

Notes from student meeting, 7.31.14

How do we keep students excited and interested in the project even though there won't be an actual farm likely for a couple of years?

Everyone still really likes talking about the farm, which is a good thing.

Showing examples of other systems helps motivate people

- More farm tours
- Invite speakers
- Plan a regular schedule of events

Alternate seeing things with planning things and with doing things

What is the best way to organize students both as leadership/oversight on the project, and to accomplish the planning tasks that need to be done?

Could possibly start a club, have a booth at the club fair in the fall

- CAS fair outside the Creamery
- HUB fair

A club may feel like too much commitment for some people

Clubs also hold the connotation of being only for undergrads

Clubs aren't taken seriously by some people

Work with an existing club: The Sus Ag Club is interested but it depends on the time commitment. We also don't want the farm project to either become the whole mission of an existing club, nor to poach members by starting a new club.

It might be better to organize students as a Board

Could organize as a consortium of clubs where each club makes a designated commitment to the project

- Council or Student Reps

How would we make sure responsibility is shared more equally in this configuration, so it's not just officers doing everything?

How do we effectively reach students and encourage participation?

Communicate with students that this farm can be whatever you want it to be, if you show up and share your ideas.

Could train students and send them out on a one-time mission to flier or present something about the farm

It's helpful just to know who's working on it—a set of names, board members, club members, etc.—students don't necessarily need to be approached only when there's an ask for how to get involved

The Ag Student Council gets info out to clubs quickly

We could have a meeting the first week of the semester more for people who are already familiar with the project, to recruit them to committees.

Have a student farm bulletin board, maybe in ASI. Jean Lonie might be the person who controls these.

- Other places: New Leaf, Bathroom stall fliers

Need a space where we can continually update people so they can stay connected, and also a space to ask people for help on something

Maybe a weekly email digest of activities and needs

Can we add an event calendar on the blog? (LP added one: [sites.psu.edu/studentfarm/calendar-of-events](http://sites.psu.edu/studentfarm/calendar-of-events) –let me know what you think of it)

A 2-layered listserve—one that is bi-directional for core teams to communicate with the rest of the group, and one that is uni-directional to send less frequent updates

Facebook pushes updates to you. With blogs you have to remember to go to them. Maybe a weekly or bi-weekly digest sent by email could direct people to the blog to remind them to check it. People are also more likely to go to a blog regularly if it's updated regularly with interesting things.

Facebook can be useful, but also problematic—don't put info *exclusively* on Facebook

Facebook is useful for quick, one-off info needs

Do we need a communications design strategy?

Send an email around about design needs, ask people to submit ideas

Semi-formal branding, or maybe a diversity of designs could be used for now

Other discussion:

Has the University itself recognized the student farm yet?

How do we gain official recognition?

Gather data on why this should happen, attach more student voices to the project.

Involve students in the process of survey development, in addition to distributing it.