

**e<sup>2</sup> Board of Directors Meeting**  
**February 7, 2010**  
**Redwood Lounge**  
**Santa Cruz, CA**  
**12:00pm – 3:00pm**

<b>POSITION</b>	<b>NAME</b>	<b>ATTENDANCE</b>
<b>Board of Directors</b>		
ChALE	Yesenia Ramos	✓
Umoja	Falyn Davis	✓
CUSN	Sandra Lane	✓
KAMP	Norman Lopez	✓
ASF	Kirsten Layug	✓
DHE	Thema Tillman	✓
GENTE	Erika Gonzalez	✓
MC	Nhi Truong	✓
ORALE	Ale Sanchez	✓
Rainbow	Shantay Cail	✓
REACH	n/a	O
CoD	Leda Hernandez	✓
SCOC	Tommy Le	✓
SCOC	Lyliana Camargo	✓
SOAR Director	Sayo Fujioka	✓
<b>Staff</b>		
Class Facilitator	Sara Mokhtari-Fox	✓
Co-Chair	Rahsheka Keith	✓
	Chelsea Johnson-Long	✓
Office Manager	Mari Medrano	✓
	Jose Mondragon	O
Organizing Director	Paulina Raygoza	✓
Program Coordinator	Sahira Barajas	✓
	Solymer Sola Negron	✓
Webmaster	Mike Madriaga	✓

✓ = Present; O = Absent

I. Check-In

- a. What is your favorite check-in question, how are you feeling, and what's one word that you can contribute to meeting today?

II. Assessment of Retreat

+	Δ
FRIDAY—Opened us up	
Alumni stories* →Laurene	Clear talking points* → Laurene
Skits relevant	

SATURDAY—jungle	
→Trust & unity	Strategic energizers
Raquel's presentation/media	Time management (40/60) ✓ →End earlier
Education segment/Vision→Goals	More time to talk with alum
Clear agenda	→ more input
Current Landscape**	GROW not fitting all
Small groups	More Strategic funnel
	Repetition ✓✓
	More explaining of criteria
	Come with info**
	Discuss goals right after
	BIG poster of Mission/Vision
	Utilize BoD Meeting before ✓
	Scheduled study time
	Midterm week
SUNDAY—decided on a campaign	
	More closure →planning →anti-climactic
GENERALLY—open to talk	
Facilitation was good & clear	Stepping up
	Final voting process opaque
	Discussion at end longer
	Folks being late ✓
	Folks being there

### III. Printer Proposal – Presented by Webmaster

- a. PC – How soon will we get it?
  - i. If we vote on it now, we will start Purchase Order this week.
- b. ChALE – What is the difference between this one and the previous?
  - i. About a \$50 difference. It is no longer in stock, though.
- c. CUSN – Will there be a back-up one?
  - i. ??
- d. SCOC – Motions to approve the choice printer and that the second option be the back up choice.
  - i. Board is in consensus to purchase this printer.

### IV. Programming Proposal – Presented by Programming Coordinators

- a. A one-day outreach program with no more than 10-12 participants, focusing on a UCSC directed student workshop, student panel, and campus tour on February 27<sup>th</sup>, 2010, 9am-2pm.

- b. Budget overview
- c. Itinerary overview
- d. Questions:
  - i. Class – What’s the workshop on?
    - 1. Not sure yet, but not A-G requirements.
  - ii. CUSN – Is the workshop Eden doing different from the one we’re doing?
    - 1. With the class.
  - iii. ChALE – Brings to attention that GENTE will be happening on this day.
- e. Discussion:
  - i. CUSN – Thinks it’s doable.
  - ii. DHE – Concern over uncertainty of workshops topics.
    - 1. Co-Chair – Geared toward higher education.
  - iii. SCOC – Is there enough money in their budget for this?
    - 1. OD – Yes. They are asking for approval because we have done tours for alumni but we never paid for anything before.
  - iv. Conclusion:
    - 1. ChALE motions to approve.
    - 2. CoD – Seconds.

#### V. Class Announcement

- a. Wants e<sup>2</sup> to table.
- b. February 17, 7pm

#### VI. E2 Assessment

- a. CUSN – Wishes that program’s role more defined.
- b. Co-Chair – Hot wings were good and ...
- c. MC – Very diverse group good. Off-campus organization exposure good.
  - i. If there’s anything else, please e-mail Programming Coordinators.

#### VII. Proposal for Alumni Honorariums for the e<sup>2</sup> Board of Directors Strategic Planning Retreat 2009-2010

- a. Class – Proposes that Eden should be paid more because she did more (and travelled more).
- b. PC – Sayo was there the whole weekend, proposing she get a honorarium too.
  - i. SCOC – Seconds this, pointing out her filling in for Leo.
- c. (Request for Sayo to leave the room)
  - i. PC – Proposes to allot \$50 for a present for Sayo.
- d. Wrap-up
  - i. Where is this money used for?
    - 1. Pays to do professional development, such as workshops and facilitation for development.
  - ii. SCOC – Thinks the newly proposed \$200 for Eden is fair, but considering the budget, maybe \$100 is better.
  - iii. Class – Thinks Eden should get paid more because of her involvement.
  - iv. Conclusion
    - 1. Eden – Shall be granted \$100.
    - 2. Sayo
      - a. Consensus to give her an honorarium.
      - b. Shall be granted a gift worth \$50.

