

Dear Prospective SFRB Applicants,

Please review the [Board of Regents Policy 4.7](#), [University Business Policies and Procedure Manual 1310](#), and all instructions provided in the application, fill out the application, and submit **both an electronic copy and 15 three-hole punched hard copies to the Graduate and Professional Student Association (GPSA) office at the address listed below by Monday, December 16, 2013 at 5:00pm.**

Before proceeding with the application, read carefully the instructions on page 3, noting particularly the itemized budget and source of funding requirement. Applications that do not provide an itemized budget of how SFRB funds will be used will be considered incomplete and may be rejected on those grounds. The SFRB will not recognize applications that reflect estimated salary increases based on projected or anticipated legislative action from the 2014 New Mexico State Legislative Session.

When returning the completed documents to the GPSA office, **remember to submit an electronic copy of the application and budget (saved on a CD) and submit 15 double-sided, three-hole punched hard copies**, as the application cannot be processed prior to receipt of both the electronic and hard copies.

SFRB applications will be reviewed by the Board members and made available for general student input (via the [SFRB website](#)) on December 20, 2013. The Board will be hosting the departmental hearings January 16, January 17, and January 18. The date and time of your department's hearing will be posted no later than December 23—please make sure to note your preference regarding the day of your hearing. The hearing schedule will be posted on the SFRB website and an email will be sent to the contact listed on each application. It is strongly encouraged to have student-decision makers in your department lead your SFRB hearing presentation.

As you complete the application keep in mind that the student activity fee is used to support a variety of student activities that enhance the academic and intellectual environment at UNM by encouraging, contributing to, or providing appropriate services which create a more complete environment for students at UNM.

Questions relating to applications can be directed to the Board at the below address or telephone. Furthermore locations of meetings will be published on the SFRB website.

Thank you for your interest in participating in this year's SFRB process. We are looking forward to a productive year.

If you have any questions, please do not hesitate to contact me.

Sincerely,
Priscila Poliana
Student Fee Review Board Chair
GPSA President
SFRB.unm.edu
(505) 277-3803

2013-2014 Student Fee Review Board
Funding Request Application

Peace Studies

Name of Department

Les Field

Dean/Director

Director

Title

MSC01-1040 UNM

Campus Address

7-5205

Campus Phone

lesfield@unm.edu

E-mail Address

\$ **3.15**

Amount requested per Full Time Enrollment (FTE)

(As a guideline, this year's FTE is **23,620**. Amount above x FTE = Total estimated allocation.)

CERTIFICATION

I certify that the statements herein are true and complete to the best of my knowledge and accept the obligation to comply with the terms and conditions of the Student Fee Review Board.

Submitted By (Print Name)

Department Head Signature

Date

Please submit an electronic version of this form via email to sfrb@unm.edu and a hard copy original of this form plus 15 copies to the GPSA Office, SUB # 1021.

By Monday December 16, 2013, 5:00 PM.

***Late applications will not be accepted.**

Instructions for 2013-2014 SFRB Funding Request Package

- 1) Fill out the attached funding request application and budget summary spreadsheet. Please ensure completion of entire application.
- 2) If you have previously received SFRB funds, review the attached letter sent to your department/program on behalf of last year’s SFRB and make sure to address these recommendations in your application.
- 3) Complete the funding request questions below in a concise and organized manner. All questions must be addressed in the order they are presented below. If a question is not applicable to your department/program, please insert “not applicable” in response to the question, and comment on why it is not applicable.
- 4) Include itemized budget information for the entire department on the budget form, not just the programs proposed to be supported by SFRB funds. *See below.
- 5) **Please ensure the following:**
 - a. **Application is typed**
 - b. **Each question is written out with its answer beneath it.**
 - c. **Pages are numbered.**
 - d. **Three holes are punched on the left side of application.**
 - e. **Application is not bound or covered**
 - f. **Application is copied double-sided**
 - g. **Submit the original and 15 copies of the application**
 - h. **Submit an electronic copy (via email to sfrb@unm.edu) of the application and budget saved under the name of the organization as PDF files. Please put the name your organization in the subject line.**
- 6) The entire application is completed, this includes comprehensive budget for the entire department. The budget must include **all funding sources** (ex: I&G, Grants, Department, etc.) and **specify which items will be funded by SFRB funds. Thank you.**

SFRB Timeline

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|---|--|
| Applications Available | Monday, November 4, 2013 (SFRB.unm.edu) |
| Application Workshops (Voluntary for applicants) | Thursday, November 21, 2013, Noon-1:00pm, Acoma A&B Friday, November 22, 2013, Noon-1:00pm, Acoma A&B |
| Application Deadline | Monday, December 16, 2013 5:00pm GPSA Office |
| Hearings | Thursday, January 16, 2014, 10:00am-5:00pm, Ballroom A Friday, January 17, 2014, 10:00am-4:00pm, Ballroom A Saturday, January 18, 2014, 10:00am-2:00pm, Ballroom A |
| Student Fora | <i>Tentative:</i> January 22, 2014, 5:00-6:00pm, SUB Atrium <i>Tentative:</i> January 23, 2014, Noon-1:00pm, SUB Atrium |
| Deliberations | <i>Tentative:</i> Saturday, February 1, 2014, 9:00am-5:00pm, Cherry/Silver <i>Tentative:</i> Sunday, February 2, 2014, Noon-5:00pm, Cherry/Silver |
| Preliminary Rec. to SBLT | Saturday, February 15, 2014 |
| Final Rec. to SBLT | Saturday, March 1, 2014 |

Hearing Schedule: *All applicants will be scheduled for 30 minute hearings*; 15 minutes for presenting and 15 minutes for questions from the Board. *Applications requesting over \$350,000 in student fees will be scheduled for 45 minute hearings*; 15 minutes for presenting and 30 minutes for questions from the Board.

Note: Chartered Student Organizations are NOT eligible for SFRB funding
***new applicants and/or those that did not receive funding last year do not need to complete items 6, 7, 18, and 19**

SFRB Funding Request Questions

Introduction

1) Provide a description of the services provided by your department/program, and how they support the mission of the University.

“UNM will provide students the values, habits of mind, knowledge, and skills that they need to be enlightened citizens, to contribute to the state and national economies, and to lead satisfying lives.”

~University of New Mexico Mission Statement

UNM’s vision and goals reflect what many universities strive to achieve:

- 1) Quality Education - Students learn in the classroom, of course, but the educational experience is enhanced by the creation of a vibrant marketplace of ideas. Universities create this atmosphere by hosting lecture series, fostering a lively student activities community, and encouraging forums for free speech and debate.
- 2) Social Embeddedness – Whether it is hosting workshops for high school graduates on how to fill out financial aid forms or organizing university-wide service events like the MLK National Day of Service, universities provide essential services to their communities.
- 3) Transform Society – The role of the university is to train the future leaders that will tackle the pressing problems of our generation and strive to implement real solutions. This education and training of our future leaders does not end in the classroom. Universities have always been on the forefront of connecting a student’s in-class education with real life application.
- 4) Engage Locally – Universities train the next generation of leaders on not just how to write a resume, but also how to be a civic leader and be an engaged citizen. Experience in self-governance, whether in the form of Student Government, institutional shared governance, or student-directed organizations complements particular civics-oriented programming to this end.

