



Student Community Relations & Civic Engagement



Year in Review
2012-1013

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The following End of the Year Report is a reflection of 2012-2013 Student Community Relations and Civic Engagement events. A number of accomplishments include: collecting 526 Pints of blood, registering over 500 students to vote and providing supplies for the Children’s Garden Orphanage staff in Nairobi, Kenya in Africa to build a drip irrigation system which provides clean water for the people who live in the Children’s Garden community. The Office of Student Life and Leadership Development is proud of the more than 800 students who participated the projects centered around Community Relations and Civic Engagement.



COMMUNITY SERVICE PROJECTS

BLOOD DRIVES

New York Blood Center

- September 11, 2013- 9/11 Blood Drive
- November 13-15, 2013- Emergency Blood Drive (Hurricane Sandy Relief)
- February 12-14, 2013- Have A Heart Blood Drive
- April 16-17, 2013- Spring Blood Drive
- **Total Pints Collected 481**

Maimonides Medical Center

- April 1, 2013- “Don’t Be a Fool, Giving Blood is Cool” Blood Drive
 - **Total Pints Collected 45**

2012-2013 Pints Collected- 526

Total Number of Participants- 620 (All were not eligible to give blood)

BLOOD DRIVE ACCOMPLISHMENTS, CHALLENGES, RECOMMENDATIONS & ENHANCEMENTS

- **Achievements:**
 - Exceeded our blood drive goal of 500 by 26 pints.
 - Pints collected increased by 203 more units this academic year than in the 2010-2011 and 2011-2012 according to the New York Blood Center.
 - Students were engaged in the promotion of the blood drives.
 - Blood Drive captains were excited to participate in each blood drive and were instrumental in encouraging their students to do the same.
 - **Challenges:**
 - New York Blood Center did not have enough beds to facilitate the amount of people.
 - Customer Service (depends on team lead)
 - Communication between drivers and blood drive company.
 - Did not have enough blood bags. (one-time occurrence)
 - **Recommendations:**
 - Enhance friendly customer service for first-time donors to decrease apprehension
 - Provide better food
 - Increase number of beds
 - **Enhancements:**
 - New York Blood Center has a new “Kitting” system (to begin June 2013), which is a streamlined, pre-packed box with all supplies needed to expedite a successful blood drive.
 - Maimonides will host two blood drives per year, which will assist in aiding their patients.
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CIVIC ENGAGEMENT

Constitution Day - Monday, September 17, 2012- 12noon-4p.m. - Metcalfe Lobby

- **Table items:**
 - Large laminated Constitutions that students signed and used to answer questions
 - 75 Constitution IQ questions
 - Pocket Constitutions
 - Red, white and blue balloons
 - Voting Registration Forms
 - American Flag post cards
 - Constitution History DVD
- **Constitution Day Outcome**
 - Students from OS1 classes came to the table and played Constitution Trivia.
 - Pocket Constitutions were distributed throughout the Metcalfe Lobby and the Luntey Commons
 - Estimated 45 people came to the table and participated in Constitution Day Trivia.
 - Over 150 Pocket Constitutions were distributed.

Voters Registration Drives- September 4, 2013/September 11-13, 2013/ October 25, 2013

- Four (4) Campus Locations- Conolly, Metcalfe, Humanities, Schwartz Gymnasium
- 450 Registered Voters
- 10 Volunteers

**Election Day- Posters and Flyers were posted campus-wide urging students to vote, E-mail blast and Facebook updates were posted regarding the Election. E-mail blasts to all registered voters regarding poll changes.*

Freshmen Elections – October 16, 2013- 9:30a.m.-6:30p.m. - Metcalfe Lobby

- 7 Freshmen Candidates
- Candidates Certified- October 10, 2012
- Witness submission- October 15, 2012
- 112 Freshmen students voted
- 4 Freshmen Council members elected October 16, 2012

LIU Rocks...The VOTE- October 25, 2013- 6p.m.-8p.m. - Schwartz Gymnasium

Talent Showcase, Board of Elections (voting machine lessons), Onsite voter registration and absentee ballot registration, poll locator information and electoral party descriptions. Used the LIU VOTES banner and gave out information about the initiative.

- 200 Attendees
- 60 registrants
- 25 Absentee Ballot consults
- 12 Volunteers

- Balloons and table clothes- Siri Pharmacy - \$19.32
- 500 Handbills- Save Mor Printing- \$128.14
- Lighting- \$1, 745.00

SGA- Mr. & Miss LIU Brooklyn- December 1, 2013- 6p.m. - 9p.m- Schwartz Gymnasium

- Theme: Celebrity Night Out
- Four Contestants- Two women and two men
- Pageant training- November 19th –December 1st
- Estimate- 400 attendees
- DJ- Hot 97- DJ Spynfo
- Stage & Lighting- \$5,003.46 (SGA Budget)
- Crown- 30.00
- Sashes- \$185.98 (www.Sashes.com)
- Decorations- \$63.18

SGA Inauguration Trip- January 21, 2013- 7a.m.-10p.m - Washington, D.C.

