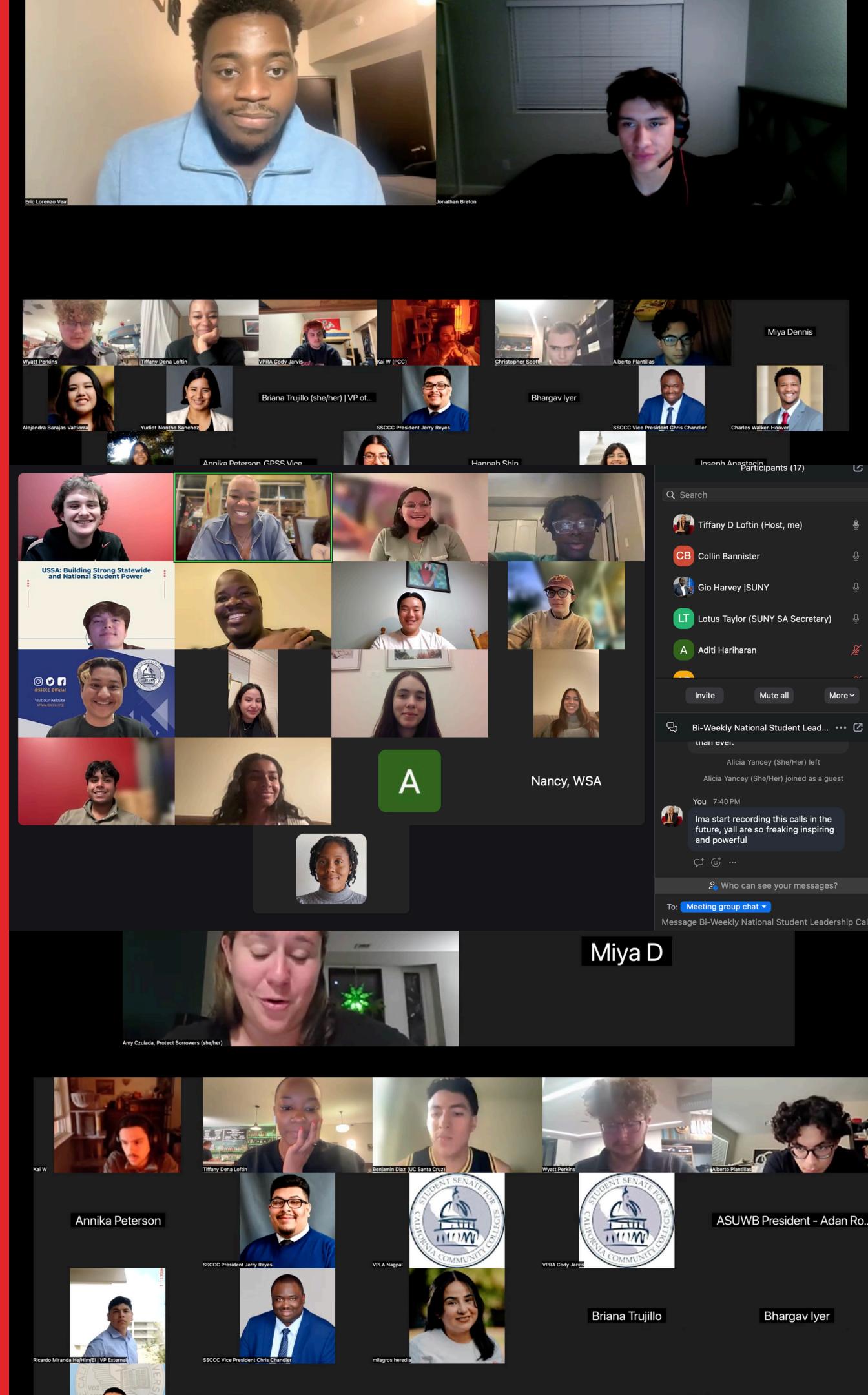
ARIZONA STUDENTS RAN A STATEWIDE ELECTORAL CAMPAIGN TO REGISTER, EDUCATE AND TURN OUT VOTERS



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 TUITION INCREASES IN NOVEMBER





