

UConnPIRG Core Meeting Minutes 18-26
Monday April 23rd, 2018, 7 PM
SU 325

Voting members: Casey Lambert (Chair), Walter Dodson (Vice Chair), Alex Pawlak (Treasurer), Kyleigh Hillerud (Secretary), Justin Kaiser, Michael Katz, Kelly Rafferty, Kim Pizzella, Emma Robinson, Michelle Wakim, Jessica Gagnon, Chadwick Schroeder, Andrew Frosti, Samuel Donahue, Tori Zane, Isabel Umland, Dylan Demoura, Abigail LaFonta, Abhishek Gupta, Gabby LaTorre, Richard Monroy, Abigail Joseph, Dayna Robinson, Anna Baker, Antonio Cajigas, Ian Beattie

Non-Voting Members:

Guests: Sasha Richardson (Advisor)

Meeting brought to order by Vice Chair Walter Dodson at 7:03 pm

I. Intros

II. Recruitment Drive

A. Walter Dodson

1. We run a recruitment drive the first 2 and half weeks of a semester, with people who've come back to organization. We do it because we need enough people to run chapter and campaigns. We need more than 30 people taking are lead. We recruit, amd in the fall we get a new class of freshman. It's basically rush week. Getting people to 'rush' pircg. People say we recruit people to recruit people which is true but it's only 2 and a half weeks and then immediately we go into campaign work.

B. Recruitment Drive Feedback

1. Tori Zane - For the recruitment drive, we do everything on a 50% rule. We get our numerical goals from that 50% rule. From there we have large number goals, got half number of interest cards. Last recruitment drive we were 6 people, but we missed our interest card goal by like 350 or so. For the recruitment drive we go up linearly in interest cards and then plateau. We do not retain people during the recruitment drive. We can't sustain people as we waste efforts on giant numeral goals. We need to set realistic goals, and train people. Focus on quantity over quality.
2. Sam Donahue - We didn't hit numbers but hit our goals, see quality of people we have gotten, do more trainings.
3. Andrew Frosti - Get to a certain point of volunteers, and they sign on and they recruit people. All these people are recruiting others, and the recruitment drive sucks. We should have more events during the recruitment drive that relate to campaigns get more volunteers interest.
4. Walter Dodson - Did that last spring, worked well.

5. Kyleigh Hillerud - Want to make tabling more like campaign events.
6. Justin Kaiser - Need right more emphasis on campaigns, people think we are running a scheme with calling people to call other people. But reaching for specific campaigns and bringing people to campaign events to get them motivated.
7. Chadwick Schroeder - thinks a buddy system so new volunteers are paired up with 'seniors' and we connect and bond teach them the ways. Utilize the email list, send people updates and opportunities to volunteer.
8. Kyleigh Hillerud – What we do during the recruitment drive is teaching skills that you need for the rest of the semester like tabling, phone banking, and class rap, you use those skills in campaign work.
9. Isabel Umland - We have an issue with retention making tabling events might fix that, this is good opportunities to get people involved if they and immediately bonds them teaches skills immediately.
10. Walter Dodson - Emphasis on training, making sure we have quality people going out.
11. Abhishek Gupta - When it comes to phone banking and tabling a lot of pressure for coming in and doing it. We are told how to do it but not much context is given around it. We need to make sure when new people come to event we are having better step forward to learn more about organization.
12. Ian Beattie - Trainings are a good idea. If new volunteers have an hour long boot camp that goes over tabling, phone banking, class raps, and other tactics. Even if people leave after they phonebank once or such we still trained them on skills and they can go out with these skills that we have taught them.
13. Tori Zane - We called through all the interest cards mostly every night, we had a manageable number of cards and we kept it organized.
14. Antonio Cajigas - A video would be useful and helpful to people might help alleviate stress if we use a video and someone hands out interest cards for class raps.
15. Dylan DeMoura – Based on experience it seems what we do is a pyramid scheme. Also if new people come in at kickoff they might not be comfortable asking for an internship seeing that most people are already set up.
16. Michelle Wakim - create a custom email send out that email that we can fill in these are times for volunteering and campaign meetings for the email list.