However, it is challenging for any institution of higher education to fulfill all aspects of this mission with their academic programs alone. In order to fulfill this mission entirely a University must go beyond being solely an educational institution and act as a community. As such, the experience of learning does not end at the walls of the classroom. The organizations and opportunities that continue the University’s vision beyond classroom are equally important and should be encouraged to thrive.

The Peace Studies Program helps the University to achieve its mission by affirming the citizenship role of the University, participating in campus and community events relevant to establishing a just and sustainable peace. The program sponsors the interdisciplinary undergraduate Peace Studies Minor, including an internship course placing students with organizations dedicated to peacebuilding, and a capstone seminar in Peace & Conflict. This year we are looking to further help

the University fulfill its mission by adding a New Mexico Public Interest Research Group (NMPIRG) program.

NMPIRG is a perfect ally in assisting the Peace Studies Program and the University in accomplishing the mission described above. NMPIRG enhances the marketplace of ideas by educating students about current issues through class presentations, tabling, and holding events on campus such as movie screenings and lectures. Through service projects such as the Student Campaign Against Hunger and Homelessness NMPIRG works with various community groups to further our social embeddedness. In their internship program and training events they assist in training and developing the leaders of tomorrow. Finally, through their student directed program design students learn how to run their own organization to enact local change with global impact.

The specific NMPIRG program elements that further the mission of the University include:

- **Internship program** - The NMPIRG program has an on-campus professional organizer who runs an internship program that students can participate in for credit. This provides much needed internship opportunities for students to fulfill program requirements such as within the Peace Studies Program. It is also based on campus and therefore eliminates barriers related to transportation.

Dedicating 8-10 hours a week, interns take on real responsibility by speaking to the media, educating policymakers, building coalitions, and learning how to be effective political actors. These skills are taught in both a weekly intern class, during individual meetings, and in the field. By offering course credit, internships make it easier for students to dedicate time to social change work while still juggling classes and work. Internships create greater learning opportunities because they entail a greater level of responsibility and closer consultation with NMPIRG staff.

- **Training Program** - UNM students have the idealism and energy to be civically engaged, but often are not simply because they have not received the knowledge and skills to do so. Good training is instrumental in student success and success breeds long-term commitment to civics. The NMPIRG program trains young people in basic civic engagement skills such as campaign strategy and planning, setting goals and holding themselves accountable to those goals, recruitment, generating media and visibility, working with a team, and building coalitions.

Emerging leaders ascend a leadership ladder with increasing amounts of hands on experience, responsibility, entrepreneurial opportunities, and accountability. For example, a volunteer will help register voters one day, train new volunteers the next day, and in a week's time be planning their own voter registration event. To help young people ascend the ladder, the NMPIRG staff provides ongoing mentoring, evaluations, campaign debriefs, and the infrastructure and tools for students to succeed.

These trainings also do not stop with NMPIRG staff. In order to best train students, NMPIRG invites guest speakers and trainers to work with students in their area of expertise. In the past, the NMPIRG program has invited members of the media to campus to teach students how to properly outreach to reporters. They have also had elected officials, such as state Senator

Cisco McSorley, come to campus to teach NMPIRG students about the legislative process in the Roundhouse and the nuances of lobbying.

This training is not limited to those participating in the NMPIRG program but made available to any campus program or individual. Having such a training program, with a full time staff person available on campus, enhances the amount and quality of civic engagement on campus. Together NMPIRG and the Peace Studies program will utilize this program to encourage student groups across the campus to become more efficient and effective.

- Program Staff – The NMPIRG program offers students access to expert program staff and advocates with a wealth of knowledge on campaign topics and organizing tactics. Working with these professionals students can gain insight into particular issues as well as knowledge on how the government works and how public policy is created and passed. This allows students to spend the bulk of their semester with NMPIRG taking action, educating their peers, and fulfilling the service mission of the University on a local, state, and national level rather than reinventing the wheel.
- Non-partisan, Public Interest Campaigns – In order to truly fulfill the University’s mission to provide a dynamic education, develop the future leaders of the state, and provide effective service-learning experiences, the NMPIRG program focuses its work on non-partisan, public interest issues. These issues include stopping consumer rip-offs, protecting our environment, promoting a sustainable energy future, reinvigorating democracy through voter mobilization, combating poverty and fighting for an affordable education. These issues transcend party politics and build broad networks of students to maximize participation. The diversity of issues that NMPIRG works on encourages students of varying interests and skills to get involved in the program.
- Student Directed and Student Funded – NMPIRG helps teach student self-governance by ensuring students are in complete control of the program. This includes everything right down to selecting the issues NMPIRG works on. Students get hands-on experience running a non-profit organization furthering the University’s mission to engage students civically.

2) Provide a brief description of the history and future plans of your department/program. Please briefly describe services offered that are unique to the University.

The UNM Peace Studies Program is a collaborative association of UNM faculty, staff, students and administrators with affiliated organizational and community members. The program sponsors the interdisciplinary undergraduate Peace Studies Minor, including an internship course placing students with organizations dedicated to peacebuilding, and a capstone seminar in Peace & Conflict. Although housed in the College of Arts & Sciences, the Peace Studies minor is readily integrated into undergraduate programs in other schools and colleges in the university, including education, business, community planning, fine arts, health, and branch campus programs. The Peace Studies program is a relatively new program and plans to be integrated into the proposed School for Social Transformation.

The Peace Studies Program is excited about adding the NMPIRG because of its rich history of working with students to ensure they can have a tremendous impact on their lives and their community. For example, in the early 1990s, NMPIRG created the first landlord-tenant hand guides

and established a renter's rights hotline, which to this day, serves as a key resource to educate people about their tenant rights. Additionally, NMPIRG helped secure a student seat on the Board of Regents to make sure students are directly represented in making important decisions for the University. Since the 1990s NMPIRG has continued this history of success. Below are a list of their most recent accomplishments by program area.

Protecting Our Environment: Today's generation of students will inherit numerous environmental problems, including worsening water and air pollution to decreasing open spaces. To tackle these problems, NMPIRG volunteers worked with organizations on campus to educate students about sustainability. In the 2011, for instance, NMPIRG students collaborated with student groups and faculty to create the first Sustainability Coalition. The goal of the coalition was to assess the University's current sustainability measures and recommend additional programs that could be implemented. In 2012, through our Energy Service Corps program, NMPIRG distributed 250 quick guides on reducing energy use to students on campus, provided 200 students with free energy efficient lightbulbs, and collected 250 energy pledges to reduce overall energy use from the campus community.

This year NMPIRG is working to increase the amount of solar energy in New Mexico in New Mexico to have 10% solar by 2020. Over the course of two weeks NMPIRG collected over 800 petitions in support of this campaign. We then drafted a resolution for ASUNM to support the campaign and began meeting with senators and other student organizations regarding the resolution. In the coming semester we plan to submit the resolution to ASUNM and submit a similar resolution the City Council of Albuquerque.