# STUDENT RUN- STUDENT LEAD



RANDY, WA



BEN, CA



MIYA, FL



JONATHAN, AZ



ALBERT, AZ

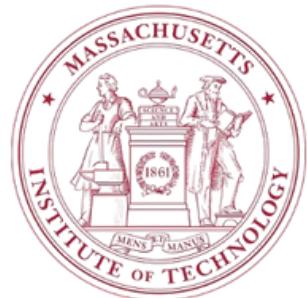
AFTER AN EIGHT-YEAR ABSENCE, CURRENT STUDENT LEADERS REESTABLISHED THE UNITED STATES STUDENT ASSOCIATION BY CREATING AN INTERIM GOVERNANCE COUNCIL (IGC) COMPOSED OF FULL-TIME STUDENTS ELECTED INTO OFFICER ROLES. THE IGC WAS FORMED TO RESTORE DEMOCRATIC STUDENT LEADERSHIP AND REBUILD NATIONAL COORDINATION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



Portland State  
UNIVERSITY



GRADUATE & PROFESSIONAL  
STUDENT SENATE

# 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

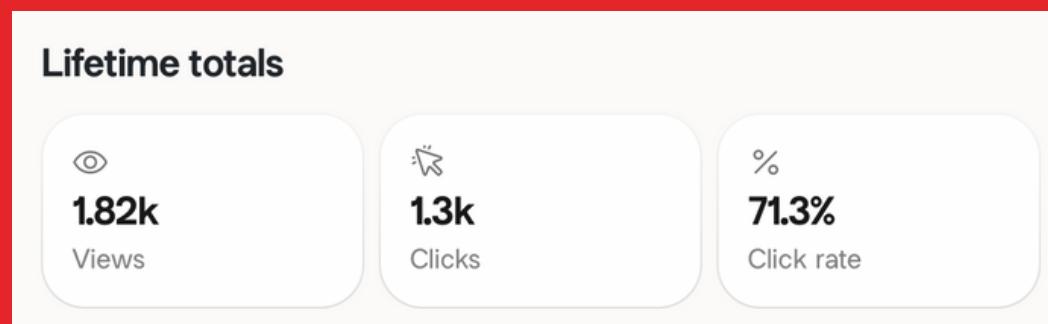
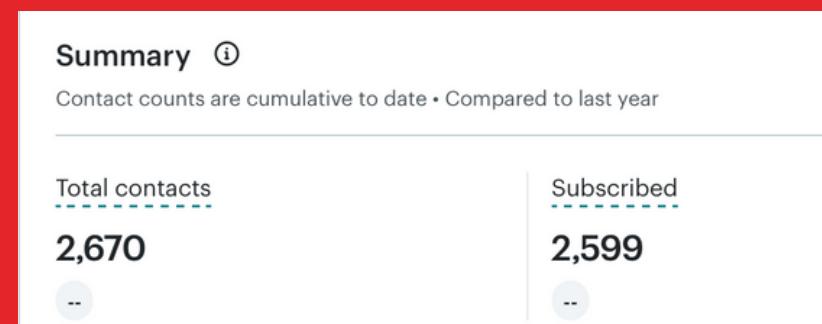
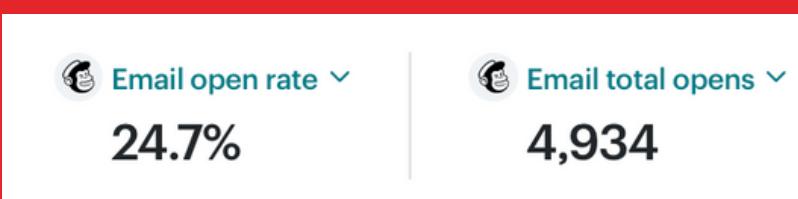
Elsie Vizcarra is a first-generation Latina organizer passionate about empowering students to build power and fight for equitable access to education. She began her organizing journey at the University of California through engaging education, a student-led retention and outreach program. Serving as 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
- WESBSITE



## ANALYTICS

### Views





# THANK YOU TO OUR SPONSORS



**Freedom Together**  
Foundation

**AFL-CIO**

AMERICA'S UNIONS



**INATAI**  
FOUNDATION



**NAACP**  
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**SPECIAL THANKS TO THE USSA FOUNDATION, ALUMNI, AND FRIENDS**

WWW.USSTUDENTASSOCIATION.ORG

**EDUCATION  
IS A RIGHT!**

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