



C G I U

A PROJECT OF THE CLINTON GLOBAL INITIATIVE

CAMPUS REP GUIDE

DEAR STUDENT,

Welcome to the CGI U Campus Rep network! We are excited by your enthusiasm and desire to make a difference on your campus. Nearly 200 students from 117 universities and 28 countries are already a part of our Campus Rep community. This manual is designed to give you guidance on how to effectively engage students and university administrators at your school. Many of these strategies may be familiar to you; however, we hope that the following ideas and suggestions provide you with the support you need to succeed on your campus.

We are happy to have you as part of the CGI U team and look forward to working with you this year. If you have any questions or suggestions, feel free to let us know.

Sincerely,

THE CGI U TEAM

CAMPUS REP GUIDE

As a Campus Rep, you will be the official point of contact for CGI U on your campus, working on everything from outreach and commitment support to fundraising and long-term planning. Below are a few ideas on how to be an effective Campus Rep.

{ Come up with a game plan }

Log onto cgiu.org and identify any active CGI U commitments that are currently in process on your campus. Get in touch with the students working on those commitments and set up a meeting to discuss what progress has been made so far. Once you have a good grasp of what CGI U efforts are already taking place at your school, discuss where your work as a Campus Rep could be most useful: are there too many commitments with not enough support? Should you focus on creating a new commitment or strengthening a pre-existing one? What focus areas and issues are these local commitments addressing? The answers to these questions should guide your future work as a CGI U Campus Rep. If there are no CGI U commitments on your campus, assess the possibility for new CGI U projects. You could start with a small meeting, or just talk individually with your personal contacts and network.



{ Spread the word }

Once you've identified the needs of your campus, get others involved. Start by telling your friends and hanging up flyers in key locations around campus. Write a letter to the editor or an op-ed for your school newspaper. Next, hold an informational meeting to give interested students an opportunity to meet other CGI U commitment-makers at your school. Take the names of people who attend and start an email listserv. Talk to staff in the student life office to access other email lists or contacts that can help you reach new audiences. Think about ways to work across traditional academic disciplines: bring architects and English majors, pre-med and political science majors, engineers and ecologists to the same table to find creative solutions.

{ Build community }

Once you've established a presence on your campus, keep the momentum going! Hold a monthly CGI U potluck, a video screening, or a guest lecture. It's entirely up to you to decide exactly what kind of programming you think could be most effective. Throughout this process, make sure to stay organized: keep a running contact list of students, professors, administrators, and community members who want to get involved and update them with upcoming events and the latest news.



CAMPUS REP GUIDE

{ Partner with professors and administrators on campus }

Students are the core of CGI U, but campus professors and administrators can take your efforts to the next level. Start by contacting professors who teach in areas relevant to CGI U's four focus areas: education, poverty alleviation, human rights & peace, and global health. Ask them to tell their classes about CGI U commitments and events. Talk directly with commitment-makers about what university partnerships could be most beneficial. Outline detailed ways that students and the administration might be able to work together to achieve concrete results. Once you've developed a plan for potential collaboration, ask for a meeting with university officials and hold a more in-depth discussion. Be open to their ideas and keep in contact throughout the year to strengthen ongoing relationships and efforts.

{ Tap into the broader CGI U network }

Use the resources of CGI U! Seek out other Campus Reps and commitment-makers at neighboring schools in your region, and share strategies and stories with each other. Stay in touch with CGI U headquarters in New York. In addition to providing headquarters with occasional updates, contact us with any questions, ideas, or difficulties you may have.



{ Think solutions }

Put good ideas over ideology. CGI U is a non-partisan network, focused on action not politics. Pressing issues such as global warming, tuberculosis, and child soldiers are going to take more than one party or one worldview to solve. As a CGI U Campus Rep, your job is to move beyond partisanship: invite the College Republicans, College Democrats, and other diverse organizations to take part in a commitment effort that transcends politics-as-usual and works to address global issues and generate change.

