

PLC Weekly Student Staff meeting minutes
10/1/18
University Club 4

Announcements:

Parents lecture is this Friday from 5:30-7:30 in Eaton Humanities 150! Please be ready to be there and represent PLC well! Some of the student staff is required to be there to set up and engage with students and parents. However, everyone is encouraged to come support PLC and demonstrate a good impression of the program to first years and parents. Additionally, PLC Around the World is coming up quickly so make sure that is on your calendar!

Action Items/Key Discussion Points:

- ★ Everyone should continue to think about PLC student staffs shared consciousness and how we can best support each other and execute on ideas and initiatives across student staff
 - Everyone
 - By: 10/8
- ★ Think critically about ways to encourage PLCers to engage more and buy into PLC more moving forward
 - Everyone
 - By: 10/8
- ★ If you use google calendar the best way to get PLC events on your radar is to add PLC's calendar, simply add cuboulderplc@gmail.com. Once added the calendar will have all PLC events included and can easily be toggled on and off. IF you have questions reach out to Geordi Emnett
 - Everyone
 - By: 10/8
- ★ The Fundraising Team is looking for quality stories about PLCers anything from dreams to hardships to be used to assist in fundraising. If you or any PLCer you know has a story they would like to share. Please get in touch with Anna Sernka or Ally Arenson.
 - Everyone
 - By: 10/15

Amplifying Information/Points of Discussion:

- SitReps
 - Two purposes
 - It is a low barrier way for team leads and professional staff to tap into what's going on across student staff
 - It is also a way to ensure continued progress and growth in our roles as leaders
 - Our roles aren't just about checking boxes and initiatives
 - As we navigate through difficult and points of tension we should be learning and growing tactically and strategically
- Student staff updates

- Ally & Anna, working on fundraising initiatives with board member Abby Robertson
 - Currently determining most effective strategies and campaigns to increase the number of donors and total funds raised for PLC
 - The long-term goal is to double the PLC scholarship
 - Looking at choosing the most successful channels for reaching out and marketing PLC for fundraising
 - Ally and Anna need from PLC compelling stories about students, this can include but is not limited to: highs, lows, hardships they have overcome, hopes and dreams they have
 - Looking particularly for Juniors and Seniors that can showcase what PLC is
- Luke & Halley, experiential weekends
 - First experiential weekend pre-health and medicine at Anschutz went very well
 - PLCers on the trip got to try out a 2-million-dollar robotic surgeon with assistance from a trauma surgeon, the feedback was that it was an amazing experience for everyone involved
 - EW team goals are to minimize sitting time, maximize interactivity
 - Looking forward EW teams are trying to incorporate even more interactive events
 - Planning to do a nightly debrief at each homestay to make it more interactive
 - Currently looking for trip leader volunteers for the final two weekends, space and sports & tourism
- Sarah, a quick overview of the service plan
 - After many discussions and iterations, we are moving forward with the PLC year of service centered around 3 themes
 - Education, homelessness, and the environment
 - Currently, the service team is reaching out to potential organizations that we can partner with
 - Working quickly to make connections sooner rather than later
 - formal, organized opportunities once a month
 - It will be optional for PLC students to participate this year
 - We will still be running the PLC day of service which is November 3rd
 - Currently, we have 8 people signed up and we would like to see more
 - It is very important for us as student staff to have “skin in the game” and be involved with as many of the events we are executing as possible
- Program Updates
 - Phil Weiser lecture is happening tonight
 - This event is hosted by PLC with other leadership development organizations invited to attend

