

Council on Student Affairs and Fees Report

TGIF Referendum Ballot Language Feedback

11/17/23

ACTION ITEM NO. 2024-028

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Is the ballot language clear what will happen if a student votes 'YES' on the TGIF referendum? What could be added or removed to make this more clear?

Yes, TGIF has a clear renewal ballot. I was a little confused about the starting price and quarterly/yearly increase but otherwise it was very clear and professional.

It is clear.

Yes, it is clear.

I think adding language that explains what this looks like annually, rather than per quarter could be helpful. For example, "... TGIF sustainability grant program at \$10.50 for the AY 2024-2025, split equally across the three quarters, with an annual increase of \$1.50 to be implemented through AY 2033-34 ..."

It is pretty clear but would benefit from more detailed language right underneath "ISSUE" what the increase is beyond the first year's \$3.50

Yes, the ballot language is clear.

Yes, the language is clear.

No, I would suggest trying to make sure the language is clear that the fee will be every quarter at 3.50 resulting in 10.50 for the first year. It is also a bit confusing that the .50 increase will be annually rather than quarterly.

Yes.

The amount that will be increased per quarter/annually is a bit confusing on first read.

Yes, the ballot language provides a clear understanding what happens if somebody votes, "yes."

Yes. The changes made to the issues paragraph regarding the annual increase to the quarterly amount was made much more clear so thank you for taking that feedback into consideration. The only thing that I would now suggest is super small but just removing the question mark from this same issue paragraph.

Yes, I think it is clear for the general student population

Yes. I believe it is very clear as is.

The TGIF referendum language is clear when a student votes YES. It would implement a \$3.50 per quarter fee that would increase annually by 50 cents. The TGIF program would continue.

The ballot language is clear on this regard. It would be good to include an additional column in Table 1 that details the fee per year so that it is extra clear that the 50 cent increase to the quarterly fee applies on a yearly basis.

Yes

Yes, the language is clear.

It states this ballot is for 2023-2024. So is another ballot necessary for 2024 and onwards?

Yes, the ballot language was pretty clear.

Is the ballot language clear what will happen if a student votes 'NO'? What could be added or removed to make this more clear?

Yes it was clear what would happen if someone voted no.

It is clear.

Yes, it is clear.

Yes, I think this is clear.

It is clear

Yes, the ballot language is clear.

Yes, the language is clear.

Yes.

Yes.

Yes.

Yes, the ballot language provides a clear understanding what happens if somebody votes, "no."

Yes

Yes

Yes. I believe it is very clear as is.

The TGIF referendum language is transparent when a student votes NO. The TGIF program would not continue, and the fee would not be reinstated.

This is very clear.

Yes

Yes, the language is clear.

Yes, the ballot language was pretty clear.

**Are there any parts of the ballot language that you find ambiguous?
What is ambiguous about that part and how can it be made more clear?**

Just the price increasing and the timetable with it, but it made sense once it was explained. I am not sure if it was just my inability to understand the lingo or not.

No, it is descriptive.

Right above Table 1 is the same language in the issue regarding the annual quarter increases. Using language that describes what this looks like per year, or including a column in Table 1 that showcases the yearly amount, would be incredibly helpful.

The reasoning for a sunset date could be said explicitly on the ballot

No, there are no parts of the ballot language that I found ambiguous.

I believe that a yearly fee amount should be included in the table provided. Solely having a quarterly fee amount seems to be an attempt to reduce the amount of the fee in the eyes of a student.

No, just the fee implementation method.

The following part is very confusing. I feel like voters may get confuse over the annually increase. "with \$0.50 increases to the quarterly amount to be implemented annually"

Explain why such an increase in the fee amount is needed every year vs prior years when it was stable at 3 dollars.

Yes, I find it difficult to understand how the \$3.50 is implemented. At first glance it appears a student will be paying per quarter as such --> F: \$3.50 W: \$4.00 S: \$4.50. A document with heavy text like this, some may become confused but in order to fix this, I would suggest adding a column to Table 1 that shows how much the fee will be over the course of the year. Having this visualization would be helpful.

No

I believe this referenda is clear, seeing as this is the same language used in previous years which has been approved.

No parts of the ballot language seem ambiguous to me.

Ballot language is mostly clear. In the issue section, the description of the fee increase by 50 cents annually should be described better.

Other than being clear about how the 50 cent increase in annual fee works, I feel that TGIF could include some data or some additional information as to why they want to keep increasing the fee every year (for example, include data about the rise in either number of requests for funding or fund amounts from teams).

No

I think the wording about the \$0.50 price escalation should be looked at and clarified. As written it could sound like it increased 0.50 a quarter (i.e., total fee Q1 is 3.50; Q2 is 4.00; Q3 is 4.50). Actually, the quarterly fee increases by 0.50 each year (or each year, the quarterly fee will increase by 0.50).

It would be more clear to elaborate how the student fee is increased by \$0.50 quarterly in a year, and whether that is equivalent to CPI adjustment.

The ballot could be more specific on how the fee increases in the issue section as sometimes the students might not read the entire document.

Is the ballot language neutral? Why or why not?

Very clear and neutral

The ballot language is neutral.

I believe so. I do not think any language here is entirely compelling or persuasive. I think they worded the "no" language to be neutral to the best of their ability.

It is neutral

I do not think this ballot language is neutral. I think based on the descriptions, I can tell what the clear distinction is between what voting no and yes means.

Yes, TGIF has gone through this process a few times before so I believe that previous Council's have ensured neutral language.

Yes, the language highlights the importance of TGIF without trying to persuade students one way or another.

Yes, the language is neutral. When it comes to the "allows" and "loss" parts for the yes and no votes, I feel like it stating the consequences rather than using language to pursue a direction.

Yes, the ballot language is neutral. The ballot clearly identifies the impact its funding has had on campus by offering data but in a way that is not used to sway a decision rather, it's used as a way to inform the voter.

Yes - it is neutral as it is informative of the issue and what the ballot would resolve but does not have an underlying connotation of encouraging voters to vote one way over the other.

Yes, the language does not expose any bias

Yes, I believe the ballot language comes off as neutral. The question asked simply asks whether or not an individual approves of the proposed reinstatement fee, and the explanations for each option demonstrate what each option means and its effect.

The ballot language is neutral. The program is presented neutrally and does not attempt to sway voters from voting YES or NO. Both the expiration date and the amount of the fee are stated clearly.

I feel that it is rather neutral as it doesn't use extraneous wording outside of what is needed to describe what will happen in each scenario.

Yes

Yes, I think it is fair and neutral.

I think it is neutral.

Yes, the language seemed pretty neutral.

Do you have any specific recommendations to pass along regarding the ballot language of the TGIF referendum?

Just probably a little more elaboration on the price breakdown but otherwise it was very well done

No, it is clear.

Just the language on the fee increase! I think the ten year sunset period is a great timeline.

No, I do not have any specific recommendations to pass along regarding the ballot language.

The only recommendation is noted above - adding another column to Table 1 so it's clear how much the fee will be over the course of a year rather than just stating the quarterly amount.

n/a.

No!

No.

I think it would be good to include information about voter turnout in the last three times that the fee referenda has been up for a vote as it can demonstrate to students who look at this ballot that there has been voter support for this but just not enough turnout; however, I also want to note that this inclusion could appear to be biased in favor of the fee.

No

Just to consider how the fee increase is presented.

N/A