

Due: Tuesday, April 9th

PORTFOLIO 7: STRATEGY AND TACTICS

6.1 From our target analysis, we learned that President Papazian has expressed her commitment to upholding the university's "social justice mission of access and equity." This relates directly to our issue, as housing insecurity and student homelessness present sizeable barriers to access and equity for those students. In her 2017 Inaugural Address, President Papazian stated, "The president ultimately is responsible for the welfare of every student and of the faculty and staff members who serve and support them." During our rally and press conference, we displayed a poster with that exact statement written on it, hoping that using her own words would make an impact. Considering the President's background, it is strategic to appeal to her commitment to educational access and achievement.

From our power map we have learned that although we have plenty of community support from non-profit and faith-based organizations, we need to strategize upward by forming alliances with other CSU student-led organizations tackling our issue and work towards bringing this into the sphere of policymaking. Our most powerful allies are those with the status and prestige to match that of our most powerful opponents, meaning that we need to further foster and leverage these connections.

Being that the Student Homeless Alliance was already in full swing at the beginning of the semester when I joined, we have already implemented a few actions. We were able to obtain a target meeting with President Papazian to further discuss our demands as well as to hear about any progress the university has made since our last meeting. Prior to the meeting, we held both (1) a rally and (2) a march. These actions are both connected to the media and public education strategy, and they provide the opportunity for your group to demonstrate its power publicly and to display the skill of its leadership (Myers-Lipton 2018:106). During our rally and march on March 4th, 2019, we did just that. We had a ton of press coverage, powerful speakers, and a sizeable turnout. The goal of these actions was not only to demonstrate the amount of support that we have from our campus and surrounding community, but we also wanted to send a clear message to the administration that eyes were on them waiting for them to meet our demands. After the march, we held a "call-in" where we asked all of our supporters and attendees to call the President's office expressing their support for our demands. After this event, we were able

to implement our third action, (3) direct negotiation with the target, which is tied to the target meeting strategy. According to Dr. Myers-Lipton, many previous student campaigns have seen their demands met following a target meeting (2018: 116-117), however, we weren't so lucky. We spent weeks preparing for the meeting, carefully selected who would attend and what would be discussed, and did as much research to prepare us as best as possible. While the meeting was happening, several of us held a gathering outside of Tower Hall where several media outlets, as well as around 20 students and supporters, awaited the outcome. Following the meeting, we held a press conference where we expressed our disappointment in the administration's decision to reject our demands. Since the outcome of the meeting, we have been doing outreach and exploring possibilities for collaborations with other organizations on and off campus. Another action that we have considered implementing is (4) a "sleep-in" in the MLK Library on campus. This would be a space occupation which is tied to the disruption strategy. We know that many unhoused, housing insecure, and commuter students sleep in the library on campus when they don't have other options. To highlight this issue, we have considered staging a sleep-in in the library where we would have as many people as we can possibly pull to occupy an entire floor in the library – providing a visual representation of the number of students who sleep in the library throughout the semester. We aren't sure how effective this would be in swaying our target, and it would more likely be used as a way to draw more attention and keep engagement up. Being that it may not actually be effective in swaying our target, we are wary of using a more high-heat strategy just to keep attention and engagement up. Another reason that we are wary of using this strategy is that we would likely have to get permission from the university in order to keep the demonstration civil. *Students for Racial Justice* held an occupation in Tower Hall, but they did so with the administration's approval (Myers-Lipton 2018:114). Many of us in the group feel like asking for approval for something that we *want* to be disruptive is contradictory and watered-down.

For the purposes of thoroughly answering this question, I will consider our rally and our march to be one tactic. We knew that we wanted to have a big event the day before our meeting with the President in order to gather support as well as to get more people involved by getting them invested in the outcome of our meeting. In the weeks leading up to our meeting with the president of the university, we circulated a petition urging her to meet our demands. In order to get our petition circulating, we tabled regularly on 7th street, and we posted fliers all around campus with a QR code that could be scanned to access our petition. We also told people about the upcoming event that we were planning. During the week before the meeting, we held this

two-day event where we got students and faculty to sign our petition as well as had them share their concerns and experiences regarding basic needs on sticky notes which were stuck to a giant banner. We gave out hot chocolate, donut holes, and other snacks in order to draw more people in. This event took a lot of planning. We spent hours making posters, coordinated who would bring snacks and who would boil water for hot chocolate, and coordinated shifts for members to work the tents. By the end of the event on Thursday, we had gathered over 1100 signatures on our petition. The next morning, our media team – Alejandro, Mayra. And I – sent out a press release regarding our upcoming rally on Monday to all of our media contacts. Later that afternoon, we spent about an hour calling these contacts to confirm that they received our press release and to let them know that we hoped to see them at our rally. We also blasted this information on our social media, hoping for the best turnout possible. On Sunday, the night before our rally and march, the speakers and leaders for the event met in the library. We stayed there until around 1 A.M. preparing our posters and practicing our speeches. On Monday, the day of our event, our media team was up calling media contacts before 7 A.M. to confirm their attendance to our rally. Our rally was set for noon, and we arrived early to set up and do some more practice. As it got closer to start time, more and more camera crews arrived. As the clock struck noon, we began our press conference. Elsa opened up the conference with a powerful introduction, and the rest of us delivered our speeches. We had some of our members holding up signs behind the speaker, but many of those holding signs were students who recognized us, supported what we were doing, and stepped in to hold signs in solidarity. After all of our speakers had spoken, we answered some questions from the press, and moved onto the march. Members of SHA picked up signs from around the podium and off the floor, and we distributed extra signs to other attendees. We were so thrilled to see some of our professors like Dr. Armaline as well as some of our community supporters like Phil Mastrocola and Matt King in attendance. I handed Matt King a sign and he said, “Well that’s one way to get someone to join your march, just hand them a sign.” Mayra and I grabbed the banner that we had prepared which had the phone number to President Papazian’s office and began to lead the march. We didn’t plan very well for the actual march in terms of the chants that we would use, so some of the chants got a little off message. We led the march from the Smith and Carlos lawn, around Tower Hall, and back up the 7th street where we eventually ended back at the Smith and Carlos lawn. At this point, we called for everyone to call the president’s office to let them know that they supported our demands.