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BOOKS NOT BOMBS

A black silhouette of a person standing, facing right. They are wearing a keffiyeh (a black and white checkered headscarf) and a black jacket. They are holding a flag with horizontal stripes of red, white, and green. The figure is positioned in front of the word 'NOT' in the title.

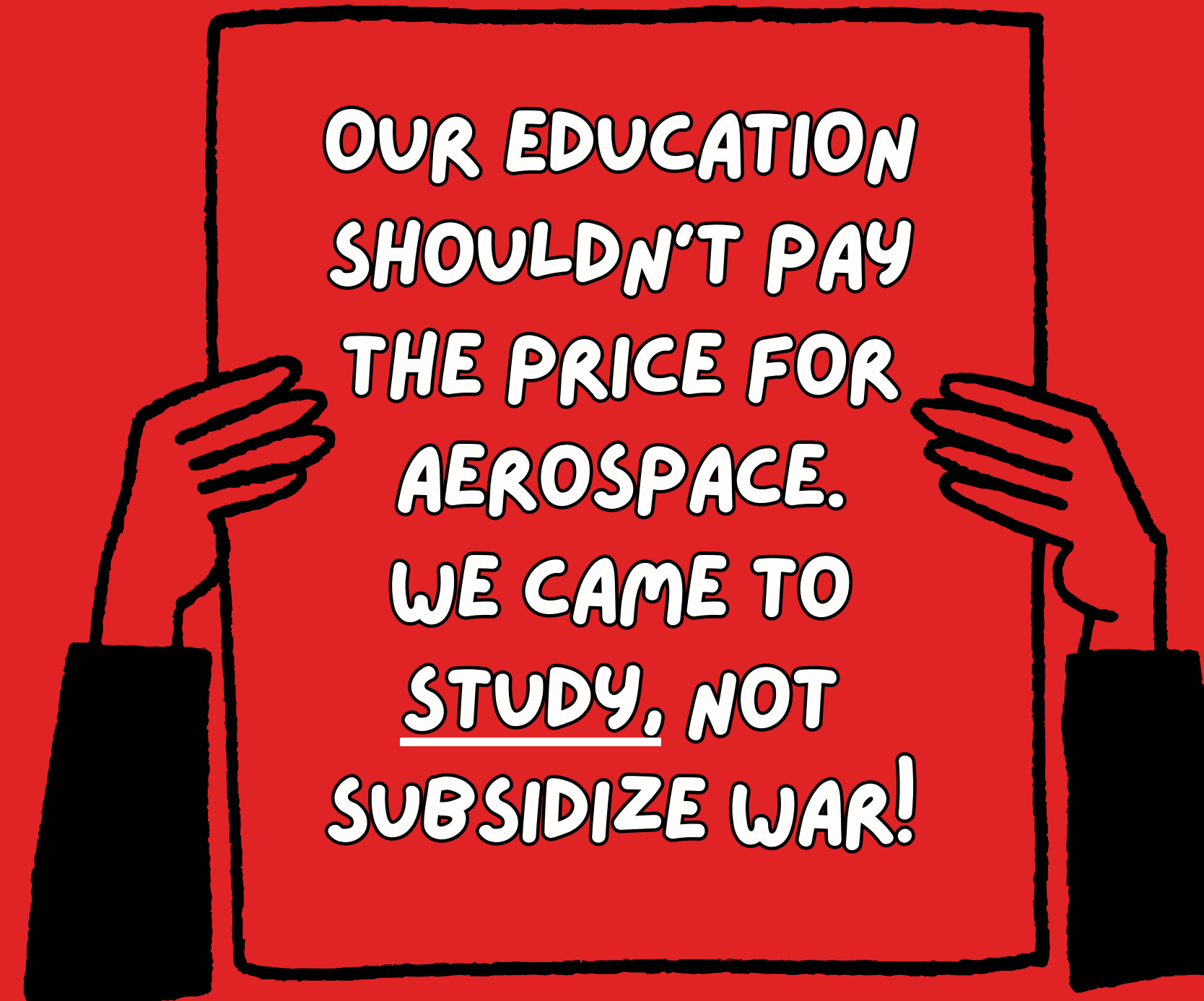
12.10.2025

SWRK 180

BOOKS NOT BOMBS

Demands:

1. Fresno State to take a stance in support of the California State University (CSU) system's divestment from unethical investments.
2. Fresno State to provide transparent, accessible, and easily understandable information regarding its endowments and financial holdings.



