



Feb	March	Spring 2015
<b>BOARD MEETING: 20-21</b>	<b>SPRING BREAK: 7-15</b>	
Building hype/giving ultimatum for March action - creating space for Board to take action.	Escalated action begins Monday, March 16.	Escalate until victory. Polarize campus & isolate BoM. Sustained attention in national media.
Collective pledge to sit-in, which incorporates commitment to NVDA training. NYTimes (ex) shares the message that ~200 students pledge sit-in if Board does not agree to divestment during February meeting. Contacting alumni, parent, & faculty divestment supporters to let them know this will be happening & getting commitments from them to organize others. E.g. we will need 30 calls to Parrish a day, we will need 100 e-mails to Chris N. a day, will need donations every day of sit-in, etc.	Pledges to NVDA. Base participates in sit-in & gets commitments from 3 friends. One week of e-mail actions. One week of call alerts from parents and alums. High profile media hits (NYTimes, Al Jazeera) & high profile alums drop endorsements of action.	Faculty issue call for divestment. Train alumni, parent, & student base for varying degrees of NVDA & NVDA support.
Public endorsement (even passive) from some Board members.		Major admin targets: Maurice, Liz Braun, Chris N. Major donors & alums
Getting people to sign on to pledge. Bird-dogging in advance of BoM meeting - DG/Phoenix video showing videos of Board members' responses & asking people to pledge to take action. Choose one person within meeting that will stand up to interrupt meeting & read student ultimatum. Mass training after BoM meeting followed by big ass party. Art builds for action Pub Nite takeover? Built-in celebration & fun around organizing!! Tactical people: 150 pledging to take action, getting trained on NVDA, messaging, & public narrative. Media: identify active social media folks, train 20-30 people who are doing media (1 person in core monitoring them). Including spokespeople training. Spokespeople: Identify 20-30 people.		BoM 3 (February): Which Side Are You On? Fill Board meeting we cannot wait. Multiple campuses, escalated action til victory mid-spring. If necessary: Ride the Tide til Victory action/occupation. Faculty: All-faculty letter for with majority plus support. 30-40 faculty active support - video petition? Action support? Students: Majority support (700-800 students) via creative petition. 100-150 active participants in actions. Alumni: Getting \$100,000 in the fund plus 50 alums willing to come to campus. 2,000 emails on alum petition. in NB.