Tackling Hunger and Homelessness: New Mexico is a state with extremely high need, as one in five of the state's residents live below the poverty line. To tackle this problem, NMPIRG's Student Campaign Against Hunger and Homelessness has organized several education, service, and food/amenities drives over the years. These included, providing volunteer hours to local homeless shelters, organizing canned food drives, and working with Habitat for Humanity to build homes for those in need. Through NMPIRG's work, students have partnered with several community organizations like Trinity House, Project Share, Roadrunner Food bank, Rio Grande Community Farm and Project F.U.N.

~ "For years we have relied on NMPIRG students to fill constant volunteer hours and provide continual donations of canned food. These students truly exemplify communities coming together to help those without food and shelter. This Spring we again look forward to having UNM students come to Trinity House to help with the work we desperately need to take on to help those in the Albuquerque area who are less fortunate than ourselves."

- Marcus Page, Trinity House Catholic Worker

Last fall, NMPIRG volunteers, along with members from the American Indian Council of Architects and Engineers and Beta Alpha Psi helped support national efforts to bring relief to victims of Hurricane Sandy in the northeast. Collaborating with more than 20 local businesses, NMPIRG students organized a silent auction fundraiser in the Student Union Building in December. Students and other attendees bid on the items and donated all proceeds to Oxfam and the Red Cross. This fall NMPIRG is continuing this tradition by collecting funds for victims of Typhoon Haiyan.

Making Textbooks more Affordable: All students need to buy textbooks for their classes. Knowing this, textbook publishers monopolize the market and implement bad practices to drive up prices. Through the Make Textbooks Affordable campaign, NMPIRG collected letters from faculty and signatures from students that helped pass a bill in Congress that requires textbook publishers to disclose the cost of books to faculty so they can choose an affordable option. In addition, the law ensures that all books that are sold “bundled” with cd-roms, workbooks, etc are also available “unbundled” for a lower cost.

In previous years NMPIRG students also participated in the ‘Textbooks Rebellion,’ a national movement to unite students, faculty, and administration in taking a stand against high textbook costs and promoting cheaper options, such as bookswaps, rental programs, and open source textbooks. Last year, students collected several hundred petition signatures in 3 hours to urge the adoption of cheaper methods. The event received significant attention from local outlets such as the Daily Lobo, the Albuquerque Journal, and Channel 4 KOB news.

Making College More Affordable: Making College More Affordable: The cost of a higher education has skyrocketed over the past several decades resulting in students of our state graduating with an average of \$17,994 of debt! This is more than \$1,000 higher than last year. NMPIRG is taking action to fight for strong federal financial aid programs that help millions of New Mexicans afford college. In recent years, NMPIRG students, interns, and organizers have helped stop interest rates from doubling on student loans, preserved a high maximum Pell grant and helped defend the program from budget cuts, and pushed state and national decision-makers to protect student consumers from predatory credit and debit cards.

New Voters Project: The New Voters Project is a nonpartisan effort to help register young people and get them to the polls on Election Day. The best way to convince political leaders to pay attention to young people and the issues they care about is for young people to register and vote. Democracy is strongest when citizens participate and for too long young people haven't been full participants. Last year through partial funding from the SFRB, NMPIRG helped to register over 1,500 students at UNM and made 13,000 personal reminder contacts including 10,000 personal student text messages. Leading up to election day they held a series of “What's Your Plan?” events where they made sure that every student on campus had a plan to either vote early or make it to the polls on Election Day.

Health Insurance 101: At UNM about 15% of the student population is currently uninsured and this rate could increase as the University may eliminate its Student Health Insurance option. However, as a result of the Affordable Care Act and Medicaid expansion students have more affordable options and increased accessibility to compare plans. Having the facts can make all the difference when it comes to health insurance. To make the most of new choices, protections, and financial help students need good information.

To capitalize on this opportunity NMPIRG released a health insurance guide, *So You Need Health Insurance: Now What?*, to provide students with information on navigating health care options. The press release was covered by both KOB and KOAT reaching thousands of individuals. NMPIRG also ran an educational campaign on campus including three tabling events, class presentations, and partnering with multiple departments to get the information out to students. Finally, NMPIRG participated in a health care event with GPSA, Student Health and Counseling, and multiple local

and national non-profits bringing professional health care guides to campus to answer students questions and help them enroll in their best option.

Continuing Work for the Public Interest:

Despite the successes detailed above, a pressing need remains to expand this work. At a time when New Mexico has one of the largest homelessness populations in the country, 1 in 5 New Mexicans don't have access to health care, and the wild places that our state is most known for are in danger, NMPIRG is ready to train students to tackle these issues head on. In years past NMPIRG has received various allocations from the SFRB. In order to run a vibrant mix of programs that appeals to a variety of students and have a strong internship program it is essential that NMPIRG be fully funded as to hire a full time campus organizer and gain the support of program staff.

From 2006-2011 NMPIRG was funded at levels that allowed for staffing the campus with a full time Campus Organizer. In 2011-2012 NMPIRG was funded at \$11,512, an allocation which could not cover the full cost of a Campus Organizer. NMPIRG was able to raise additional funding through its New Voters Project which allowed for a Campus Organizer to run the New Voters Project at UNM. However, since the program was not fully funded it faced serious limitations. Solely running the New Voters Project meant not spending time recruiting and training students on a range of campaigns. It is vital to NMPIRG's mission that students who get involved have the ability to run campaigns on the specific issues about which they are passionate. Unfortunately, due to lack of funding, NMPIRG was not able to facilitate this. Additionally, NMPIRG was unable to run a large internship program that engaged students of varied interest.

With full funding NMPIRG will be able to run a multi-faceted and dynamic program that will recruit more students and provide them with the support to run the campaigns they select, not ones determined by grant opportunities. Peace Studies is working to create a more engaged student community, and believes that with full funding NMPIRG will be able to provide the staffing and resources necessary to make this happen. Below is a list of the specific goals the NMPIRG program will accomplish in the coming year:

- **Train 50 project leaders and interns:** NMPIRG interns and project leaders gain all of the skills they need in order to run successful campaigns on the issues they care about. These skills range from recruiting and training student volunteers to managing their own team and tracking the work accomplished. Some of the most active student leaders will be invited to fly to Washington D.C. as part of the Student PIRG's National Student Forum which gives NMPIRG students the opportunity to meet other student activists from across the country, make decisions on what issues the Student PIRG's will work on the following year, meet our national program staff that work every day on the behalf of students, and even attend meetings with member of Congress to discuss higher education, students loans, and other relevant campaigns.
- **Educate 75% of the campus:** Whether NMPIRG makes a class announcement or talks to someone at one of our events, over the course of next year, the program will educate thousands of UNM students on the various issues student interns and project leaders take on. This includes everything from how to implement better sustainability practices in a student's home or dorm room and how to help reduce local poverty to how a student can easily weigh in on legislation that will threaten higher education funding.