THEORY

- Our demands were targeted at a macro level but our efforts were done at a community level.
- We believed that in order to have our demands presented at a macro level, we first needed to engage with our community – i.e, Fresno State students
- We adopted Saul Alinsky's Model of community change and used his "What is in it for them?" question when attempting to get people involved

Community Change



POWER BUILDING



SOCIAL MEDIA

@FSBOOKSNOTBOMBS

TABLING

Put up flyers, spoke with other organizing groups, spread the word

MEETINGS

Met with decision-makers to gather more information that aren't accessible.

PETITIONS

Developed a virtual & physical petition to build power



RESEARCH

- On August 15, 2024, in response to the pro-Palestinian protests, the CSU announced a new system-wide policy change that bans encampments and establishes more protest restrictions at each of the 23 CSU campuses.
- \$3.2 million of all CSU investments are indirect investments in Israel-based firms through mutual funds that include equities and corporate bonds.
- On April 30, 2024, CSU Office of the Chancellor put out the following statement: “The California State University does not intend to alter existing investment policies related to Israel or the Israel-Hamas conflict... a divestment of this sort impinges on the academic freedom of our students and faculty and the unfettered exchange of ideas on our campuses.”



HISTORICAL ANALYSIS



- Historically, US has invested in defense industries and capitalizes on it
- During WWII, the investments were directed to Universities (Retta 2023)
 - Universities keep ties with defense contractors via grants and endowments to incentivize research in weapon and aerospace development
- US has funded Israel with over \$3 billion yearly in military aid (Osgood, 2024)
- Lockheed Martin, world's largest weapon manufacturer, offers funds, scholarships, and internships to students (Olivier, 2022)
- Throughout the years students have participated in campaigns and protests demanding their Universities to divest
- Most recently, students at Columbia University organized a student group where they protested with encampments demanding the University to divest from Israel
 - To no avail, their demands were not met but the students continue to fight for their demands



TARGET ANALYSIS



- Target: President of Fresno State, Saúl Jiménez–Sandoval
 - B.A. degrees in History and Spanish at the University of California, Irvine
 - M.A. and Ph. D in Spanish and Portuguese at University of California, Irvine
 - Responsibilities include: the university's budget and finances, overseeing daily operations, implementing board decisions, and holding administrative and academic control
- Given his cultural background and his personal experience with immigration, the political lens Dr. Jiménez–Sandoval holds is a very cultural and community oriented pragmatism which could be beneficial to our campaign



POWER WITH

We acknowledge three types of power within our campaign:

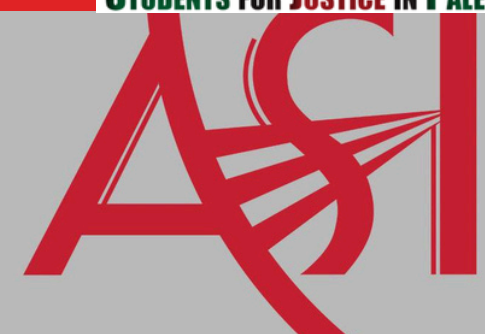
- Being social work students gives us immense background in learning about adversity as well as over coming adversity. Being social work students who all deeply care about the campaign increases our power to make change.
- Our campaign' connection to ASI through our group leader being an ASI Senator. Her previous involvement in similar projects and ability to reach higher up people both accelerate the movement in our group.
- Our allies within this topic reach many minds of younger and older generations. With support from ASI, Students for Palestinian Liberation, and the JEDI committee. Our campaign has made connections to other like campaigns as well on campus, such as Power California.

As the textbook stated, "At the organizational level, power with focuses on facilitation, consensus decision-making, and group-centered leadership." (Myers-Lipton, 2017) Power with is how we will accomplish our commands.



J.E.D.I.

Justice, Equity, Diversity, Inclusion





GROUP DYNAMICS

While working on this campaign we also learned the many benefits and struggles with working in a group

- Having a group meant having different individuals with different strengths that benefited our campaign. We broke up the work based on who excelled in certain areas.
- It also meant that each individual had a different schedule than the others, so we struggled sometimes with scheduling when we could meet.
- However, this wasn't an issue due to the key factor in group dynamics that we heavily took part in – which was communication. Communicating within your group is essential when working on a campaign that is very involved.



TACTICS

- Created fliers, digital, and physical petition
- Tabled on campus
- Held a movie viewing in the RSU with the help of ASI
 - The movie was The Encampments which portrayed the student movement at Columbia University and their efforts on demanding their University to divest from funding Israel
 - Also had free drinks and snacks as an incentive for students to participate
 - Leveraged this as an opportunity to collect signatures for our petition
- Had a meeting with Fresno State's financial chief officer to discuss the Universities budget and investments

ADD US ON INSTAGRAM!
@FSU.DIVESTMENT

WHERE SHOULD YOUR TUITION GO?



