

Green Team Agenda

March 29, 2021

ZOOM Meeting 2-3 PM

<https://csus.zoom.us/j/82642155833?pwd=UGxHMStGdFZiQk1qbGlDR2NsTVY5Zz09>

Meeting ID: 826 4215 5833 Passcode: 417355

The Green Team will advise the University of source reduction, recycling, and other environmental activities.

I. Call to Order- 2:00 PM. Attendance: Kathryn Webb, Rad Beauton, Robert Gonzalez, Samantha Elizalde, Fransisco de la Torre III, Alejandro Buenrostro

II. Approval of the Minutes 3.8.21. Approved.

II. Information Item

A. Update on Earth Day Event

Brittany Ganguly, Ryan Todd, Moize Myres, and Kera Panni have confirmed. Assemblymember Reyes cannot attend, and we are still waiting on Assemblymember McCarty. The event will have to be a live Zoom session, as Green Team does not have the licensing for a webinar.

III. Discussion Item

A. “Don’t Litter Our River” collaboration with Student Engagement and Outreach

Green Team will discuss a mission statement and ideas for alternative confetti

The Green team chair, Kathryn, met with a representative from SEO in ASI to discuss the “Don’t Litter Our River” campaign, and they want to hear what Green team would like to see. Committee brought up ideas of a “Don’t Litter Our River” themed This or That on the ASI Instagram to create an interactive experience. Comments also included reusing the flyer from last year to help show students the harm of littering the river with confetti. Green Team members expressed they would like to ensure ESO is included in the social media since they have been partners in the past. Others mentioned doing DIYs on Instagram live, including fun facts, and a cause-and-effect portion throughout the social media campaign. The Green Team Chair will bring these ideas to SEO’s attention.

B. Canva Design for the Earth Day Event

Green Team will discuss a design for the Earth Day event to market and how we can effectively market this event to students

Goal is to start advertising on April 8th. Kathryn showed the committee the graphics and wanted to hear feedback, and members provided grammatical edits. Committee members then discussed how to best market, including reaching out to professors, registering the event for Leadership Initiative, and reaching out to Michelle Stevens in the Environmental Science department in addition to posting on social media.

Committee also discussed best way to proceed if we receive a no from both Assembly members. Committee members expressed that they would like at least one state official to attend the event. Another option was to receive a prerecorded video from Assemblymember Reyes as her office offered this as an alternative. Another option is to reach out to Councilmember Katie Vanelzuela if we receive a no from both representatives.

IV. Announcements

Congratulations to ESO for hosting a wonderful event back in March that helped a lot of people understand the importance of forest management.

V. Adjournment – 2:30 PM

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