- **Run 60 events:** Next year NMPIRG wants UNM students to be seen as community leaders. As part of our sustainability committee NMPIRG volunteers will make visits to elementary schools and talk to children about what they can do at home for the environment. NMPIRG student leaders will also build broad coalitions with other service-learning groups both on and off campus to hold events on campus around our Hunger and Homelessness work.
- **Work with 100 faculty:** NMPIRG will work with 100 faculty to make classroom presentations, sponsor interns and attend our trainings. This will allow students in their classes to hear about the opportunities for involvement with NMPIRG on campus and the career positions we offer to college graduates.
- **Engage 3,000 students to take action:** NMPIRG will engage students in a variety of ways from asking them to sign a petition to an elected official, make a phone call, sign up for an information session to hear more about their work, or to take a few energy efficient light bulbs.
- **Register 1,500 students to vote and make 10,000 vote reminder contacts:** NMPIRG will register 1,500 students to vote through a voter registration drive on campus. The drive will utilize class presentations, tabling, and registration events. To ensure that the people who register with NMPIRG this year and registered in past year turn out to vote, NMPIRG will make 10,000 vote reminder contacts utilizing in person contacts, texting, and reminder calls.
- **Get results:** Through peer-to-peer engagement we will get results on a long list of issues. We will provide thousands of cans of food and hundreds of volunteer hours to the Roadrunner Food Bank and local homeless shelters. We will continue to enroll young voters to make the student voice heard in our elections. Our students will act on the issues they care about and make sure that decision makers know that UNM students are active.

SFRB Budget Overview

3) Specifically state which line items will be covered and to what extent by SFRB funds. What is the anticipated impact on the student population?

Total Budget - \$74,406

NMPIRG Campus Organizer at 75% of time (9 months) - \$25,596

NMPIRG Program Director, Sean Foran at 30% of time - \$15,000

NMPIRG Field Associate, Jacob Peters at 35% of time- \$9,000

Program Support Services - \$18,810

- New Voters Project Director - \$3,605

- Internet Organizing Team- \$645

- Student and Organizer Training - \$1,020

- Higher Ed Program Advocate- \$3,677

- Make Textbooks Affordable Advocate - \$3,677

- Environmental Protection Advocate - \$4,130
 - USPIRG DC Advocates - \$1,411
 - Administrative costs - \$645
- Operating - \$6,000
- Office Supplies - \$400
 - Photocopying - \$800
 - Postage - \$400
 - Publications and Printing - \$2,000
 - Telephone - \$400
 - Travel - \$2,000

Funding Personnel Costs

The majority of the funding for the NMPIRG program is for personnel costs including issue experts, a Campus Organizer, Field Associate, and Program Director. The combination of professional staff working side by side with students is what makes the NMPIRG programs successful. Issue experts provide invaluable expertise on both the substance of the issues that the students choose to work on and the actual process and strategies needed in order to have an impact on these issues at the state and national level. Issue experts also develop relationships and access to key decision-makers and opinion leaders in Santa Fe and Washington DC as well as represent students to these decision-makers, ensuring that the student voice is at the table every day, even if students are on campus consumed with classes and finals. This means our issue experts are able to pass legislation that directly affects the campus body such as recent federal legislation passed to provide an additional \$17 billion in student aid.

Meanwhile, the Campus Organizer, Field Associate, and Program Director work directly on campus with NMPIRG leadership and other UNM student leaders to engage the campus community in various programs and recruit, train, and politicize activists through the internship and training programs mentioned above.

Ultimately, the goal of staff is to give students the tools to run programs that actually have an impact, that create power for students and magnify the voice of the average student, whether involved in the chapter or not, and that creates a profound learning experience for students about the meaning of citizenship and their role as a world citizen.

Below details what staff costs are included in the line items pertaining to staff:

- a. Salaries. Salaries differ depending on the experience and performance of each staff person and therefore our estimates are based on a range of \$23,750 – \$45,000.
- b. Taxes. The amount is based on the amount in salaries NMPIRG pays each year. All employers are required to pay taxes by the state and federal government.
- c. Benefits. NMPIRG’s benefit package includes part of a health care plan, a loan repayment program for staff that qualify, and a 401(k) retirement plan for staff that with one year of experience.

Biographies of Selected Staff:

Higher Education Program Director Chris Lindstrom:

Christine Lindstrom is the Higher Education Program Director for PIRG student chapters. A 14-year veteran of Student PIRGs, she now works with the PIRG network around the country to develop and execute campaigns to secure affordable and accessible higher education. Over the past three years, she helped students win the biggest federal investment in higher education since the GI bill—the College Cost Reduction and Access Act. She helped launch a campaign to control marketing of credit cards on college campuses. Current priorities for the project include tackling the increasing reliance on private loan financing to pay for college and controlling textbook costs. Ms. Lindstrom received a BA in Latin American Studies from the University of Miami in 1992.

Higher Education & Make Textbooks Affordable Associate Ethan Senack:

Ethan Senack is a graduate of University of Connecticut, where he studied Political Science and Sociology. As a student, he worked with UConnPIRG and the UConn Student Government on a variety of campaigns to protect student interests and increase student involvement on campus – registering students to vote, banning carcinogenic pesticides on campus, and lowering the cost of textbooks.

He also organized a coalition of Connecticut student body Presidents to advocate for increased funding for higher education on the state level, and created a grassroots student advocacy program to bring fellow students to testify and lobby on student issues at the state capitol. After graduation, Ethan was a field organizer for Congressman Joseph Courtney's campaign in Connecticut's second district.

Ethan Senack is currently an advocate for students as the Higher Education Associate for U.S. PIRG in Washington, D.C. He works with students on college campuses across the country to stand up for investment in education and to keep the opportunity to earn a college degree open for all Americans.

New Voters Project National Director Leigh-Anne Cole:

Ms. Cole is the Program Director for the Student PIRGs' New Voters Project, the largest non-partisan student voter mobilization effort in the country. Ms. Cole played a key role in achieving our voter registration, get out the vote, and election protection goals on more than 200 campuses in 24 states during 2008, 2010 and 2012 election cycles. By combining old-fashioned pavement pounding with text messaging and online voter registration to reach the increasingly wired world of the young voter, the New Voters Project help to register more than 150,000 students and made over half a million get out the vote reminder contacts in the fall 2012 Presidential Election cycle. Ms. Cole graduated from Fordham University in 2002.

NMPIRG Program Director Sean Foran:

Sean Foran is the Program Director for NMPIRG. Mr. Foran oversees the daily activities and staff of NMPIRG. Mr. Foran began his career with PIRG in 2008 as a Campus Organizer. Prior to coming to New Mexico, Mr. Foran oversaw U.S. PIRG's Energy Service Corps program in New Jersey and California. In the two years he managed the program he oversaw ten full time AmeriCorps members, over one hundred student AmeriCorps members, and hundreds more interns and volunteers. The

program educated over 40,000 students about energy efficiency, conducted hundreds of energy upgrades, and provided energy saving tips to over 5,000 community members. With six years organizing experience, a B.S. in Astronomy & Astrophysics, and a M.S.W. in International & Community Development, Mr. Foran bring a wealth of diverse knowledge to NMPIRG.