- Part of the goal of this event is to enhance PLC brand and visibility on campus
 - For PLC events and especially cross-community PLC events, we need as many people as possible there representing PLC
- The Daniels Fund is hosting an ethics case competition
 - We want some PLC teams in there winning some money and representing PLC
 - Our current plan is to reach out to all PLC and find those who are interested to assemble some PLC super teams
 - We need good thoughtful writers who are interested, and we as PLCers know that there are other PLCers, or even ourselves who can crush that competition and win some money
 - Please get in contact with Ethan, Geordi, or Aaron Roof if interested
- Shared consciousness and shared purposes
 - 3 main themes we are working toward as a staff
 - Academic realignment, community, culture
 - Within academic realignment, we have revamped 1810 and 1820 with the goal of being really intentional about building a holistic leadership development program
 - For our community, we are trying to be targeted and deliberate about creating deeper connections within and between cohorts
 - Looking at PLC's culture we have taken steps toward building and enforcing a culture with professional excellence as a key trait
 - We have sent out and required commitments to PLC and have provided the option for those who are not interested in being a member of PLC to opt out
- Team Goals
 - Academic team goals
 - Accountability, balance, and connections
 - Accountability pertains to being accountable and helpful to students, holding each other CAs accountable and being accountable to ourselves
 - Meaning what we set out to do, we have the integrity to complete it to the best of our abilities
 - This includes challenging students, in recitations to build skills around defending their points and opinions
 - Balance, meaning finding a balance between being a friend who is supportive helpful and encouraging and a TA who holds you to standards and is invested in your personal and professional growth
 - Balance is all about creating that community, that is both friendly and professional
 - Connections mean creating connections within and between recitations that are meaningful and valuable
 - Connections may look like meaningful friendships and mentoring in addition to building an environment for healthy discourse and potential networking options

- Our FY recitations are our opportunity to connect our first years into the PLC community
 - This includes getting them engaged in PLC community events going on!
- Quick updates on what each class is doing!
 - FY Program
 - 1810 has been revamped into 5 units, that look at different disciplines and focuses on leadership
 - 1820 takes a deep dive on various social issues
 - The purpose of this change was to build a more cohesive academic experience with other PLC classes
 - Multi
 - Instituted new system of peer feedback so that students can better learn from each other and use each other as a resource
 - Taking a very iterative approach to new initiatives and the class itself
 - Global
 - So far Global has had some incredible guest speakers, recently discussing security and challenges in security
 - Feedback is that it has been an awesome class so far!
 - Working with engagement data to better engage students who aren't actively engaged
 - Working to better find a balance between people who are speaking a lot and people who don't
- Internal team
 - Their goal this year is to build a better community around PLC, within and between cohorts and in the greater CU and Boulder community
 - Their current methodology for building community is focusing on events
 - So far we are on track to implementing programming for every year of PLCers
 - This so far has included the 3rd-year retreat, professional excellence dinners, and the senior BBQ
 - Service project
 - Service in our minds is an important part of leadership, interacting with the community and giving back
 - Currently looking at how we cannot just provide service opportunities but also create a valuable shared experience for PLCers, to bond PLCers for better investment in the program
 - We will be kicking off the year of service very soon!
 - KPI's, the key metrics of the internal team
 - Looking at PLC surveys to get better feedback on retreats/ events, generally what people liked, didn't like, and what they thought was valuable
 - Looking to increase attendance numbers at optional programming

- Wanting to see PLC students participating in organized service events by the end of the semester
 - Experiential team
 - Looking to avoid boxing checking as best we can and making sure people are having valuable experiences through PLC
 - Part of the responsibility is making sure people complete necessary PLC requirements, while they are here at CU
 - Looking to provide flexibility in experiences, primarily for ALEs
 - The goal for experiential weekends is to increase interactivity
 - Currently expanding people who can be team leads for experiential weekends beyond just student staff
 - Looking at having one staff member and one non-staff member
 - KPI's
 - 90% of people who want to do an ALE each semester are able to start and complete it
 - Team Anna and Ally tasked with fundraising \$75,000
 - For experiential weekends, ensuring that we have one interactive activity each weekend, and are receiving positive feedback on each weekend
 - Internal team
 - Currently expanding outreach through all channels to past present and future PLCers
 - Focusing on being deliberate about creating a brand for PLC
 - Recently we had the apparel initiative, the awesome photo shoot can be seen live on Friday on the website
 - Social media team working with recruitment for a new video
 - We want a fun advertisement for PLC, not an info session
 - Important to maintain consistency with posting on social media
 - R&S is working on Taste of PLC and take PLC home
 - Next student staff meeting we will have a briefing on how to take PLC home
 - R&S is reaching out to every PLC class to have them take PLC home
 - We have implemented a new formal recommendation system for current PLCers to recommend potential PLCers
 - KPIs
 - Increasing number of completed apps for PLC
 - PLC app opened today! 2nd point of entry also just opened!
 - Enrichment fund also on the same portal, no applications got through our website, it is all online
 - More attendees to taste of PLC
 - Live stream taste of PLC
 - Stay consistent with posts on social media
- Comments from professional staff