- Promotion- December- January
- 58 students sign-up
- 39 students attended
- 2 Advisors
- One Coach bus- \$2, 195.00 (SGA Budget)

Advocacy Day in Albany- February 12, 2013- 8a.m.-6p.m. -Albany, New York

- New application created and distributed (November-January)
- 39 Attendees (SLLD) 45 Attendees (HEOP & STEP) **Total Attendees: 84**
- 14 Confirmed Appointments with Assembly persons and Senators
- 20 Office visits (dropped off letters)
- Appointment Cards distributed at departure
- Lunch provided by Student Affairs
- Tour of the Capital Museum
- Two (2) Coach Buses Provided (HEOP & STEP were in the same bus)
 - Total: \$1,175 (\$587.50 per department)

2013 SGA Debates and Elections - March 26, 2013- 11a.m. - Luntney Commons, April 2, 2013- 11a.m.- LLC124 & April 16-18, 2013- Metcalfe Lobby

- Election Packets distributed February 12, 2013 and due February 25, 2013.
- Election certification- February 28, 2013
- Election Executive Treasurer position re-opened- Due March 6, 2013
- SGA Campaign season began with a promotion blitz (Keep Calm& Vote) around campus and via internet March 19, 2013.
- March 26, 2013-11a.m. -Luntney Commons - Debate I hosted by Seawanhaka Press
- April 2, 2013- 11a.m.- LLC124- Debate II hosted by Student Life & Leadership Development
- April 16-18, 2013- 9a.m.-7p.m. – Metcalfe Lobby- Facilitated by Honest Ballot
- **Total number of votes- 1,227**
 - Honest Ballot- \$3,850.00
 - Marketing & Promotion- \$180.00

CIVIC ENGAGEMENT ACCOMPLISHMENTS, CHALLENGES, RECOMMENDATIONS & ENHANCEMENTS

- **Accomplishments:**
 - Registered over 500 LIU Brooklyn students to vote.
 - Students that participated in the Constitution Day activities had fun and learned a lot about the constitution through games and activities.
 - The Presidential Inauguration trip gave a number of students the opportunity to leave the state of New York for the first time.
 - Participants in the Mr. & Miss LIU Pageant were trained in etiquette and pageantry, which they can use once they graduate.
 - The LIU Rocks the Vote event was well attended and gave students the opportunity to perform, have a venue for public speaking, learn about the voting process and learn how to use the voting machines (both new and old).
 - SGA Debates and Elections- The debates had quality questions that gave the candidates the opportunity to showcase their knowledge about LIU Brooklyn.
 - Honest Ballot was a great way to conduct the voting process and assisted the staff by monitoring the election process.
 - **Challenges:**
 - The Voter Registration drives held in humanities were not successful due to flow of traffic.
 - SGA did not give enough time to prepare for the Mr. & Miss LIU Pageant.
 - SGA Inauguration trip- We needed to leave the school earlier to attend the inaugural speech and ceremony.
 - Advocacy Day- Political leaders were not in the office at the scheduled appointment times.
 - **Recommendations:**
 - Keep voter registration drives in the Metcalfe building and Conolly Hall.
 - Prepare for the Mr. & Miss LIU Pageant over the summer.
 - Create a post card from LIU Brooklyn where students can write messages to their Senator or Assembly person.
 - **Enhancements (suggested):**
 - Constitution Day- Plan a trip to Philadelphia to the Constitution Museum with OSDR, HEOP and Residence Life
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COMMUNITY RELATIONS/HEALTH AWARENESS

Downtown Brooklyn Partnership College Town Fest- October 10, 2012- 6p.m.-10p.m. – Parking lot adjacent to the Brooklyn Academy of Music.

- More than 700 students attended the concert featuring headliners Pusha T and Biz Markie, with food available from half a dozen local food trucks parked on-site.
- The Colleges Fest followed an equally successful “teaser event” on October 10th at Albee Square, which was transformed by carnival games, Ping-Pong tables, pop-up tents from our sponsoring universities, and the night’s highlight: a college DJ spin-off championship. Nearly 300 students turned out for this event and to cheer on the DJ representatives, eventually selecting LIU Brooklyn’s DJ AWOL as the winner.

Making Strides Breast Cancer Awareness Walk- October 21, 2012- 8a.m. -3p.m. - Prospect Park, Brooklyn

N.Y.