- VIII. Review and Assessment of Strategic Planning
  - a. Reviewing what happened last year (big poster overview)
    - i. Goals
      - 1. Long term, intermediate, Short Term
    - ii. Org Considerations
      - 1. Haves, Wants, Internal Business
    - iii. Players
      - 1. Constituents, Allies, Opponents
    - iv. Targets
      - 1. Primary, Secondary
    - v. Tactics
      - 1. Research, Outreach, Action
  - b. General Input regarding what happened last year.
    - i. SCOC – Accountability from BoD members.
    - ii. MC – As someone not on BoD, didn't really know about the campaign.
    - iii. PC – Investment from BoD was lacking, and that would mean that their organizations and programs probably weren't involved either.
    - iv. OD – Alumni involvement really aided, citing that they shut down the Chancellor's phone due to calling in so much.
    - v. CUSN – Clear, effective messaging and break down.
    - vi. Co-Chair – Well-summarized class raps were effective.
  - c. Review SIO Budget
    - i. Summarization
      - 1. We are barely making it with what we have.
      - 2. Chancellor match is not secure, Measure money is generally secure unless someone runs a measure against it, and State funding is often used as a bargaining tool so is often on the chopping block.
  - d. Constructing GROW Chart for this year.
    - i. Goals
      - 1. Long Term
        - a. Accessible Affordable university
      - 2. Intermediate
        - a. Permanent Funding
          - i. Forever from Chancellor/university
      - 3. Short Term
        - a. 2 Years of funding
    - ii. Org Considerations
      - 1. What we have
        - a. Paid staff, computers
        - b. 1 year of funding
        - c. People power
        - d. Class
        - e. Actively participating BoD
        - f. Support from last year's campaign
        - g. Money
        - h. Alum

- i. Sayo
- 2. What we need
  - a. Research discretionary fund
  - b. Faculty support
  - c. Student body support
  - d. Media coverage
  - e. Solidarity from orgs, unity and education
  - f. Working / Accountability
  - g. Research
  - h. Support from all student orgs →SOC. / Coalition
- 3. Internal Considerations
  - a. Support with class to help with campaign
  - b. Confusion around campaign
  - c. Commitment (lack)
  - d. Prioritizing/balancing campaign
  - e. Scheduling issues
  - f. Timeliness (being on time)
- iii. Constituents, allies, and opponents
  - 1. Constituents
    - a. Yield strengths
    - b. SOC organizations/community orgs
    - c. High school students are coming from
    - d. Alumni
  - 2. Allies
    - a. Down teachers/professors
    - b. Grad students in social science
    - c. Community Studies faculty
    - d. CARE
    - e. Student regent
    - f. Alumni
  - 3. Opponents
    - a. Fish Rap
    - b. Anyone who wants the money
    - c. Admissions Office
  - 4. People to Watch Out For
    - a. Anarchist groups – Occupy UC
    - b. People running a referendum
    - c. CAFA
    - d. College Senates
    - e. SFAC
- iv. Targets
  - 1. Primary
    - a. Chancellor  
VCSA McGinty
  - 2. Secondary
    - a. Donors

- b. Chancellor staff
  - c. Regents
  - d. Other chancellors
  - e. Golf buddies
- v. Tactics
1. Research
    - a. Targets
    - b. Discretionary funds
    - c. Funding pots
    - d. SFAC
    - e. Admissions money
    - f. Break down e<sup>2</sup> budgets
    - g. How other centers (UCs)( got permanent funding
  2. Outreach
    - a. Tabling
    - b. Guerilla theater
    - c. Info party
    - d. Update SIO video – participant testimonials
      - i. Great documentary
    - e. Buying Facebook ads
    - f. T-shirts
    - g. Chicken wings
    - h. Programming event
    - i. Karaoke night
    - j. Cool logo (webmaster)
    - k. Small series of workshops culminating to a larger event
    - l. Outreach summit for campus org rap
    - m. Org raps
    - n. Banners
    - o. Cool stickers
    - p. Go to faculty office- strategic friendship
    - q. e<sup>2</sup> campaign phrase
    - r. Committees within BoD
    - s. Identify other leaders outside BoD
  3. Action
    - a. Committee to help class
    - b. Meeting with Chancellor
    - c. e<sup>2</sup> educational segments at a
    - d. class project around campaign
    - e. student media editorial
    - f. March for visibility, optimal during SIOC students
    - g. SIO students written to Chancellor/campaing
    - h. Strategy committee

IX. Constructing Timeline

X. Check-Out

- a. One word of how you're feeling.

XI. Closing  
End Time: 3:11 pm