17. Kyleigh Hillerud - Was thrown into recruitment drive first semester, didn't get that much backstory on piig and we need to emphasize organization more.
18. Walter Dodson – Our chapter has also expanded and actually grow.
19. Abigail LaFonta - During info sessions and trainings give more context why we do this.
20. Chadwick Schroeder - hold sessions about tactics important and feel comfortable where you can learn skills.
21. Rich Monroy - More pictures to show people what we do that is more efficient in messaging for trying to recruit people.
22. Emma Robinson - hired as an intern thrown in but liked that fast pace. Staying because of nice people. We should get piig shirts to be a united front.

C. Recruitment Drive Goals/Tactics

1. Kyleigh Hillerud - Going off that, all will be taken into consideration. Going to be running recruitment drive and goals are getting 120 people at kickoff so using the 50% rule like we were talking about before we would need a total of 1,600. To get those interest cards and all we have a range of tactics for that
 - a) Justin Kaiser - Tabling, you coordinate tables. Great things for new people to do, be able to talk to returning people. Great for leadership development having each other them individually run tables.
 - b) Tori Zane - Class raps, find classes that are large do research on those classes, send out emails asking if you can do a 5 minute talk about piig, then you make scheduled and recruit people to do class raps.
 - c) Chad Schroeder - Phone banking, call through interest cards and get new volunteers.
 - d) Isabel Umland - Viz - building hype around campus and physical stuff like posters.
 - e) Ian Beattie - databasing organizing and tracking interest cards.
2. Walter - talk to Kyleigh if you want to get involved.

III. Announcements

A. Walter Dodson

1. Chapter improvements – get as much input about the chapter to improve. Got about 13 responses, one big thing that has stood up, 6 out of the 13 responses talked about the cliqueness of piig. Had a meeting with the

clique folks, came up with strategies and talked about ways to increase chapter bonding. Doing a buddy system it has worked well in other orgs, this with a number of other ideas have come up and will be worked on next semester. Takes all things very seriously if you want to fill it out, or talk to him please do.

IV. Business

- A. Abigail LaFonta - Since we got permission from landscaping for a bee friendly garden we need money for plants so we can start planting the 1st or 2nd week of next semester. We have a place and rough estimate of \$400.
 - 1. Alex Pawlak – we have the money we can set aside and do it first week back on campus.
 - 2. Walter – Does it matter fiscal year
 - a) Alex - might need to make this next semester, but we can still vote on it.
 - 3. Casey Lambert motion \$400 for plants for bee friendly garden.
 - 4. Justin Kaiser seconds
 - 5. Motion passed unanimously
- B. Alex Pawlak - Quarterly bill, need to pay for for rally merchandise, student union fees, intern class payroll, and office supplies. Alex doesn't have the bill with him but says the total is around \$2,910.
 - 1. Alex Pawlak motions to pay \$3,000 for quarterly bill.
 - 2. Sam Donahue seconds
 - 3. Motion passed unanimously.
- C. Alex Pawlak - Need to pay invoices for Spring 2018. Propose maximum at \$95,000. \$10,000 for each of the 6 campaigns (Bees, ABX, Zero Waste, Democracy, 100%, H&H), \$5,000 for each of the 2 projects (NVP, Textbooks). And \$25,000 for general stuff.
 - 1. Alex motions to pay up to \$95,000 for Spring 2018 invoices to PIRG.
 - 2. Walter seconds the motion, puts it up for vote
 - a) Passes unanimously.
- D. Alex - Need to request services for the Fall from PIRG
 - 1. Casey Lambert - putting out requests for services, pirc is providing us information and resources based on the amount of money we allocate.
 - 2. 4 campaigns (Save the Bees, Zero Waste, Hunger and Homelessness, New Voter Project). \$10,000 each, 20,000 for NVP
 - 3. 3 projects (Textbooks, farm bill, 100% project), 5,000 per project
 - 4. \$25,000 for general stuff
- E. Michelle Wakim - might be receiving money for NVP might be receiving money from SUBOG.
- F. Alex Pawlak motions to \$90,000 worth of fall services.

G. Sam Donahue Seconds

1. Motion passes unanimously.

Meeting Adjourned By Walter Dodson at 8:05 pm

Minutes submitted by Kyleigh Hillerud