Funding Program Support Services

Given limited resources, NMPIRG has worked to find efficiencies and economies of scale wherever possible. Therefore, NMPIRG has opted to share resources with other PIRG organizations across the country. Sharing resources gives NMPIRG an opportunity to save costs by utilizing a set of services that are cheaper when shared by multiple organizations including administrative services such as training services and program staff. Obviously, it is cheaper for the PIRG chapters across the country to share the cost of Ethan Senack, PIRG Higher Education Advocate, than to each hire their own advocate. The training program, likewise, is more effective when the most experienced staff in the network is able to combine their experience to run professional training for staff and students.

The following is a list of services and programs that are covered under National Program costs.

a) Training: The UNM Campus Organizer is a key part to the NMPIRG program. To provide the campus with the most benefit through the internship program and campaign actions, NMPIRG organizers must receive professional training throughout the year. National PIRG staff run a combined organizer training program for the Campus Organizers of all state PIRGs thus saving each student PIRG the cost of running their own training program. This provides the opportunity for the organizers to be trained by the most experienced staff in the PIRG network. The training program includes basic campaign skills such as petitioning and working with the media, organizing skills such as leadership development and working with volunteers, and staff management skills. All trainings are run by experienced organizers and advocates, most having 5+ years of experience developing student leaders and running effective social change campaigns.

Description of services:

- A 3-week training in August for new campus organizers as well as an additional 4-day classroom training in December or January
- Regular regional trainings and conference calls
- For lead organizers and organizing directors, the training program includes an additional 3-day classroom training in July and a 2-day classroom training in January
- Experienced staff within the PIRG network will also be available for regular consultations and advice on a weekly basis

b) Student Leadership Training: One of greatest benefits NMPIRG will create on campus is student leadership. Student leaders work with the staff to set the direction of the organization, including determining campaigns, taking positions on issues, and approving the organization's budget. Together, the State PIRGs run a training program for student leaders from PIRG chapters across the country. This provides a forum where leaders from different states can meet, share their experiences, and learn from each other. The training program includes trainings on running a nonprofit organization, campaign skills such as working with the media and organizing large events, and leadership skills such as recruiting and managing volunteers. After completing an internship with

NMPIRG these students may choose to work with other organizations, bringing their leadership skills with them and in turn strengthening other organizations.

Description of services:

- Three in-person trainings for the student board members of participating chapters
- Monthly conference calls
- Ongoing consultation and advice

c) Internet Organizing Team: The internet is a key communication strategy for any organization that is working to make social change and to organize students in today's technology-based world. For example, last year NMPIRG utilized www.NMPIRGStudents.org and www.StudentVote.org; a site where students can go to download a voter registration form and get all the information they need on Election Day to make their vote count. Rather than NMPIRG paying for their own website, technology fees, and their own dedicated internet organizer, PIRG chapters across the country share the cost of an internet organizing department, taking advantage of the latest design and web technology. Access to this organizing team means that the NMPIRG program will be more effective in online organizing and get more of the campus involved and educated.

Description of services:

- website maintenance
- email list management
- web content updates
- advising on internet organizing best-practices and web 2.0
- hardware and software for the websites and email system

d) Web and materials design and printing costs: NMPIRG is able to reduce costs by sharing the cost of materials design and printing with the other student PIRG chapters. It is cheaper to pay one designer centrally to design a campaign logo, website, or t-shirt design. It is also cheaper to order materials such as posters, stickers, and postcards in larger numbers rather than each chapter order their materials locally. Professionally produced materials will heighten the level of posters on campus, encouraging additional students to get involved.

Description of services:

- work with professional designers to create materials
- ordering materials in bulk

4) What outside sources of funding (i.e. not SFRB funding) has your department or program sought out in the last fiscal year? Please distinguish individual departments within UNM in which funds were requested.

Being a relatively new department, but one that has gained broad support, the Peace Studies Program has sought out multiple sources of additional funding. Peace Studies received funding through the Extended University and Evening and Weekend Degree Program to offer additional courses. The Peace Studies Program also has had office space and administrative support donated to it by the

Department of Anthropology. Finally, we receive additional support from local non-profits such as the Calming Four Primordial Dance Group.

NMPIRG is constantly searching for grants to increase the amount of work it can accomplish on campuses across the state. This year NMPIRG received grant funding from Health Action New Mexico to support our Health Insurance 101 Campaign. This funding allowed NMPIRG to dedicate staff time to spreading awareness to students regarding accessing affordable health care, despite not being funded to work on campus this year.

5) What budgetary increases or decreases from other funding sources (i.e. not SFRB funding) do you anticipate compared to your budget from last year? Please explain.

As the funder interest around education about health care options cools in the following year NMPIRG does not anticipate getting any additional funding for the Health Insurance 101 Campaign. NMPIRG will however be running the New Voters Project campaign which it will be seeking supplementary funding for to maximize voter outreach efforts. This funding opportunity changes from year to year and therefore is not a good source to rely on for building long term student power within the state.

6) Describe in specific detail any increase in SFRB funding being requested and how that increase in your department/program will directly impact the UNM student population.

Not applicable as we were not funded last year.

7) If last year's SFRB budget items were spent on other expenses please provide a brief explanation.

Not applicable as we were not funded last year.

Relationship to and Cooperation with the UNM Community

8) UNM is a Hispanic/Minority serving institution, How has your department or program contributed to or engaged in this mission?

The classes that are offered by Peace Studies directly address issues of race and ethnicity in a variety of ways. Additionally Peace Studies works directly with the Men of Color initiative and UNM Dream team on campus.

NMPIRG will help us reach Hispanic and minority communities at UNM. Many of the issues NMPIRG works on affect minority groups to a disproportionate degree such as voter registration, health care, and access to higher education. For instance, 50% of New Mexicans who identify as Hispanic are uninsured while 30% of those who identify as White are uninsured. Additionally the poverty rate in New Mexico is 33% for Hispanics and 16% for Whites. This makes protecting access to higher education all the more important for the Minority populations. Finally, in 2012 56.2 % of eligible Hispanic voters cast ballots while 70.5% of White voters turned out. In 2012 50% of those registered by NMPIRG were young people of color, 85% of which were Hispanic.

NMPIRG also have a strong history of building diverse coalitions on campus. For example, during last year's New Voters Project NMPIRG partnered with ASUNM, GPSA, KIVA, Queer Student Association, LULAC, El Centro de la Raza, and the Greeks.

Additionally, understanding that Spanish is spoken in one third of all New Mexican homes, NMPIRG has begun to put a greater emphasis on bilingual resources such as our Health Insurance Quick Tips resource.

9) How does your department/program collaborate with other departments/programs?

Peace Studies has been working to increase collaboration through the University in multiple ways. Recently we held our first Peace Party to gather all organizations working on social justice issues. Additionally we have been working with various departments on the creation of the School for Social Transformation. NMPIRG will help us to reach even more organizations and departments as a result of their diverse programming and concerted efforts to work in collation with as many organizations as possible.

