



Board of Directors Meeting #6

Sunday, February 10th, 2019 from 10:30 AM to 2:30 PM @ Redwood Lounge
UCSC Winter 2018

START: [10:20 AM]

Attendance: PO [X], PO [], CC [], OM(2) [X], CUSN [X], KAMP [X], GDIT [X], MC [X], Rainbow [X], ORALE [X], ASF [X], SOMECA [X], ChALE [X], Umoja [X], DHE []

Timeline Structuring

- Chancellor Match timeline available in e2
 - Week 6: All core org endorsements completed [PHASE 1 DONE]
 - Week 7: Meeting with faculty
 - Week 9: Alumni letters, Faculty letters, All endorsements, SUA Endorsement
 - Week 10: All petitions in, Tentative Chancellor Meeting
- Endorsement Email
 - An email from the org/program saying they officially endorse e2

Endorsement Outreach Updates [COMPLETED BY FRIDAY]

- Updates
 - Official Org representative to send endorsement, email or sign
 - Possible endorsement part w/ folx that have endorsed -> phase 2
- Updates
 - APISA Endorsement signed, awaiting email
 - Bayanihan endorsement voted on, awaiting email
 - A question brought up: what does e2 need from each org?
 - MEChA awaiting endorsement and email
 - A question brought up: what role do point persons play?
 - SANAI awaiting endorsement and email
 - Feedback: Having folx read aloud the points of the resolution helps with engagement
 - ORALE Endorsement approved, awaiting email
 - ASF Endorsement approved, awaiting email
 - CADRC: Need BoD member to present Tuesday 10/10:30AM
 - MC Endorsement signed, awaiting email
 - ChALE: need to follow up
 - Umjoa: Need to follow up
 - CUSN: Endorsement approved, awaiting email
 - KAMP: Endorsement approved, awaiting email
 - AATAT: need to follow up
 - Umoja: need to follow up



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- DHE: need to follow up

Elements of a campaign

- BoD attitude & momentum (being on the same page)
- Strong social Media presence -> exposure
- People power
- Connecting with others
- Alumni current careers can support e2
 - Showing the success of e2 alumni
 - Bringing awareness to alumni
- Energy/unity/momentum in communities

Tactics of a campaign

- Usage of e2 site for the campaign
- Alumni engagement
 - Showing e2 connects folx with jobs in the field
 - Alumni networking
- What does the chancellor find valuable
 - A lot of folx support e2
- Student media support
 - Using news org to spread info
 - Images to spark inquiry
- Social media to spread info
 - Facebook / social media committee
 - Images to spark inquiry - slogan
- Images/videos of programs
 - Highlighting the impact of e2
- Support of key faculty

Dot Democracy

- Campus Visibility
 - Posters (Diego)
 - Merchandise (Martha*, lexi, camille)
- Alumni
 - Identify past coordinators and their connections (steph)
 - Endorsements / Endorsement party (gabby)
- Student media
 - Outreach to student media council (sayo)
 - Possible article
- Student body support
 - Petitions (martha)
 - Slogan for messaging (diego, yvonne, camille, lexi)
- Social media
 - Social media accounts (martha, millie)
 - Personal statements (emmanuella)