

2 0 1 9 C O N C E P T P L A N

# NJPIRG STUDENTS



W W W . N J P I R G S T U D E N T S . O R G

December 3, 2018

Dear University Senate Members,

I'm writing today to present to you the NJPIRG Students 2019 – 2021 Concept Plan for your review. Over the last three years, we've educated thousands of Rutgers students about everything from voter registration to environmental protection and look forward to taking our plan for the next three years to the student body through our planned Fall 2019 referendum.

For the last forty years, NJPIRG Student Chapters has been an institution at Rutgers University, recruiting and training students to conduct public interest research, educating the campus and local community about civic engagement, and advocating for real solutions that impact students and New Jerseyans alike on important social issues. NJPIRG Student Chapters has been able to ensure that Rutgers University furthers its mission of education, research, and public service through our work in the last four decades.

With your approval, we intend to take the question of NJPIRG Student Chapter's \$11.20 negative checkoff fee to all voting units at Rutgers University in our Fall 2019 referendum.

Thank you for your service to the University and the greater New Jersey community and your consideration of NJPIRG Student's Concept Plan. We look forward to serving with you for the next three years.

Sincerely,

April Nicklaus - [arn54@scarletmail.rutgers.edu](mailto:arn54@scarletmail.rutgers.edu); (609) 578-2878  
NJPIRG Student Chapters State Board Chair

Matilda Thornton-Clark - [matilda@njpirgstudents.org](mailto:matilda@njpirgstudents.org); (609) 203-2641  
NJPIRG Student Chapters Organizing Director



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## Letter from the Executive Committee

Dear Rutgers community,

As the elected student leaders of NJPIRG Student Chapters, we want to thank you for continuing to support our work over the past 3 years, and for the nearly half a century we have been on the Rutgers campus, training the next generation of student leaders to make strategic, sustainable social changes on the issues we all care about. From our continued work to make higher education more affordable by embracing open educational resources and protecting federal financial aid programs, to publishing the most comprehensive study to date on food insecurity among college students, to turning out student voters in record numbers: thank you for all that you do to support our student leadership and our organizational quest to contribute to the education, service, and research of our university.

Above all else, we look forward to spending these next 3 years supporting the university's educational mission through:

- Direct education of thousands of Rutgers students inside and outside the classroom
- Extensively training students in our internship program
- Collaboration with student leaders, faculty, and administrators at Rutgers and campuses across the state
- Empowering students through direct service and strategic, student-led campaigns for social change

We hope you enjoy our concept plan and find yourselves re-energized, as we did, by looking back at some of our accomplishments over the last three years. For a taste of what's in these pages, here are some highlights:

- 25,000 petitions to Unilever HQ for disclosure of potentially toxic ingredients in their products
- 100% Renewable Energy Day of Action, with over 15,000 students taking action in support of renewables
- Our #SaveAntibiotics campaign helped convince KFC to commit to phasing out chicken raised on routine antibiotics
- Leadership in a university-wide initiative to institutionally support student voter engagement
- \$5 million federal Open Educational Resources pilot program, and \$5 million reauthorization for a second year
- 53,494 students educated about our campaigns in class announcements

We are excited for the next three years. There's a lot of work to do. Here's a preview of what we're planning on working towards in the next three years:

- Training students, college graduates, and local activists through our internship program, non-profit careers, and Grassroots Organizing Conference.
- Laying the groundwork to make sure the youth vote in 2020 is the highest turnout in any election so far
- Tackling the issue of single-use plastics and waste
- Educating the community on some of the most pressing issues of our time
- Continuing to work with campus administrators, faculty, student groups, and local leaders to work towards a greener and brighter future for everyone

Thank you for your continued support. We're so proud to be part of the Rutgers family and look forward to working with all of you in the coming years.

Sincerely,

NJPIRG Students  
2018-2019 Executive Committee (April Nicklaus, Amy Wang, Kayla Roskey,  
Austin Ginsberg, Noelia Guzman)

# HIGHLIGHTS 2016-2018



823

Student Volunteers

319

Student Interns

16,697

Students Reached via Email Lists



5,206

Student Registered to Vote

53,494

Students Educated in Class Raps



36,769

Student Vote Reminder Contacts



"PIRG is widely recognized as a leading national voice on college affordability because of the work that our student activists are doing at the local and federal level. In DC, it's rare to actually have students be active participants in lobbying on these issues. NJPIRG Students in particular has been a driving force the past few years on open textbooks."

