



ASSOCIATED
STUDENTS, INC.
CSULB

Press Release

AS Government Elections Leap into the Future with Electronic Voting

» DATE:

March 3, 2008
For Immediate Release

Long Beach, CA – In an effort to increase student participation in Associated Students Government Elections, ASI is embracing the 21st century with the advancement to online voting. Students will be able to vote online for their representatives 24 hours a day during elections week, which allows them to vote when and where they choose. As confirmed by the AS Senate, elections will be April 21 – 24.

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“Students can vote anytime, 1 a.m. or 1 p.m.,” said Assistant Director of Student Involvement and Leadership Kim Hinckson.

Students will receive an e-mail from BigPulse Opinion Markets, the polling company, with a link that will take them to the site where they can place their vote, said Richard Haller, Executive Director of ASI. Students will be able to read a short bio of candidates and even see a photo.

“Times are changing,” said Hinckson. “We hope to educate students on their civic responsibility and hopefully encourage students to vote in US government elections as well.”

In January 2006, the AS Senate adopted a resolution for the research and feasibility of electronic voting for ASI. Requests for Proposals were sent to nine on-line and web-based firms, and three were invited to demonstrate their services to a committee. BigPulse Opinion Markets was chosen based on their proposal, demonstration, ease of implementation, accessibility, pricing structure and security.

BigPulse is an international company with clients around the world. According to their website, “We are attempting to give the youth everywhere a direct experience in interactive democracy.” The company conducts online elections for other universities including CSU Bakersfield, Brandies University and Kansas State University.

“The process will be faster than traditional ballots because the votes are automatically counted online,” said Hinckson.

For more information contact the AS Student Government office at 562.985.5241 or visit www.csulb.edu/asi.

ASI is owned and operated by students under the advisement of professional staff. ASI has followed its mission to improve the quality of campus life for students since 1956. ASI proudly dedicates its resources to providing essential activities that enhance the students' educational experience and aid in their overall development. Services provided by ASI to the Cal State Long Beach community include, but are not limited to, the University Student Union, the Isabel Patterson Child Development Center and the Recycling Center. The organization is an auxiliary under the Division of Student Services at California State University, Long Beach. For more information about our unique organization and the services we provide, please visit the ASI website at <http://www.csulb.edu/divisions/students2/ASI/>.

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