- 106 students signed- up
- 63 students participated (Inclusive of student organizations)
 - School of Nursing
 - Caribbean Student Movement
 - WLIU Radio
 - Seawanhaka
 - HEOP
 - African Student Association
 - Black Student Movement
- 200 Shirts (CRI Graphics)- \$1, 575.00

National Collegiate Alcohol Awareness Week- October 23, 2012-11a.m.-2p.m.- Metcalfe Lobby- Founders Hall

- Students played a driving video game while wearing the “Beer goggles” to feel how hard it is to drive intoxicated.
- They walked the line and were given the standard test given by law enforcement with the goggles on as well.
- Students played an alcohol trivia test to test their knowledge of alcohol.
- Played an online game with the beer goggles to see how they could not keep their concentration.
- Had on-site blood drive registration forms for students to participate in the October Blood Drive.
 - 60 students participated

Jay-Z Concert for Breast Cancer Participants- November 4, 2012 8p.m. - Barclays Center

- The Downtown Brooklyn Partnership gave free tickets to the Jay-Z Concert at the Barclays Center
- 12 Students Attended

Hurricane Sandy Relief Effort- Two drives were held to assist the LIU Brooklyn and Red Hook Community after the devastation of Hurricane Sandy. **On November 9, 2012 and November 16, 2012 at 11a.m. & 6p.m. in the Schwartz Gymnasium** and the Office of Student Life & Leadership Development the following items were collected:

- Paper Towels- 49 Rolls
- Water Bottles- 117
- Toilet Tissue- 78
- Non- Perishable items- 220
- Toiletries- 150
- Cleaning Supplies- 20 items
- Flashlights & Batteries- 52
- Baby Items- 27
- Kitchen Supplies- 4
- Can Openers- 7
- Clothing (Hats and Gloves)- 5

The following LIU Brooklyn departments assisted in this effort:

- Karlene Thompson, Student Life and Leadership Development- (718) 488-1390- Karlene.thompson@liu.edu
- Jordan Ross, Residence Life and Housing- (718) 780-6570- Jordan.ross@liu.edu
- Natasha Lewis, Student Life and Leadership Development- (718) 780-4354- Natasha.lewis@liu.edu

- Brian Harmon, Public Relations- (718) 488-1418- Brian.harmon@liu.edu
- Charles Kenney, Campus Ministry- (718) 488-3359- Charles.keeney@liu.edu
- Rabbi Josh Tabbi, Campus Ministry- (718) 488-1390
- VR Small, University Health Services- (718) 246-6456- VR.Small@liu.edu

**Deliveries were made on November 16th & November 30th to the Red Hook Community and throughout the semester to students, staff and faculty at LIU Brooklyn.*

Hurricane Sandy Packing Party- November 15, 2012-4p.m. -8p.m. - Office of Student Life and Leadership

Development M-311

- 15 Student Volunteers (inclusive of some Christian Fellowship Club and Pharmaceutical Student Leadership Council members)
- Uline Bags- \$378.72
- Snacks- \$20.00
- Decorations-\$8.00

Red Hook Initiative (Community Outreach) – November 30, 2012- 10a.m.-2p.m. - Red Hook Community Church

- After Hurricane Sandy, the Red Hook Community was left devastated. LIU Brooklyn Students and the students from Boys Town New York went into the community and distributed items to assist the community in restoring their households.
- The items collected at LIU Campus in addition to items donated from companies like Target, the Red Cross, Pampers etc. were distributed.
 - Seven (7) LIU Brooklyn student volunteers (Christian Fellowship Club members included in numbers)
 - Fifteen (15) Boys Town volunteers (teachers and staff included in numbers)

Pre- World AIDS Day collaboration with University Health & Medical Center- November 30, 2012- 6p.m.-8p.m.

Avena Lounge

- Free HIV/AIDS Testing – First 100 students to get tested received a “Get Tested and Carry On” shirt
- Performances
 - Stepping
 - Dancing
 - Singing
 - Spoken Work
- Battle of the Sexes- three round challenge
- Raffles
- Giveaways- Movie tickets, Blackbird attire, Safe sex kits and shirts
- Tabling with games
- 70 attendees
- 55 Students tested
- 100 Get Tested and Carry On Shirts- \$710.00

Men’s Warehouse Community Outreach with Boys Town- December 19, 2012- 11a.m. - Atlantic Center Mall

- Since September 2012 the Christian Fellowship Club, a LIU Social Work Intern and the Office of Student Life and Leadership Development has worked diligently to teach these gentlemen about life lessons, accountability and understand that they all have a personal gift that can be contributed to society in a positive way.
- For the holiday season, we took 11 young men to Men’s Warehouse to learn the fundamentals about dressing for a successful future. They learned how to tie a tie, put together a business casual and professional outfit. They were measured and obtained their suit, shirt and pants size.
- The gifts were delivered before Christmas, which for some children may be their only Christmas gift.
- Six (6) LIU Student Volunteers
- Ties & Shirts- \$378.83

Break The Chain collaboration with the Social Work Club- February 14, 2013- 11a.m.-3p.m.- Schwartz Gymnasium & campus-wide

- We distributed material regarding the One Billion Rising initiative that provides support, information and aid to women who have been beaten or raped.
- On February 14th students from all over the world dance away the pain through flash mobs
- Caribbean Student Movement lead the flash mob
 - 15 students participated in the flash mob
 - 8 Faculty also participated in the flash mob
- A live stream was shown throughout the day of different schools around the world dancing.
- SLLD provided posters (ITRC)- \$ 54.00

DIVINE- History & Legacy of Black Greek Lettered Organizations (Collaboration with Greek Life) - February 20, 2013- 6:30 p.m.-8p.m. - Heath Science 107