It is our shared mission to promote a more active community within the University. Each semester NMPIRG meets with as many departments and campus organizations as possible in order to find ways to collaborate, recruit a diverse group of students, and make the largest impact possible. This takes place through email, phone, and in person outreach. Through this collaborative process NMPIRG also trains other student leaders so they can help raise the level of student participation for all groups on campus.

One of the most important ways they collaborate with departments and programs throughout the University is by providing internship opportunities. This is particularly important for the Peace Studies Program as students within our program need to fulfill an internship requirement as do students in most disciplines. Finding placements for all of these students is not an easy task. NMPIRG provides a variety of issue topics for students tackle as an intern and they can stay close to campus which eliminates any barriers created by lack of transportation.

10) Describe improvements your department/program has implemented in the last year to improve services and accessibility of the service you provide.

Last year, NMPIRG strived to better the program in two ways. First, they wanted to engage more faculty as they are in regular contact with students and are seen as leaders in the campus community. Second, they wanted to broaden the reach of the NMPIRG program. One of the best things about the program is it can engage students who might not otherwise get involved in politics or civics. To help broaden the program's reach NMPIRG aimed to not only engage the likely suspects, like students in political science classes and the political student organizations, but reach out to the classes in other departments, like the Sociology and Communications and Journalism departments and work with the service student organizations, residential life and the graduate school.

Despite only being able to run a limited program since NMPIRG wasn't fully funded, NMPIRG made considerable progress on these two goals.

NMPIRG did massive outreach to over 200 classrooms in 8 departments. Over the course of the fall semester NMPIRG staff and student volunteers spoke to over 6,900 students through class presentations about the importance of people being civically engaged. NMPIRG worked with over 100 faculty through the New Voters Project and coming out of the program 51 faculty endorsed the NMPIRG program and its funding. NMPIRG also worked closely with faculty and departments to

sponsor the internship program. For example, the Communications and Journalism Department sponsored media interns which allowed them to work closely with the NMPIRG staff to learn media skills like writing press releases, making media calls and holding press conferences. As a result, these interns were able to hold an event for the first ever National Voter Registration Day. NMPIRG teamed up with other non-profits across the state such as Nava, Voto Latino and were able to generate five media hits. The event was also covered by several radio stations, KOB Channel 4 news, Univision, and the Daily Lobo.

Through the New Voters Project and the Hurricane Sandy relief efforts NMPIRG worked with a variety of student organizations on campus such as ASUNM, GPSA, KIVA, Queer Student Association, LULAC, El Centro de la Raza and the Greeks. The NMPIRG program also had two graduate students take on a project leadership role. For example, Lisa Palmer, served as the recruitment coordinator for the New Voters Project. Coming out of this semester 26 student leaders and organizations endorsed NMPIRG and its funding.

11) What role does your department/program play in student recruitment, retention, and graduation?

The Peace Studies Program provides a unique discipline working towards social justice from a paradigm of peaceful social change. This unique program recruits students who may otherwise not be interested in coming to UNM. We believe this tradition will be enhanced through the NMPIRG Program because studies have shown again and again that an engaged student body is one that is more likely to stay enrolled and graduate. As a group that has regularly, in years it has been funded, engaged hundreds of volunteers NMPIRG will help retain students by getting students involved, enhancing their college experience. NMPIRG's strength lies in its ability to recruit students and give them the sort of college experience that will keep them active, engaged, and motivated throughout their entire lives.

Furthermore, students are encouraged to continue their involvement with NMPIRG from semester to semester as they learn new skills on and take on more responsibility. Engaging students to be active citizens, both in and outside of the classroom, will enable them to graduate with that much more knowledge and grasp of the world around them.

A number of students have been involved with NMPIRG in the past several years and gone on to do other things, yet they remember the impact their involvement had on their lives, what kinds of skills they learned, and the opportunities available because of it. Below are some letters from NMPIRG alumni:

Dear SFRB,

My name is Breanna Hastings and I was the Chapter and State Board Chair for the New Mexico Student PIRG chapter in 2009-2010. During my involvement with the organization I had the opportunity to work on issues most important to me and acquired many professional and organizational skills.

PIRG students can often be found on campus approaching their peers and talking to them about a variety of issues. I myself have been the type of student that would rather keep their headphones on and head down than stop to talk to an activist. During my experience with PIRG I realized the impact this type of outreach to can have on students. To convince other students every

week to call their congressmen and express their individual concerns as citizens is the reason why I joined NM PIRG in the first place.

Within my first few weeks of first joining the organization I was involved in a national campaign to help pass the *Student Aid and Fiscal Responsibility Act*, which increased the amount of Pell Grants available for college students. I also coordinated the *New Voters Project* on the UNM campus during the 2010 mid-term elections. This non-partisan voter registration drive encouraged 6,000 across the state to vote and registered 1,200 voters on the UNM campus. Also, while overseeing the organization I was able to train other student leaders on how to realize their own campaigns on issues such as sustainability, hunger and homelessness and the cost of textbooks.

The professional staff hired by UNM students gave me the skills I need in order to be effective on a local, state and national level on issues for which I am most concerned. In these uncertain political, social and economic times, there cannot be enough programs that increase leadership opportunities to UNM students. It is my hope that Student Fee Review Board continues to allow these opportunities to be granted to other current and future UNM students.

Please feel free to contact me with questions or concerning regarding the organization.

Sincerely,
Breanna Hastings
(505)570.7617
bhastings89@gmail.com

Dear SFRB Members,

I am writing to express my support for funding NM student PIRG. I was a volunteered for PIRG from 2006 until my graduation in 2009.

As an undergraduate, PIRG connected me to the UNM community. Starting at UNM, I did not have a high level of confidence and could not find a way to get involved. I found school difficult and isolating. I did not know many people in the UNM community that could relate to the stress of entering college. I struggled throughout my freshman year, even considered dropping out. In my sophomore year NM student PIRG found me. This student group is constantly reaching out to the UNM community. Because of their recruitment, my education was transformed.

During my sophomore year, PIRG had an organizer funded by a grant to start a UNM chapter. It was because of the efforts of our organizer that I found my place at UNM. I made friends within the organization and learned important skills. I focused on getting student voices heard in the state legislature, the governor's office, and the UNM administration. My main focus was on environmental issues and getting UNM on more sustainable energy. I also worked to educate students on reducing their carbon usage. I took on a leadership role with the encouragement of our organizer and learned to run a campaign. I worked with volunteers, gaining valuable people skills.

Through this organization, I learned about UNM as a university. I worked to educate students on internal matters of the university. I learned about other organizations that enriched UNM; organizations I had no knowledge of before working with PIRG. I learned about funding

opportunities for programs that enrich student's educational experience. I worked with past SFRB members to fund PIRG so the organization could guide other students, the way it guided me.

I am now in my second year of law school at UNM. I believe PIRG gave me the confidence and the drive to apply. It gave me the community service and the extracurricular experience that helped me get accepted. Because of my work with this organization, I believe that we, as students, can do things to change and improve our community.

This organization is extremely beneficial to our campus. Not only does it give students a way to get involved, it gives them a way to build confidence and experience how to be an active member of a community. This organization is an excellent pipe line from undergrad to graduate school.

