



The State University of New York
Student Assembly

State University Plaza, N501
353 Broadway, Albany, NY 12246
P: (518) 320-1288 | F: (518) 320-1557
www.sunysa.org

MAINTENANCE OF EFFORT ADVOCACY SUBCOMMITTEE MEETING THURSDAY, JULY 27TH 2017

CALL TO ORDER

This meeting was called to order at 7:08 pm on Thursday, JULY 27th 2017 by Chair Conner Wolfe.

IN ATTENDANCE

Attendees Present

Chair: Conner Wolfe, University College Representative, SUNY Student Assembly

Members: Rey Muniz III, Chief of Staff, SUNY Student Assembly

Michael Hilt, Deputy Director of Legislative Affairs, SUNY Student Assembly

Austin Ostro, Director of Legislative Affairs, SUNY Student Assembly

Staff: Amanda Lynch, Executive Aid to the Chief of Staff, SUNY Student Assembly

Blair Horner, Executive Director, New York Public Interest Research Group

Others: Alex George, Chair, State Operated Campuses Committee, SUNY Student Assembly

Margaret Ketchen, Secretary, SUNY Student Assembly

Michael Bruan, Chief Financial Officer, SUNY Student Assembly

Absent

Members: Vrinda Sharma, University College Representative, SUNY Student Assembly & President, SUNY Plattsburgh Student Association

Kelsey Delpriore, Deputy Director of Communications, SUNY Student Assembly

Smitha Varghese, Chair, New York Public Interest Research Group (non-voting)

APPROVAL OF AGENDA

Motion at 7:09 by Chair Conner Wolfe to approve agenda.

Motion by Member Rey Muniz.

Motioned seconded by Chair Conner Wolfe.

Agenda passes with no opposition.

DISCUSSION

Campaign message: The Governor has demonstrated a dedication to affordable quality higher education however New Yorkers need MoE to access this basic right.

Michael Hilt: Is this related to the Capital Projects plan, which recently passed Senate, or are these separate projects?

Rey Muniz: I believe these are separate projects and that Senate cannot marry the two.

Blair Horner: They are separate bills, but have not yet gone to the Governor. The Governor has ten days once he has the bill to make a decision, and he has to see them before the end of the year, but he can request they be brought to his desk at any time. We should be geared up and ready for this.

Conner Wolfe: Lets get a ten day contingency plan set up and in place to have something ready incase this happens tomorrow. In this plan we should include MoE and what it can do for SUNY Campuses. We should also reach out to those with the ear of the governor to and who understand the importance of the SUNY campuses within their communities such as local lawmakers, members of the state legislature, and members of council/university councils and boards of trustees.

Campaign Name:

Conner Wolfe: We need to stress the importance of why we need MoE now.

Rey Muniz: In a post Excelsior world, it's too sensitive to outright criticize the governor. Our mantra should focus more on how Excelsior is great, but we need to make sure the investment is worthwhile and being used well- this is the purpose of MoE.

Michael Braun: I agree. I think we should focus on moving forward, creating short catchy slogans and use any help NYPIRG can offer.

Blair Horner: There is no upside to making this a personal issue with the Governor. We need to show that failure to have a meaningful MoE leads to a problem and then we need to prove that there is a problem. We need to have words and visuals to give to the press.

Michael Braun: The campaign is to be short and sweet and catchy. Use substainance and content from our elected officials and NYPIRG leaders. Utiize white papers and press releasess. We need to finalize these things and get what we need to mobilize.

Blair Horner: NYPIRG is all in, anything they can do to help.

SGA How- to Guide: Engage Lawmakers

Conner Wolfe: Austin and Legislative Affairs will take lead on this and NYPIRG is also welcome. Student leaders begin to meet with lawmakers to emphasize the importance of MoE to students and the campaign we are undertaking.

Michael Braun: We should launch announcement of the campaign by August EC meeting. To that we need to get the final approval from partners and NYPIRG, figure out what resources are needed and how to solidify them, have Marc send out a formal email. Rey if we can reach out to student leaders and NYPIRG and have a final schedule by August EC meeting and campaign video.

Conner Wolfe: We should start working on content based stuff now to solidify arguments. Templates, media, preferentials, finalize campaign strategy.

Blair Horner: This would be hard to do, but at each school at each first SGA meeting to review and and pass and then urge the Governor to sign it. We need to start to consider preparation time, how to use it, and what is needed.

Other Materials:

Conner Wolfe: Start planning a resolution, template press release, and using our resources like a general editorial, social media, and social media events. Also work on doing a google hangout/ face chat with Marc and SGA presidents to educate them. Keep this in mind for the August EC meeting

August EC Meeting:

Resolution for MoE:

Conner Wolfe: There is more work to be done. Use as a template resolution.

August EC Meeting:

Meeting with Member of Cuomo's Staff:

Rey Muniz: Start looking into reasonable contacts to present to and explain the position and show the institutional support. Lobbying is more of an advocacy plan

Conner Wolfe: More public and direct action is needed.

Michael Braun: We should consider doing the campaign launch on Facebook Live.

Rey Muniz: Something like *Now This Politics*, small videos of notable quality.

Open Discussion:

Conner Wolfe: Consider having an email sent out by SGA Presidents, drafted by us and sent by them, on why they should sign the petition.

ADJOURNMENT

Meeting adjourned at 8:02pm Thursday, July 29th 2017.