{ Most of all, keep it going }



There's no blueprint for how to create a successful network of CGI U commitments on your campus. No Campus Rep will be working on the exact same issue with an identical community. Try to think about how to make your school's CGI U projects sustainable: if you're a senior, how might you pass on your roles and responsibilities to other younger students? How could you secure a reliable source of funding for local CGI U initiatives? What are potential ways to expand and scale-up existing CGI U commitments? Answers to these questions will decide how sustainable a CGI U effort will be in the long-run.



CGI U

HOW TO WORK WITH UNIVERSITY ADMINISTRATORS

University administrators can provide useful guidance and assistance to CGI U commitments on your campus. Here are some ideas on how to bridge the gap between student commitment-makers and university officials.

{ Get started and get feedback }

Put together a core team of students and advisors who are excited to involve your university's administrators with a campus commitment, and come up with a preliminary plan and proposal. Discuss the ways in which engaging the administration will be helpful to the development and implementation of your campus' commitment(s). Share your proposal with other students and faculty as a work-in-progress, and invite their honest feedback. It's a great way to get advice and build support in the process. Contact your fellow Campus Reps about their experiences and learn from others' difficulties.



{ Create a formal proposal }

After a few rounds of edits and feedback, come up with a formal, detailed proposal. If your commitment involves planting trees, include maps. If you're talking about a local health education program, include the curriculum. Whatever issue you're addressing, include a budget with several different financial scenarios.

{ Contact CGI U headquarters in New York }

Send a brief email to CGI U headquarters detailing your plan and who you hope to meet with. Be sure to note which commitment(s) you will discuss with the administrator and detail how you hope they will become involved. We'll provide any feedback we have on ways to make the meeting more productive. Now you're ready to meet with administrators.

{ Approach an administrator }

Research the backgrounds of various school officials and determine who would be a strategic person to contact first. The dean of students? Head of facilities? Director of the international school? Don't automatically go to the president's office – he or she is often the most preoccupied. (But if you do contact a university president, try to make initial inroads with one of their staff or advisors first, rather than just sending an unsolicited letter to them personally). Once you've chosen a school official to contact, write a letter and ask for a meeting. If you don't hear within two weeks, be sure to follow up. If you can't get a meeting right away, send your formal proposal in hard copy and over email. Once you get a meeting with an administrator, be professional (and on time!) and be ready to honestly discuss the details of your partnership.



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HOW TO WORK WITH UNIVERSITY ADMINISTRATORS

{ Let us know how it went }

Email CGI U with results of the meeting. What went well? What questions did the administrator have, and what are the next steps? This feedback is valuable in providing guidance to other CGI U Campus Reps in making their own meetings with administrators more effective and successful.

{ Build support }

After you get a sense of how receptive your school's administration is towards your proposal, seek out other constituents and allies to build your network. There's no telling exactly how a campus administration may respond, but building a groundswell of support for your proposal could potentially influence their decision. Make a list of potential members of a broader coalition who might support your commitment: the student government? The local mayor? The campus paper? You never know where you could find your next commitment partner.

{ Hold a bigger meeting and agree on a plan of action }

With more momentum on your side, ask the administration for another meeting where both sides can flesh out the details. Show various scenarios with different options and costs. Show existing support for your cause with a petition signed by members of the university community. Focus on the details and come up with a plan and a budget that both sides can agree on. Come up with creative fundraising ideas that could help finance the project.

{ Make it official and follow up }

Once you've agreed on a formal plan, make an announcement! Spread the good news to the local and campus media. Make sure you provide a method for other interested students to get in touch with you and get involved, and be prepared to bring them into your group. Remember to follow up with administrators and provide detailed updates and progress reports. Track your success with specific numeric metrics. If possible, hold regular meetings with a representative of the administration to discuss what is (and isn't) working with your project. If your commitment is a smashing success, get ready to explore potential opportunities for expansion.