I strongly encourage the SFRB to continue funding this inspiring program.

Thank you,

Sarah Coffey
UNM School of Law
Class of 2013

Dear Members of the Student Fee Review Board at the University of New Mexico,

My name is Katryn Fraher and I am writing this letter to encourage and support you to continue to fully fund a New Mexico Public Interest Research Group (NMPIRG) Student Chapter at that University of New Mexico. I am an alumnus of the University of New Mexico, an active citizen in Albuquerque, and a former NMPIRG Student. I would like to share with you my experiences as a student with NMPIRG and knowledge and opportunities it has provided for me as evidence as to why a fully funded PIRG chapter at UNM will benefit not only the university, but all students at UNM as a whole.

Before I was involved with NMPIRG, I was one of the students you would see walking from class to class with their head phones in and ignoring all of the tables and events happening on campus. In fact, I remember twice being asked to vote in the ASUNM elections, and I am ashamed to say, I told the individuals that I did not believe the election mattered. Instead of being involved with my campus, I went to class then went home – UNM was not a part of my life but rather a means to an end. I did, however, have a true interest in politics and making a difference in the world. However, I felt like a second class citizen with no hope of being heard. Not only did I have no idea how to take action but I also thought that I wasn't capable of doing so. In fact, I did not even know what the word "grassroots" meant.

Things changed suddenly for me when I decided to take a more active role and volunteer with the state chapter of NMPIRG. Through that experience, I learned there are a lot more actions citizens can take. I also learned there are skills and knowledge necessary to take those actions that are not taught in classes. This bothered me greatly. How can I learn to be an active citizen if it is not taught to me?

I then discovered that there used to be a student chapter of NMPIRG at UNM since 1974. I was overjoyed. I asked the Executive Director of NMPIRG who I can talk to about volunteering. I was informed that funding for the chapter was taken away and therefore, the program didn't exist on

campus. I felt this was not right. I wanted there to be an organization at my school that taught students how to be active citizens. I wanted students at UNM to feel like they had a chance to solve real issues, from the cost of their text books to ensuring they can register to vote without being pushed to vote for one party or the other. I felt like I had to do something about it.

I worked closely with a PIRG field organizer and received some valuable training. I learned so much in just one week of on-site training with Erin Eccleston. Erin showed me how to properly organize my office, how to gather volunteer names and contact them to show up, how to train my volunteers and put them in leadership roles, and how to properly organize an event. After my brief training, I had registered 600 students to vote. This small success hooked me onto organizing and I wanted to learn much more about what I can do and I wanted my fellow students to all know how to do it too.

Being involved with NMPIRG completely changed me. I am so grateful for the tools, knowledge, and opportunities I received as NMPIRG student and I know my college experience and the choices I have now would not have happened if it wasn't for the PIRG professionals I had the opportunity to work with as a student. Since I spent so many years as a PIRG student, I will not give you the entire list of accomplishments I had, but highlight some of my favorites. I had (and might still have) the record for registering the most individuals to vote in the state of New Mexico, I helped cut student loan interest rates in half nation-wide, I helped put together to first food stamp application process at UNM, and I was selected as one of the top student political leaders in the nation by an outside organization. I even took my skills and knowledge outside of PIRG and helped found and was the first President of the Associated Students of Empowerment, a student organization which advocates for students with disabilities. None of this would have been possible if it were not for being a PIRG student.

After I graduated, I found myself in a familiar position. I needed a job, with healthcare. What I found surprised me. I was offered jobs paying more than I thought possible with great benefits, due to the fact that not only did I have a good GPA, but for the most part because of the work I did with PIRG. I realized that I was actually a very desirable candidate for many companies and government entities. However, I wanted to continue learning and working with the PIRGs. I wanted to receive their professional training and I wanted to give back to the organization that helped me so much. So, I applied to work with PIRG and they hired me as a campus organizer.

This last year, I spent two months at Florida State University where I helped students like me launch a PIRG program (it went from 2 students to 30 core students in those two months). We were able to register 1,300 students to vote, raised money for the homeless and fed over 60 people on Thanksgiving, and got the FSU student government, which is comprised of over 100 members, to unanimously pass a resolution to support online textbooks. The students at FSU are still working on important issues and will be working with the student government to have enough money to hire professional staff and establish a student directed, Florida PIRG chapter at FSU.

I then spent the remainder of the year organizing at Rutgers University in New Jersey. Working with a well-established chapter like the one at Rutgers really opened my eyes to what a PIRG chapter really can do for their university and how well it works with the student government. At Rutgers, the SGA and PIRG work close on issues students have and have achieved real results. They are the most sustainable campus in the nation, continuously raises more money and hold more events for homeless and hunger efforts than other universities, started an AmeriCorps program to educate students on sustainability and efficiency, and have even taken on the cost of higher education with their SGA and have been winning.

Honestly, I am privileged and humbled by all that PIRG has taught me. I cannot stress enough how influential this organization can be for all of UNM and I highly encourage you to fully fund this

chapter to the best of your ability. The more you put into it, the more you will get back. Thank you so much for your time.

Sincerely,
Katrryn E. Fraher

Student Involvement

12) How are students involved in the decision making process of your department/program?

The Peace Studies program engages students in the decision process through weekly meetings with our student organization Students Organizing Actions for Peace (SOAP) as well as inviting students to faculty meetings to provide input. The decision to partner with NMPIRG was made with student input through SOAP meetings.

As student directed and funded organization NMPIRG's Board of Directors consists of four students voted on by members of the program who are responsible for approving the budget, campaign selection, and staffing plans. Furthermore funding by SFRB necessitates broad campus input. As representatives of the student body the members of the SFRB are charged with funding programs that are broadly supported on campus. To maintain the support of the campus NMPIRG must work on issues that the student body is concerned with and that serve the campus in an effective and substantial way. To do this NMPIRG employs a yearly campus wide survey to gain input on which campaigns to run and a second blind survey to assess the campus opinion of our effectiveness. Finally, NMPIRG invites all students to attend program meetings to provide input and reaches out to other campus groups to find areas of overlapping interest.

13) How do you plan to increase student participation in your department/program and improve service and accessibility to the students of UNM?

The addition of a NMPIRG program will assist Peace Studies increase student participation by training students within Peace Studies and its affiliated groups. NMPIRG will be able to offer training in volunteer recruitment and development, coalition building, and event planning which will increase the size and level of participation within the Peace Studies program.

One major way that NMPIRG will do this is through a campus-wide recruitment effort that will take place at the start of each semester. Through class presentations, tables, emails, and reaching out to departments and student organizations the NMPIRG Campus Organizer works with volunteers and leaders to identify hundreds of students interested in being involved with the campaigns. Last year, NMPIRG spoke about the program in over 34 classes in which they educated over 3,000 students, did over 85 hours of tabling, and 30 hours of phone calling to potential student volunteers. NMPIRG worked with over 40 volunteers during the first three weeks of the semester, over 30 of which were volunteering with NMPIRG for the first time. NMPIRG trained 17 new event coordinators during this time and collected over 900 interest cards from students interested in participating in a NMPIRG program.