- Aaron
 - This meeting has been very Informative to hear about everything happening across PLC
 - A question for everyone, for Phil Weiser tonight and other PLC events, how can we best encourage more people to show up especially to optional events?
 - We tend to see the same 30 PLCers at every event, how do we get other PLCers involved?
 - Planning on inviting Jim Collins, most well-known for his book Good to Great, to come to speak in February
 - However, there is a grave concern about getting enough people to show up
 - It is understandable that as we have more speakers and more cross-community events they will gain more visibility. However, how can we best build that momentum?
 - For a reference point on current PLCer engagement, we currently have a 19% open rate on PLC Now
 - Additionally, last weekend we had two people not show up for experiential weekend
 - Some partial solutions
 - We should better advertise to FYs that these PLC community events count as a first-year community event
 - Additionally, we may want to consider a percentage of the grade from each PLC class to be tied to PLC community event attendance
 - We can also send out more action required emails for events for PLCers and GroupMe messages for events should always be sent out by class coordinators in each class chat
 - It is vital that we increase the number of channels we use to reach PLCers because our current information distribution system is ineffective
 - Soon we will be having the Pizza with the president event
 - This will be a chance for some PLCers to meet and chat with Ted Hamstra the president of the Board of Advocates of PLC over some pizza
 - This will be a very informal event
 - For our current fundraising initiative, we are looking at raising \$75,000, that will be split up as \$25,000 into PLC operations, and \$50,000 in scholarships
 - We are in addition to team Ally and Anna planning a crowdfunding campaign
 - For this initiative, we are building an active site with videos on PLC and PLCers

- We are currently working with the CU Boulder office of strategic communication to best target parents and alumni
 - The primary goal of this fundraising campaign is to help send students abroad
 - We are looking for crowdfunding contributions of anything that will help defray the cost for our students
 - Even 10 dollars from a family member helps a lot and adds up
- Jessie
 - Just a reminder it is not appropriate to call your students or any underclassmen “kids”, they are our peers and should be treated as such
 - The PLC office is still under construction
 - It is currently blocked off and really loud
 - Everyone needs to hold office hours elsewhere
 - The PLC professional staff is camped out in the SUEP lounge, for reference Aarons temporary office is S345
 - Students can make use of the SUEP lounge but must be very quiet
- Ethan
 - We should all be thinking about how we can best maximize our impact as students
 - In the future for some PLC student staff weekly meetings, not everyone will be required to attend
 - We are currently planning to have some more task force oriented meetings where groups can work on certain initiatives and issues
 - Please watch for Sunday emails to see what the agenda is and who is required to be at each meeting
 - We do encourage even if you are not required it may be incredibly helpful for you to help another group or task force on something that they are struggling with
 - Having a group of PLCers together, some of the best students at CU, for an hour is incredible and very precious
 - To celebrate our continued success and connect more we are planning on having a catered lunch for a meeting sometime in the next few weeks
 - We are trying to create more opportunities, so we can maximize interaction between PLCers and within student staff
 - Ethan's areas for personal development
 - Looking at how we can make meeting time most valuable
 - “Working to make meetings more kickass”
 - Please shoot Ethan a message on slack if you have any ideas or anything you would like to see
 - Implementing and executing on a new organizational structure
 - Both are completely iterative processes and will continue to be developed moving forward