- The purpose of the event was to discuss the history and legacy of Black Greek Lettered Organizations. As a collective body, the nine Black Greek Letter Organizations are known as the National Pan Hellenic Council.
- Nine (9) representatives were present (one per organization)
- Each organization set-up information tables where attendees were able to receive information about the chapters that reside at LIU Brooklyn.
- Each representative was asked question that were germane to their organizations and based on the history of their experiences in their organizations.
- 150 attendees (estimate)
- Marketing and promotion (Posters ITRC)- \$54.00

Red Pump Project- Paint Brooklyn Red Campaign- February- March, 2013- Campus-wide

- Signed people up to be a part of the Paint Brooklyn Red March
 - 300 students signed up to receive updates about Paint Brooklyn Red and walk in the march.
 - 10 student volunteers (passed out facts about women affected by HIV/AIDS campus wide)
- Table with the University Health & Medical Services for AIDS testing on-campus.
- Met with the Community Relations Directors at the 88th, 84th and 78th precinct regarding "Paint Brooklyn Red" in the Fort Greene community.
- Gave out healthy snacks with facts about HIV/AIDS.
- Paint Brooklyn Red March was scheduled for March 6th, but due to the weather was postponed. The Rain Date was the same day of the NCAA Blackbirds watch party so we lost most of our walkers.
- Marketing and Promotion (Posters ITRC)- \$ 54.00

2013 Alternative Spring Break - March 8-15, 2013- Nairobi Kenya, Africa

- Began application and interview process November 2012 (Required: References, Proof of Passport, Letter of Intent and Interview)
- 10 selected candidates met December 2012 and signed agreements regarding the trip details.
- Passports were submitted in January 2013
- Plane tickets purchased- \$1,500 per student
- Kenya Visa- February 2013 (\$50.00 per student)
- Yellow Fever shot trip- February 2013 (\$100-\$170- depending on location)
- Meetings were held once a week February- March to discuss updates and changes to the trip.
- Met with Global Peacemakers regarding final updates and packing needs in February
- Bake Sale Raised- \$ 69.85
- Auntie Anne's- \$ 475.00

- Raffle 1 Raised- \$40.00
- Raffle 2 Raised- \$

Children Safe Drinking Water Foundation collaboration with African Student Association- March 18th & March 28th

11a.m.-3p.m. – Health Science Lobby

- Distributed information about the cause
- Asked people to donate as little as 10 cents to help families for 50 days.
- Total Raised- \$115.90.
- Marketing and Promotion (Posters ITRC- African Students Association budget)- \$ 75.00

National Kidney Foundation Walk Sign-up- March 21, 2013- 12noon-3p.m. - Health Science Lobby

- The National Kidney Foundation (NKF) Kidney Walk is a fun, inspiring community fundraiser that brings communities, businesses, friends and families together to fight kidney disease and promote organ donation. Walks are scheduled throughout the country from February through November. It is an event to celebrate life and support the Foundation's mission.
- Three (3) Volunteers (Members of Zeta Phi Beta Sorority Inc. Omicron Beta Chapter)
- 13 students signed up for the November 10, 2013 walk
- 30 students received information and free stress balls shaped as kidneys.

Brooklyn Nets 50/50 Raffle for the New York Organ Donor Foundation of New York- April 4th, 6th, 9th, 15th & 17th 6p.m. - Barclays Center

- The New York Organ Donor (NYOD) Foundation of New York is a non-profit organization that assists with registering New Yorkers as organ donors. The partnership with the Barclay Center assists NYOD with funding to help people who are in need of organs and who are interested in registering their organs.
- 13 Students signed up to volunteer
- Six (6) attended- April 4th
- Three (3) attended- April 6th
- Four (4) attended- April 9th
- Two (2) attended- April 15th & 17th

A Little Cover's A lot- Baby Item Drive- April 4th, 9th and 11th- 11a.m.-3p.m. Metcalfe Lobby- Founders Hall

- Items collected were delivered to the Brooklyn Young Mothers Collective (BYMC), which is a resource center for teen mothers to obtain information, products and aide to take care of their children.
- Students were able to sign-up for the March of Dimes walk and purchase t-shirts for the March for Babies walk.
- Items collected were: Baby diapers, bottles, clothing, formula, toiletries and bibs.
- 10 student volunteers (five from Women's Basketball team)
- Marketing and Promotion (ITRC Posters)-\$72

College Town Day of Service with Downtown Brooklyn Partnership- April 20, 2013 – 11a.m.-3p.m.- Fort Green and Commodore Barry Park

- The colleges and universities in the downtown Brooklyn area came together to clean-up Fort Greene and Commodore Park.
- Our specific date included students from Berkley College and LIU Brooklyn
- 10 student volunteers attended

On-Campus Relay for Life (Assisted) - April 23, 2013- 11a.m.- 2p.m.- Schwartz Gymnasium - The Office of Student Life and Leadership Development provided decorations for the Relay For Life campaign and event. The following items were purchased:

- Decorations- \$ 20.28

Hoyt Street Plant Sale- April 25, 2013- 1:30p.m.-3p.m.- Pacific Ave and Hoyt Street- The Boerum Hill Block Association reached out to LIU Brooklyn for help with processing orders, lifting and sorting plants.