With a fully funded program next year, NMPIRG will almost double these numbers because they will be able to offer more program opportunities, not just the New Voters Project, which will createa

wider variety of activities for students to get involved in. A fully funded program can provide volunteer opportunities that will appeal to students with a wide array of motivations and orientations, as allowing them to engage the widest variety of young people possible.

14) Describe your program's level of participation.

a) How many students are actively involved in your department/program? Please provide a brief example.

For NMPIRG active involvement is defined as the number of students educated by an issue we are working on, the number of students volunteering on a campaign NMPIRG is running, the number of students trained on a skill related to grassroots organizing throughout the semester, and the number of interns that semester. Last fall, NMPIRG educated almost 7,000 students on the importance of young people voting, worked with over 85 volunteers, trained over 200 new students, and had five interns completing 10 hours a week of active participation in the programs run on campus. Additionally, NMPIRG has more than 3,000 UNM students on its email list.

NMPIRG has a history of working with numerous other student groups and student leaders. For example, NMPIRG sponsored an educational film showing with Take Back the Tap for the documentary FLOW, in which 30 students and faculty attended. A number of student groups joined our coalition to provide Hurricane Sandy relief to those in need. These groups included the Project for New Mexico Grad Students of Color (PNMGC), Alpha Pi Omega, the Student Veterans, the Mortar Board Society, and Advocates for Universal Design.

This year NMPIRG was not funded on campus and therefore had significantly less participation on campus. This fall NMPIRG engaged 25 volunteers, over half of which volunteered at least twice. The NMPIRG Student Board has remained active, educating students about their health care options and promoting sustainability through tabling and class presentations. NMPIRG members have also participated in multiple events including a health care event on campus with GPSA and SOAP's Peace Party. With a fully funded chapter NMPIRG would be able to engage many more volunteers than it has in the previous two years.

b) How many students are impacted by your department/program? Please provide a brief example.

The NMPIRG program benefits the entire student population and campus community in multiple ways. PIRG programs across the nation work together to make national policy changes which affect all students. For instance last summer the Student PIRGs were able to prevent the interest rates for federal student loans from doubling for the second year in a row. The Student PIRGs also played a large role in passing legislation to provide students with an additional \$17 billion dollars in financial aid.

Here on campus NMPIRG works to educate the campus about various issues and how students can get involved. Last year NMPIRG directly educated 11,900 students on voting and on hunger and environmental issues, through class announcements and tabling events around campus. Every student at UNM is affected by the NMPIRG program, whether they listen to one of our class presentations, see one of our posters, or are asked to take political action by an NMPIRG volunteer.

NMPIRG also directly benefits any student or student group that is interested in making effective social change. Through NMPIRG's training and internship program hundreds of students learn these the skills it takes to make social change each year.

15) How many students do you employ, including graduate assistants, interns, etc?

The Peace Studies Program currently employs two students as Graduate Assistants and three Work Study students.

Our NMPIRG program will offer a for-credit internship program, which is not a paid position. Internship programs have grown as big as 50 students however as the program is not currently funded, there are currently no students completing an internship for credit.

Self-Evaluation

16) Describe in detail the systems in place for tracking the UNM student population and non-UNM student populations served by your department/program. This includes how you track the students you serve on a repeat basis and the students that are served just once. Comment on the system's effectiveness, changes made this year, and plans needed for improvement. (Note: We realize that tracking systems will vary across departments/programs.)

Peace Studies is excited to add a NMPIRG program since it has a track record of successfully engaging the student population for forty years. NMPIRG fully understands and embraces the importance of accurately tracking its ability to serve the campus community. Tracking systems allow the program to optimize their campus activities, accomplishing as much as possible, and build on previous efforts. NMPIRG maintains a database of interested students, what they have been involved in, and how many times they have volunteered. NMPIRG also tracks how many students have been educated on campus about prevalent issues, how many other student organizations the program has worked with, and how many grassroots actions the program has collected. This is done daily through tracking worksheets completed by the Campus Organizer.

NMPIRG also has a system for tracking its impact on the campus community as a whole. For example, they track which professors they work with, how many classes they talk to about a specific issue, how many students they talk to clipboarding on campus, and how many student organizations they are working with on any given issue. NMPIRG utilizes a similar tracking system for any work with non-UNM community organizations and media outlets. This allows the students to have visual evidence of the work they do, who they reach and who they impact. While this is important for basic evaluative purposes, NMPIRG staff will also work with students to help them assess their progress and how they might involve more students and accomplish more on their issue-based campaigns.

During election years tracking systems are extremely beneficial to the success of the New Voters Project. Utilizing the Voter Access Network, we were able to create a system where, leading up to Election Day, we could track the voting activity of the UNM students who were registered to vote. Each day we would update the list to see who had voted early or who still needed to vote. This allowed us to target the correct students and encourage them to vote early, while the lines were not

too long. Tracking such as this allowed NMPIRG to be more effective by ensuring they were always calling students that had yet to vote.

17) What methods have been used in evaluating your department/program (for example, surveys, focus groups, interviews), and have these methods proved to be effective?

NMPIRG often uses surveys to gauge how well the program reaches the broader campus community and how it can improve. For example, this spring NMPIRG will conduct a survey to assess how familiar the student body is with the program, how visible the work has been, and how well they are educating and engaging the campus community.

At the beginning of each semester the NMPIRG student leadership sets clear goals and a time line for what they want to accomplish. These goals are revisited throughout the semester to evaluate effectiveness. Additionally, in order to constantly improve the volunteer and intern experience NMPIRG relies on debriefs at every event as well as quarterly evaluations for all interns.

These methods have proven to be very effective as NMPIRG has been continued to accomplish the goals it has set out for itself. While many organizations come and go, NMPIRGs is now entering its 40th year as a non-profit organization in part thanks to its process of self-evaluation and improvement.

Use and Effects of Funds and Action on Prior Recommendations

18) State your objectives for the funding you received through the previous SFRB process. Describe how you met those objectives, and if you did not, please explain why.

- a) **Provide a short outline of each program/project SFRB funds are used for. How long has each program/project been in operation? What are the outcomes of each program/project?**

Not applicable; was not funded last year.

19) Specifically address and comment on each recommendation made to your departments/program by last year's SFRB.

Note: If you do not have the letter from last year's SFRB process that included recommendations, please contact the GPSA (277-3803) or ASUNM (277-5528) offices for a copy.

Not applicable; was not funded last year.

Summary

20) Provide any other information or a narrative that will assist the SFRB in making a decision to grant your department/program funding.

***new applicants and/or those that did not receive funding last year do not need to complete items 6, 7, 18, and 19**

Note: Please be sure to focus on the programs and services that are funded by SFRB funds. It is always a pleasure to hear about all the great things departments are doing, but the focus of the application should be on SFRB funded programs and services.

Please remember that a completed application consists of a signature from your Department Head, as well as a comprehensive, itemized budget for your entire department, including all funding sources. Your application will be considered incomplete if it is missing either of these components.