BOOKS, NOT BOMBS

OUR CAMPAIGN'S DEMANDS

1. Fresno State to take a stance in support of the California State University (CSU) system's divestment from unethical investments.
2. Fresno State to provide transparent, accessible, and easily understandable information regarding its endowments and financial holdings

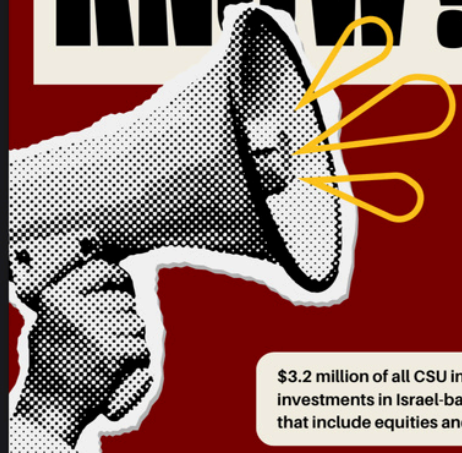
Our education shouldn't pay the price for Aerospace.
We came to study, not subsidize war!

SIGN OUR PETITION NOW!



DID YOU KNOW?

CSU DIVEST



- 1 On August 15, 2024, in response to the pro-Palestinian protests, the CSU announced a new system-wide policy change that bans encampments and establishes more protest restrictions at each of the 23 CSU campuses.
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Governance Structure of CSU and Auxiliary Investments: FAQ (CSU) (v.1.1) <https://www.calstate.edu/impact-of-the-csu-business-economy/Pages/governance-structure-of-csu-and-auxiliary-investments-faq.aspx>
2. Varshet, J. T. & C. (2024, September 1). CSU bans encampments, restricts mask wearing during protests. University Times, University Times. The student news site of California State University - Los Angeles. <https://studentnews.csuohio.edu/2024/09/01/csu-bans-encampments-restricts-mask-wearing-during-protests/>
3. Howells, B. M. (2024, May 21). CSU reports only indirect investments in Israel; no plans to divest. EdSource. <https://edsource.org/2024/05/21/csu-reports-only-indirect-investments-in-israel-no-plans-to-divest/>

RSU 1ST FLOOR | 7TH NOV | 5PM-7PM

JOIN ASI IN THE FILM SCREENING OF

THE ENCAMPMENTS



- FREE ADMISSION
- FREE KNAFEH, BAKLAVA
- FREE ADENI TEA



FRESNO STATE IS A TOBACCO-FREE, SMOKE-FREE, AND VAPOR-FREE CAMPUS. YOUR SUPPORT IN ENSURING A HEALTHIER ENVIRONMENT FOR STUDENTS, FACULTY, STAFF, AND VISITORS IS APPRECIATED. FOR ADA ACCOMMODATIONS PLEASE CONTACT -----.

DID YOU WIN?



Unfortunately, given the short amount of time we had for this campaign, we were not able to get any of our demands met. Regardless, I believe our campaign made a lot of progress and helped spread awareness on the issue. I believe what helped give our campaign more life was the showing of The Encampments. The emotion and details portrayed in that movie brought forth a sense of hope and motivation to those that were watching, which in turn led to us getting many more signatures on our petition after the movie.





WILL WE KEEP WORKING?

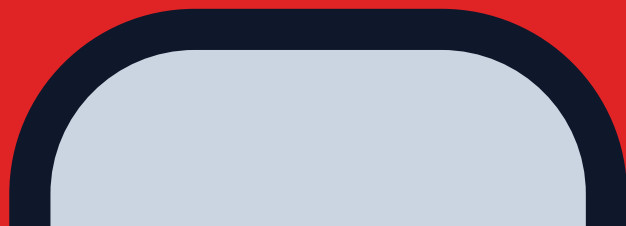
We will continue to work on our campaign moving forward. Our goal is to acquire the numbers & get quantitative data in how much Fresno State/CSU has invested into the defense and aerospace industry, as well as any other unethical industry. We are in the process of scheduling a meeting with the Director of Auxillary/HR, who we hope will provide some clarity in these findings.

ADVICE!