- Eight (8) volunteers (Inclusive of the Women's Soccer Team and the School of Nursing)

March of Dimes March for Babies- April 28, 2013- 8a.m.-2p.m.- Lincoln Center, New York City-Every day, thousands of babies are born too soon, too small and often very sick. We're walking because we want to do something about this. The money we raise will support March of Dimes research and programs that help moms have full-term pregnancies and babies begin healthy lives. And it will be used to bring comfort and information to families with a baby in newborn intensive care.

- 87 volunteers signed-up
- 50 volunteers walked on the day of the event.
- Funds Raised: \$1,525.00
- Promotion & Marketing- \$55.00
- Shirts- \$ 568.75


COMMUNITY RELATIONS/HEALTH AWARENESS ACCOMPLISHMENTS, CHALLENGES, RECOMMENDATIONS & ENHANCEMENTS

- **Accomplishments:**
 - Students had an eclectic community service calendar.
 - New community partnerships were established.
 - We exceeded our fundraising goal (\$500) for the March of Dimes by \$1,025.
 - Built strong on-campus partnerships for health related initiatives.
 - Worked with Berkley College through the Downtown Brooklyn Partnership Beautification Project.
 - Provided supplies for the Children's Garden Orphanage staff in Nairobi, Kenya in Africa to build a drip irrigation system. This system provides clean water for the people who live in the Children's Garden community.
- **Challenges:**
 - Getting students to attend the service projects that they signed up for.
 - Some of the organizations that organized the service project who make changes without informing SLLD.
- **Recommendations:**
 - Follow-up with the community partners to ensure that the changes will not affect the student's schedule.
- **Enhancements:**
 - Student organization "Community Captains" will be assigned to inform their student organization about community service opportunities.
 - The C2 Initiative will track the hours from each student who participates in community and civic opportunities. Students will be able to use the tracking system as a reference for future endeavors.

2013-2014
C2 EVENTS & BUDGET

SEPTEMBER 2013

BLOOD DRIVES

- **Suggested LIU Brooklyn button (for all Blood Drives)- “CERTIFIED LIFE SAVER”**
 - ❖ Each donor will receive a button after they give blood
 - ❖ Example of art work with LIU Brooklyn Logo
 - ❖ **Quote 500 buttons: \$236.03**
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- **Life Saver Blood Drive- Tuesday, September 3, 2013 (Convocation)- 10a.m.-4p.m.- Health Science Lobby-**
Facilitated by Maimonides Medical Center.
 - ❖ Maimonides Medical Center will provide giveaways for those who give blood.
 - ❖ The target audience for the drive is first time donors, Freshmen and parents.
 - ❖ Color scheme and marketing: Red attire, Red Life Saver candies and marketing material will reflect a life saver.
 - ❖ Marketing & Promotion will be provided
 - **Be A Hero Blood Drive- Wednesday, September 11, 2013- 10a.m.-4p.m. - Health Science Lobby-** *Facilitated by New York Blood Center*
 - ❖ Target audience: LIU Brooklyn students, staff and faculty
 - ❖ Color scheme and marketing: Red, White and Blue and promotion will reflect patriotic images from 9/11.
 - ❖ Each donor will receive a button.
 - ❖ **Marketing & Promotion: ITRC Posters- \$54.00 & Provided by NY Blood Center**

CIVIC ENGAGEMENT

- **New York City Election- Voters Registration Drive- Thursday, September 17-18, 2013- 11a.m.-2p.m.- Metcalfe Lobby (Founders Hall) & LLC 3rd Floor**
 - ❖ Goal: Register 150 students
 - ❖ Disseminate information about all candidates for Mayoral, Senate and Assembly seat.
 - ❖ Disseminate promotion material for LIU Rocks...The Vote (NYC Edition)
 - ❖ Volunteers will be needed
 - ❖ **Marketing & Promotion : ITRC \$36.00**
- **LIU Rocks...The VOTE- Voter Registration Festival- Thursday, September 26, 2013- 5p.m.- 8p.m.- or Kumble Theater**
 - ❖ Goal: Register 200 Voters (On-site registration)
 - ❖ Secure Hot 97 to DJ and disseminate giveaways- Quote TBA \$ _____
 - ❖ Performances from student groups & outside entertainment
 - ❖ Special guest speakers (tentatively Vanetta Montgomery & Valerie Vasquez, Director of NY Board of Elections) to speak on the importance of voting local elections.
 - ❖ Vendor tables with information about candidates, the voting process etc.
 - ❖ Volunteers will be needed (tentatively SGA & SET)
 - ❖ LIU Votes set-up will be in the Kumble lobby with shirt giveaways and picture booth
 - ❖ Tables for poll locations & Board of Elections representatives