CGI U

HOW TO PLAN AND PROMOTE AN EVENT ON CAMPUS

{ Pick a place, date, and time }

The location is very important for the look and feel of your event. A convenient location that is on or near campus will definitely turn out more students. Come up with a rough estimate of your expected audience, and choose a venue accordingly. When choosing a date, be sure to check your school's calendar for holidays and major university events that might potentially conflict with your event. If you choose to host your event in the evening, be sure to provide an incentive for those who want to attend, possibly food and drink. Also, be sure to plan far in advance if you need to get permission to use a campus venue.



{ Come up with an objective and format }

Decide what the objective of the event is and then decide on the best format for achieving that objective. Is the goal to get students interested in making commitments and getting involved for the first time with CGI U? If so, you might want a well-known keynote speaker to address an audience of 300. Or do you want to aid students in the development of unique commitments? If so, a smaller student roundtable on global issues may be more productive. If you decide that you want a formal speaker, brainstorm a list of potential featured guests and use your networks to think big. Potential speakers could include distinguished experts, local community members, student activists, CGI U staff, or other CGI commitment makers. You don't have to limit the event to one speaker: an event could bring together a group of experts and practitioners to address a wide range of interconnected global issues and solutions. The format of the event is entirely up to you.

{ Consult with CGI U headquarters in New York }

Once you settle on the purpose, best format, time, date, and location of the event, email all of this information to CGI U in New York. Please include the names of any partner organizations you may involve in your event. Make sure that you have a plan for covering any costs associated with the event.

{ Spread the word }

Once you've decided on a location and format, it's time to spread the word. Here are a few ideas that may help you pull off a well-attended, dynamic event:

- ★ **Flyers:** Create a flyer that includes the title, date, time, location, and a brief sentence or two about the event. Hang them in high-traffic areas of your campus: the student union, lecture halls, dorms, kiosks, and local bulletin boards. Be sure to include a phone or email contact and CGI U's website so that others can follow up with questions or request more information.
- ★ **Facebook/MySpace:** Promote your event using Facebook and MySpace. It's a fast and easy way to target your audience, and can give you an idea of how many students might be attending in advance.
- ★ **Professors and related departments:** Talk with professors and graduate students who may be able to help you promote your event by telling students in their classes or by hanging up flyers in their offices. You may also want to contact academic departments and programs on campus related to CGI U to help promote or co-sponsor the event.
- ★ **Student groups:** Create an electronic version of your flyer and email it around to relevant student organizations, student government representatives, the Dean of Students office, and the career center.
- ★ **Press:** Try to get your event covered or listed in the local press (including your student newspaper) before the event so that it could drive more people to attend. Please email us a copy of your press release before you send it out.



HOW TO PLAN AND PROMOTE AN EVENT ON CAMPUS

{ Focus on day-of-event details }

Here are a few small details that you should consider in the final stages of putting together a campus event:

- ★ If you are using an amplification system, make sure the speakers and microphones are working before the event.
- ★ Create and staff a welcome table that includes further information about CGI U. You can download materials from cgiu.org.
- ★ Make sure there is a sign-in sheet so that you can collect the contact information of attendees and keep them posted about future CGI U events and updates. Additionally, be sure to send CGI U headquarters any new contacts from your sign-in sheets so that we can keep them posted with any new developments as well.
- ★ If the crowd is smaller than expected, have your team of organizers head out and pull people in from campus at the last minute.
- ★ As a Campus Rep, you should give a brief introduction to the crowd and provide background information about CGI U and ways to get involved in the future.
- ★ Consider a Q&A portion of the event, especially if a speaker does not use all of the allotted time.
- ★ Don't forget to bring a camera, take pictures, and send them to us so we can post them on our website and Facebook page.

{ Let us know how it went }

Once the event is over, email us here at headquarters and let us know what your successes were and what problems arose which you did not anticipate. Your feedback will help us to help other Campus Reps planning similar events in the future.

If you have any questions or ideas, feel free to get in touch with us at cgiu@clintonglobalinitiative.org.



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