

UConnPIRG Core

Minutes

[2/9/15]

SU Room 303

Meeting called to order at: 7:02 PM

Attendees: Tom McGlone, Thomas Chadwick, Lee Aggison, Toyin Akinnusotu, Deanna Puchalski, Sam Hollister, Andre Bent, Stephanie Carhuayano, Jeffrey Santi, Jessica Wallace, Jordyn Styczynski, Eric Sapenoff

Also in attendance: Donna Farvard, Gina DeVivo Brassaw

- **Campaign Updates**

- **Antibiotics**

- Valentine's day themed table on Wednesday
 - Using I'm lovin' it slogan and posters
 - Passing out valentines that look like happy meals, including candy and facts about antibiotic resistance

- **Textbooks**

- Met with three congressmen about college affordability and learned about the cost of textbooks
- Pushing a bill in the state for open source textbooks
- Campaign continually working to get UConn to commit to open textbooks by next fall
- Assigning roles to support both the senate bill and UConn campus follow-through

- **Solar**

- Town hall meeting two weeks ago
 - Lee and Thomas talked to chief planner, who is willing to get our solar plan into the master plan
 - Will be working closely with her for the semester
- Hit petition goal before kickoff
- Next phase of campaign will be meeting with administrators

- **Hunger and Homelessness**

- Charity date auction on Thursday the 12th at 6 pm in Wilbur Cross North Reading Room
 - All money going to Holy Family
 - 28 people will participate in auction
 - \$3 or two canned items as admission

- **Transit**

- Working to plan a press conference to release new report on technology and transportation
- Planning a transit day around April
 - Bike share on display, UConn bus, mass transit bills
 - Will be last day for transit petitioning

- **State & National**
 - Saman, Katie, and Christian are lobbying in DC and attending a national student forum PIRG retreat

- **Chapter Updates**
 - Retreat with MassPIRG: February 21st – 22nd
 - Will take place at a retreat center just south of Boston (Dedham, MA)
 - Lots of trainings on different skill sets
 - Keynote speakers including Andy MacDonald, the US PIRG Organizing Director, Janet, and legislators
 - Choose your own adventure events, camp fire, games, hiking
 - Register online by this weekend, Saman sending out a link
 - Talk to Sam about reimbursement if you will be driving
 - **Recruitment Debrief**
 - Recruitment Numbers (Goal/Actual)
 - Students at kickoff: 100/63
 - Doubled from last spring
 - Interest Cards: 1020/860
 - Class Raps: 58/55
 - CR return rate: 12%/10%
 - Mega PB Hours: 40/30
 - Contact/Yes rate: (6/50%)/(5.12/64%)
 - 1st time volunteers: 100/63
 - 1st time volunteer show rate: 50%/67%
 - **Discussion**
 - Change:
 - Behind on databasing
 - Room was too big
 - Not enough new volunteers at mega PB
 - Poor tracking on new volunteers and we had a lot of returners phone banking
 - Poor tracking and follow-up ask, no debriefs
 - Having room earlier will help
 - Expand to larger classes
 - Look into alternate recruitment methods besides class raps and tables – talk to other student groups, recruit with other student groups
 - What we did well:
 - Assimilating new volunteers, good bonding
 - Prop making a good way to bring in volunteers
 - Didn't phone bank to phone bank
 - Used more social media
 - Came very close to hitting class rap goals
 - Lots of momentum

- Kickoff Debrief
 - Need more time for breakout groups
 - Speakers went well
 - Nail down keynote speaker
 - Recruitment video!
 - Campaign coordinators spoke well and were well prepped and breakoffs went well – lots of signing up for volunteer activities
 - Strong coordinators

- **Treasurer's Update**
 - Invoices for campaigns last semester for next week
 - Reimbursements
 - Katie McLeese for 3 round trip plane tickets to DC for a total of \$770.94
 - Sam motions
 - Thomas seconds
 - Passes unanimously with one abstention

Meeting adjourned at 8:00 PM

Minutes submitted by Andrea Hellwig