OCTOBER 2013

HEALTH AWARENESS

- **National Collegiate Alcohol Awareness Event- October 10, 2013- 11a.m.-3p.m.-Schwartz Gymnasium**
 - ❖ Information will be disseminated (Pamphlets & Alcohol poisoning magnets) from the Bacchus Network- \$110.00
 - ❖ **Impaired Driving Simulator (set-up between Schwartz and HS Building)** – They offer a full-service simulation option for customers nationwide. A technician will bring a simulator or two to your location. We will set it up and run it for you. You don't even need to read the manual.***(See appendixes)***
 - **Estimate:** \$2,000
 - ❖ **Mocktail Happy Hour-** Mock tail Hour offering an open bar filled with non-alcoholic cocktails (even beers and Champaign) along with your next event.
 - **Estimate:** \$ 150.00 (Decorations, Glasses, Juice)
 - Have each participant sign in at the door and give them a drink card that will state what time they got to the event. Explain that the card will be marked (color coded according to "drink type") every time they have a drink.
 - Include safe drinking tips or a taxi phone number on the punch cards.
 - As each person leaves, calculate what their BAC (blood alcohol content) level would be had the drinks been alcoholic according to the length of time they were there, weight, and amount/type of drinks they consumed.
 - A laptop will be present at the exit for easy calculation using www.bloodalcoholcalculator.org. Remind participants, this is only an estimate and will never be entirely accurate and results may be different when consuming real alcoholic beverages depending on what they ate etc.
- **Breast Cancer Awareness Pink Soirée Fundraiser- Thursday, October 17, 2013- 6p.m.-8p.m. Avena Lounge**
 - ❖ Fundraising Goal: \$1, 000
 - ❖ Student volunteers will help promote and coordinate the event
 - ❖ Prospective organization collaborations: SGA, Avena, Hellenic, SET, HEOP, PSLG and NPHC
 - ❖ On site sign-up for the walk
 - ❖ Women with Breast Cancer and Survivors will tell their testimony
 - ❖ Performances from on-campus talent (example: Bollywood Divas, NPHC Step teams, Dance Team, Pep Squad etc.)
 - ❖ Live Band- Chix Salad (**Quote: TBA**)
 - ❖ Food and Beverages will be for sale (all funds will go towards the \$1,000 goal)
 - ❖ Event is open to guest of the campus (i.e.: Alumni and community partners- Downtown Partnership)
 - ❖ Vendor tables: LIU Brooklyn “Blackbirds Fight For the Cure” shirt

- Raffle winner will receive Survivor Basket with Breast cancer awareness information and items from American Cancer Society.
- ❖ Promotion and Marketing: \$ 100.00
- ❖ Breast Cancer shirts Quote - \$500.00
- **Breast Cancer Awareness Walk- Sunday, October 20, 2013- 8a.m.- 2p.m.Prospect Park, Brooklyn, NY**
 - ❖ **Goal:** \$1,000
 - ❖ Volunteer goal (inclusive of student organizations): 80 walkers
 - ❖ Promotion & Marketing: \$36.00
- **National Kidney Walk Sign-up Table- Tuesday & Thursday, October 22 & 24, 2013-11a.m.-2p.m. Metcalfe Lobby (Founders Hall)**
 - ❖ Sign-up students for Team LIU Brooklyn for NYC Kidney Walk on November 10, 2013.
 - ❖ Goal: \$500.00
 - ❖ Volunteer Goal (inclusive of student organizations): 50 walkers
 - ❖ Volunteers for tabling: Zeta Phi Beta Sorority Inc.
 - ❖ Promotion & Marketing: \$36.00 (signs for the walk)
 - ❖ Team Uniform (48 Hats) Quote \$244.60

BLOOD DRIVE

- **Halloween Blood Drive- October 29, 30 & 31, 2013- 10a.m.-4p.m. - Health Science Lobby- Facilitated by New York Blood Center**
 - ❖ **Target audience:** LIU Brooklyn students, staff and faculty
 - ❖ Color scheme and marketing: Halloween & Fall leaves
 - ❖ Each donor will receive a button and candy
 - ❖ **Marketing & Promotion: ITRC Posters-** Provided by NY Blood Center

NOVEMBER

CIVIC ENGAGEMENT

- **NYC Election Day- Tuesday, November 5, 2013- ALL DAY- City-wide- EVENT: Founders Hall- 11a.m.-2p.m.**
 - ❖ Students who have a sticker and/or proof of voting will be entered into a drawing to win two free tickets to a New York Knicks game (Collaboration with Mr. Best and Evening Programming)
 - ❖ E-mail Blasts, Facebook updates and signage will be campus-wide to promote voting.
 - ❖ LIU Votes Banner will be in the lobby of the Metcalfe Building
 - ❖ Goal: Give out free Chipotle to those who show proof of voting (Metcalfe Building Founders Hall)
 - Food will be donated by Chipotle representative (***We may use another place if Chipotle is not available***)

COMMUNITY SERVICE

- **National Kidney Walk- Sunday, November 10, 2013- 9a.m.-2p.m. - New York, NY**
 - ❖ Goal: \$500
 - ❖ Volunteer Goal (inclusive of student organizations): 50 walkers
 - ❖ Hats will be distributed on the day of the event and each walker will need to donate \$10.00 to receive one.

