

PICA's Student Train Document

Garden Liaison/CUIP

Market Cart:

- Send out doodle poll two weeks in advance and choose the day that works best for you.
- Email volunteers with a confirmation, so you know for sure who can come day of.
- Create a flier and send it out to all of the list serves with the date, time, & location you chose.
- Create a facebook event and invite all of your UCSC friends.
- Science & Engineering Library is a great location, where students will actually stop to talk to you (unlike quarry plaza). To reserve a space at either library you must contact Sarah Troy at snyder@ucsc.edu.
- Quarry plaza will provide you with a table, which is a plus if you are unable to transport a table from the office.
- Make friendships with other campus gardeners and orgs, otherwise you will have trouble staffing the market cart. I recommend getting to know student leaders from Friends of the Community Agroecology Network, Gardeners' Alliance, Kresge Garden, and College Eight Garden by going to their events/workdays, talking to them in your classes, and collaborating with them in general.
- Try to have coffee at the table (talk to FoCAN!), as it helps draw students to the table in the morning.
- Ask CAN if you can borrow their folding table, as it has handles and is easily carried and transported.
- Harvest produce the morning of the market cart and ask leadership students to help you.
- It helps if you can get a ride up to campus and back down, as the table, tabling bag, and produce will be heavy.
- If you have a smartphone, take photos of the market cart and post it to our Facebook in real time.
- I do not recommend hosting a market cart at a larger event (i.e. Earth Summit or Rock N Roll on the Knowl), as these tend to overshadow the market cart and attract few passersby.

General Outreach:

- When flyering the bus stops, do it by car or bike! This way it doesn't take forever and you don't annoy bus drivers by getting off at each stop.
- Make the table looks nice- photo albums, PICA banner, colorful fliers (print in advance), list serve sign-up sheet, pens, bouquets, table cloth, chalk board with activities written on it, and small rocks to keep fliers from flying away in the wind.
- Tabling activities-
 - Herb bundles: Harvest lavender, rosemary, and kaffir lime leaves. Bring hemp yarn and scissors to tie it all together.

- Tea bags: Harvest mint, chocolate mint, rose petals, rose hips, lavender, lemon balm, and lemon verbena. Bring a cutting board, small knife, display bowl, and empty tea bags (can be purchased at Herb Room and amazon.com).
- Solar oven: Can be placed in front of the table, but takes up a lot of space. We made sun dried tomatoes and they took a LONG time to cook.

Social Media:

- If you don't have Facebook, you might want to get one or see if you can login to the PICA page without one (not sure if this is possible).
- Keep events and photos updated on Facebook, as this helps get PICA more publicity and awareness.
- Tag people in photos - this gets the PICA page more views.
- See if any PICA residents are photographers, if so ask them if they have any images of PICA going on and if you can have access to their dropbox, google drive, etc.
- PICA is a location on instagram and can be geotagged - spread the word!
- If interested in learning how to manage the website talk to Mira about going to a Web Content Management Systems (WCMS) training with IT.

Grant Writing & Funding:

- Measure 43 is great resource for funding student positions, speakers, and projects. Seek input from the leadership team on what the grant proposal could be about and consider meeting with a few people to write it together, but remember that you will ultimately be responsible for finishing it and getting it turned in.
- Carbon Fund tends to fund mostly sustainability projects, which could be helpful for creating a new rainwater catchment system or revamping the greenhouse in the future.
- Campus Sustainability Council (CSC) grant writing is collaborative, but make sure you send out reminders to the team so it all gets done in time to be proofread, edited, and turned in.
- Use your CSC funds to purchase outreach materials and office supplies (i.e. paper, yarn, tea bags, photos).

Positives	Areas for Improvement
● Provided a fun atmosphere at tabling events ● Collaborated with many sustainability student groups ● Helped raise \$13,593 (Carbon Fund, Campus Sustainability Council, & Measure 43) ● Website migration was successful and will help students to more easily access PICA's information ● Personally attended 10 outreach events this year: Office of Physical Education, Recreation, and Sports'	● Outreaching outside of the sustainability bubble (i.e. the Cantu Queer Center, Engaging Education, & Diversity Fair) ● Measure 57 GROW Campaign lacked communication on the part of the coordinator and was stressful to navigate. ● Communication with the leadership team was difficult when not everyone lived in PICA buildings, we only met once a week, and people didn't check their emails.

(OPERS) Fall Festival, the Center for Agroecology and Sustainable Food Systems' (CASFS) Harvest Festival, Strawberry & Justice Festival, Stevenson College's Healthy World Healthy You event, Practical Activism Conference, Campus Gardens' Food Systems Learning Journey, Farm Fridays, Meet the CUIPs, Earth Summit, and Earth Week. • Served on the Winter Inter-Organizational Sustainability Retreat planning committee to represent PICA • Housing outreach - over 60 students applied to live at PICA next year!	
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For more information, you may contact Chelsey Klimowicz at chelsey.klimowicz@gmail.com.