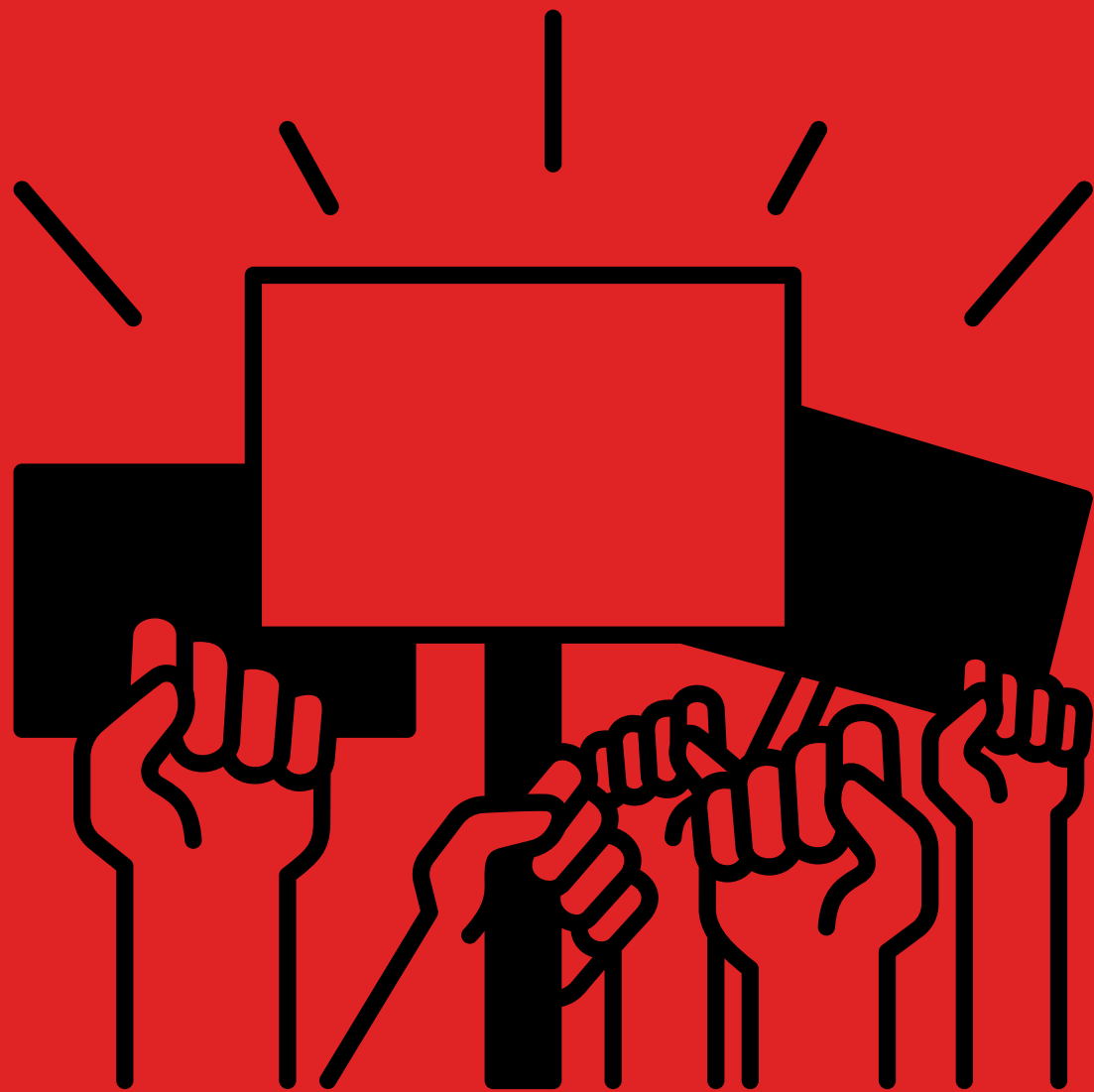
To continue to build on the momentum of this campaign you need two main things:

1. Patience. Every step we took in our campaign was met with some kind of waiting period. Movements don't happen over night, don't give up!
2. Education. Throughout our campaign a priority we set for ourselves was to get as educated on the subject as possible. Educating ourselves through every step we took helped lead us into different points of action to take.

Ex. We spoke with CFO and learned a lot of needed information but also we learned the next point of contact through him. It's an ever growing and learning process!



LESSONS LEARNED



Strategy makes all the difference. Decision-makers are strategic, so we our approach has to be as well.

No is not an answer. When someone closes one door, pry open another. There are always other stakeholders involved, so research to figure out who is willing to meet with you.

Be prepared. As students, we are often met with admin who do not take us seriously. Coming prepared with the right questions & research (in numbers) forces them to take us seriously.

Burnout is real. It's hard to build momentum and even harder to sustain it, so ensure you take time for yourself to avoid burnout.



CONTACT

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**Continue to fight.
Continue to rebuild.**

12.12.2026