- Goal is to give to student organization community captains, thus ask each organization to donate \$10.00

M.E.N.- (MALE EMPOWERMENT NOW)- BLACK MALE RETENTION

- **Suite Yourself Seminar- (Date Tentative) Monday, November 25, 2013- 6p.m.-8p.m.- ALL Male Event- Luntey Commons (BMR Event) -Black Male Retention Program**
 - ❖ Collaboration with Men’s Warehouse, Macy*s Men and OSDR (First Year Programs)
 - ❖ Suite & Tie Drive will run concurrently
 - ❖ Two suites will be raffled off as a door prize (donated by Men’s Warehouse)
 - ❖ One shaving set will be raffled off as a door prize \$60.00
 - ❖ Four books (Black male empowerment)- \$50.00 or less
 - ❖ Goal is to have everyone leave with information on: how to tie a tie, the different styles of clothing (business attire, business casual, formal, after-five, casual and inappropriate attire)
 - Mini- Fashion show to display different styles of clothing
 - ❖ **Prospective speaker:** Alex O. Ellis- Alex Ellis is transforming lives one redefined image at a time. An award winning author, speaker, activist and connoisseur of style, Ellis is turning heads across the nation through his inspirational message of building a positive image from the inside out. He has been featured on CNN, Black Enterprise’s Our World Television Show, The 700 Club, BET and the Steve Harvey Morning Show. Honored with the distinguished 40-Under-Forty award from the Network Journal, Ellis heralds a powerful message to men and women alike to “never underestimate the power of your image.”
 - Budget: \$7,000

COMMUNITY SERVICE

- **Food Bank Community Service- Wednesday, November 27, 2013- 10a.m.-1p.m.- Brooklyn Food Bank**
 - ❖ **Goal:** 15 Volunteers
 - ❖ Sort and bag food to be distributed to the elderly
 - ❖ Donate non-perishable items collected throughout the month of November in the SLLD Office.

DECEMBER

COMMUNITY SERVICE & HEALTH AWARENESS

- **World AIDS Day Event- Monday, December 2, 2013- (Tentative Location) 5p.m.-8p.m. Schwartz Gymnasium & Founders Hall**
 - ❖ Collaboration with Student Government Association and the University Health & Medical Center
 - ❖ 10 student organization tabling (HIV/AIDS games)
 - ❖ Onsite testing
 - ❖ Step Exhibition
 - ❖ Paint Brooklyn Red Fashion Show (students, staff and faculty)
 - ❖ Condom Distribution
 - ❖ Door Prizes for those who get tested
- **Holiday Children’s Party- Friday, December 6, 2013- Time (TBA)- Schwartz Gymnasium**
 - ❖ 20 Volunteers Needed

- Gift wrappers
- Santa Clause , Mrs. Clause, elves and reindeers
- ❖ Book Donation (From Jump Start)
- ❖ **Goal:** Each organization donates unwrapped gifts for the party
- ❖ Music (WLIU)
- ❖ Food
 - Hot Chocolate
 - Pastries (Christmas and Hanukah themed)
 - Ginger bread cookies

FEBRUARY

CIVIC ENGAGEMENT

- **SGA Elections Packet distribution Monday, February 3, 2014- Student Life and Leadership Development**
 - ❖ 100 Packets will be printed
 - ❖ **Goal:** fill council seats by assigning roles for each classification council (i.e.: Chair, Co-Chair, Corresponding Secretary and Event Chair).
 - ❖ **Goal:** Packet due date will be Thursday, February 13, 2014
 - ❖ **Candidates Certified:** February 18th and **Certified Meeting:** February 20th
- **2014 Advocacy Day- Tuesday, February 11, 2014- 8a.m.-4p.m.- “Well” of Legislative Office Building - Concourse Level, Empire State Plaza Albany, New York**
 - ❖ New York Student Aid Alliance Advocacy Day is an opportunity for New York State students, faculty, financial aid and opportunity program administrators and other staff, as well as legislators, higher education policymakers and staff to come together to show support for student aid funding and higher education.
 - ❖ **Goal:** 65 student attendees
 - ❖ Secure more appointments and visit local offices prior to trip.

BLOOD DRIVE

- **Have A Heart Blood Drive- Tuesday- Thursday, February 11-13, 2014- 10a.m.-4p.m. - Health Science Lobby- Facilitated by New York Blood Center**
 - ❖ **Target audience:** LIU Brooklyn students, staff and faculty
 - ❖ Color scheme and marketing: Pink and Red
 - ❖ Each donor will receive a button and Hershey kisses
 - ❖ **Marketing & Promotion:** ITRC Posters- \$36.00 & Provided by NY Blood Center

M.E.N.- (MALE EMPOWERMENT NOW)/ BLACK HISTORY MONTH

- **My Black Is..... Online Black History Informational Campaign Month of February**
 - ❖ Once a week an influential Black leader will be posted on Facebook with pictures and biography.
 - ❖ Plasma Screen campaign with students that have an adjective to describe how they view themselves as Black students.

