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
  - **Trasnsit**
    - 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**
  o Saman, Katie, and Christian are lobbying in DC and attending a national student forum PIRG retreat

• **Chapter Updates**
  o 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
  o **Recruitment Debrief**
    ▪ Recruitment Numbers (Goal/Actual)
      ▪ Students at kickoff: 100/63
        o 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:
        o Behind on databasing
        o Room was too big
        o Not enough new volunteers at mega PB
        o Poor tracking on new volunteers and we had a lot of returners phone banking
          ▪ Poor tracking and follow-up ask, no debriefs
        o Having room earlier will help
        o Expand to larger classes
        o Look into alternate recruitment methods besides class raps and tables – talk to other student groups, recruit with other student groups
      ▪ What we did well:
        o Assimilating new volunteers, good bonding
        o Prop making a good way to bring in volunteers
        o Didn’t phone bank to phone bank
        o Used more social media
        o Came very close to hitting class rap goals
        o Lots of momentum
• Kickoff Debrief
  o Need more time for breakout groups
  o Speakers went well
  o Nail down keynote speaker
  o Recruitment video!
  o Campaign coordinators spoke well and were well prepped and breakoffs went well – lots of signing up for volunteer activities
    ▪ Strong coordinators

• Treasurer’s Update
  o Invoices for campaigns last semester for next week
  o 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