- **Creating Your Swagger and Success- (tentative date)Tuesday, February 18, 2014- 6p.m.-8p.m.- LLC 515**

- ❖ **Guest Speaker:** Tony Forte, best known as the Urban Professor *and* Account Manager for Nike Corporation
- ❖ Session will discuss how young adult males can transition into successful young professionals.
 - Financial literacy
 - Professional Etiquette
 - Branding yourself
- ❖ **Budget:** TBA

COMMUNITY SERVICE & HEALTH AWARENESS

- **Paint Brooklyn Red HIV/AIDS Initiative- last week of February to March 7th , Campus-wide and City-wide**

- ❖ **Goal:** 40 volunteers
- ❖ HIV/AIDS statics will be distributed campus-wide (Blitz campaigning)
- ❖ **Budget:** \$50.00

MARCH

COMMUNITY ENGAGEMENT

- **Paint Brooklyn Red- Friday, March 7, 2013- Campus & Community-wide** - On March 10th, the National Women and Girls HIV/AIDS Awareness Day (NWGHAAD), that encourages people to take action in the fight against HIV/AIDS and raise awareness of its impact on women and girls.
 - ❖ We will “Paint Brooklyn Red” as we campaign in the Fort-Greene Brooklyn community distributing information to nearby schools and programs regarding the HIV/AIDS epidemic that affects women all over the country.
 - ❖ **Goal:** Do a “Paint Brooklyn Red” walk in Fort Greene Park during Spring Week as a collaborative effort with the Down Town Brooklyn College Town schools and SGA.
- **(Tentative) Alternative Spring Break- March 17-21, 2014- Location TBA (Options- Dominican Republic or Guatemala)**
 - ❖ **Goal:** 10 Students
 - ❖ Assist with the restoration of a community center for children
 - ❖ **Budget:** TBA

CIVIC ENGAGEMENT

- **2013 SGA Debates and Elections- Thursday, March 6th & 20th Luntey Commons**
 - ❖ **Seawanhaka Debate:** Thursday, March 6, 2014-11a.m.
 - ❖ **SLLD Debate:** Thursday, March 20, 2014- 11a.m.

APRIL

BLOOD DRIVE

- **“Don’t Be a Fool, Giving Blood Is Cool” Blood Drive- Tuesday, April 1, 2014- 10a.m.-4p.m.- Health Science Lobby** *Facilitated by Maimonides Medical Center*
 - ❖ **Target audience:** First- time donors
 - ❖ Each donor will receive an item from Maimonides Medical Center
 - ❖ **Marketing & Promotion:** Provided by Maimonides Medical Center
 - **Budget:** (Food) \$450 (Maimonides will reimburse once invoice is received)

COMMUNITY SERVICE

- **One Deed Program-(Tentative) April 9, 2014 – Time: TBA- Kumble Theater**
 - ❖ Honoring and displaying the Good Deeds done by LIU Brooklyn students, staff, faculty and alumni.
 - ❖ Through pictures, videos and testimonies, the “unsung hero’s and shero’s” will be acknowledge at this event.

CIVIC ENGAGEMENT

- **SGA Elections- Tuesday- Thursday, April 1-3, 2014- 9:30a.m.-7:00p.m. Metcalfe Lobby**
 - ❖ Honest Ballot- Facilitators (if not online)
 - \$5,000 (estimate)
 - ❖ Stickers that say “I Voted, Did you?”
 - \$220.25
 - ❖ Facebook blast
 - ❖ Blitz (Candidates)
 - ❖ Posters with all candidates pictures through campus.
 - ❖ Those with “I Voted Did You?” stickers will get a free coffee or tea from the Brooklyn Grind.

BLOOD DRIVE

- **“Spring Forward” Blood Drive- Tuesday-Wednesday, April 15-16, 2014- 10a.m.-4p.m.- Health Science Lobby** *Facilitated by New York Blood Center*
 - ❖ **Target audience:** LIU Brooklyn students, staff and faculty
 - ❖ Color scheme and marketing: Pastel Colors (Blue, Yellow, Pink and Green)
 - Each color
 - ❖ Each donor will receive a button and Hershey kisses

COMMUNITY SERVICE

- **March of Dimes March for Babies tables- April 8th, 10th and 15th & 17th - 11a.m.-3p.m. Metcalfe Lobby- Founders Hall**
 - ❖ Collecting baby products, funds and selling March of Dimes shirts for the walk.
 - ❖ Volunteers Needed

- **Beautification Projects (Date TBA)**
 - ❖ **Collegetown Project date TBA**
 - ❖ **New York Cares Project date TBA**

- **March of Dimes- March for Babies- Sunday, April 27, 2014- 8a.m.-4p.m.- Lincoln Center, NY**
 - ❖ **Goal:** 80 walkers
 - ❖ **Fundraising Goal:** \$2,000
 - **Shirt Budget:** \$600.00