Kaitlyn Vitez, U.S. PIRG, Higher Education Campaign Director



"In 2017, the Student PIRGs national network hired former NJPIRG Students Organizing Director as our National Political Director. This position has given our federation of state-based groups added capacity to amplify the student voice in important public interest issues and has increased our name recognition nationally including recognition by the American Civic Collaboration Award, The Big Tent Nation and The Bridge Alliance Education Fund."

Dan Xie, Student PIRGs, Political Director



# Structure & General Policy

## Campaign Selection

**MISSION:** Each campaign must serve the public interest (typically in response to the actions of a special interest)

**PROFOUND:** All of our campaigns are impactful and meaningful to students and the general population

**HISTORY:** We have a long and storied body of work and research that supports our campaign solutions; this is not required (we do take on new issues as they're called for) but we value continued work on issues where we have a backbone of research and a history of success

**PUBLIC SUPPORT:** The basic issue of the campaign and the basic solution we propose are agreeable to the majority of the public; as a public interest group, it is crucial that we only choose to work on campaigns supported by those we serve

**OUR NICHE:** We consider the lay of the political landscape surrounding an issue, what other players may be tackling the issue, and the influence we actually have over the decision makers on the issue; we consider the points of leverage we have (as Rutgers students, as New Jersey residents, as young people) and how our unique identity and resources affect our ability to win on the issue

**RECRUITMENT:** We consider whether students will connect with the issue and want to work on it

**TACTICAL DIVERSITY:** We consider whether the strategic plan for winning the campaign involves a variety of tactics that will enrich the experience of our student volunteers and promote the development of a multitude of skills

**LOCAL RELEVANCE:** We prioritize campaigns that have a more direct, localized impact are valued more in our selection process than those that do not

# Structure & General Policy

## Board of Directors

NJPIRG Student Chapters is controlled by a 30-seat Board of Directors. The Board of Directors is comprised solely of student leaders elected from each chapter (Rutgers-Newark, Rutgers-New Brunswick, Rutgers-Camden). The Directors are elected at the chapter-level at a chapter meeting designated for the election process; any enrolled student who is a dues-paying member of the organization at that chapter is eligible to vote if present physically or virtually at the designated election meeting.

There is proportional representation based on the population of students enrolled in each division; regardless of population, there is a maximum cap of 5 Directors per division. Only divisions won in the previous referendum are eligible to elect Directors to the Board. In addition to division-specific Director positions, each chapter is able to elect up to 2 At-Large Directors to represent the chapter without regard for the academic division in which they are enrolled.

The Board elects an Executive Committee, comprised of five students who work closely with the staff to manage the organization. The Executive Committee roles are Chair, Vice Chair, Secretary (officially titled as the Clerk), Treasurer, and At-Large Representative. All other Directors are referred to as "Board Members".

The principle responsibilities of the Board of Directors and the Executive Committee include: approval of the annual budget, approval of all new issue areas and programs, initiation of litigation if applicable, and hiring of the Executive Director. The State Board, in consultation with local chapters, decides on which projects chapters will work on, which campaign or campaigns chosen by each chapter shall be designated as the "lead" campaign or a statewide project priority, and which priorities chapters will focus on.

# Structure and General Policy

## Chapter Level Leadership

While NJPIRG Student Chapters is legally controlled at the state-level by the Board of Directors, each chapter is controlled by the chapter-level leadership. Chapter groups each elect a chapter board, typically a Chair, Vice Chair, Treasurer, Secretary, and At-Large Rep (although each chapter can also decide on the number of elected positions and the roles of each).

The chapter-level leaders determine the priorities for their chapter, setting goals for their local campaigns and projects. A primary function of chapter-level leadership is to facilitate the process of proposing and voting on the selection of campaigns to be run the following semester.

Any student member may propose a campaign for consideration without regard for their elected status. As with the election process for Board members, all other democratic voting processes within the chapter are open to participation from any dues-paying student enrolled in a school at that chapter. While the statewide Board of Directors has the final legal determination in campaign selection and other matters, it is expected that the Board honor the outcome of all autonomous democratic procedures which occur at the chapter level.

# Structure & General Policy

## Funding

NJPIRG Student Chapters is funded through a negative checkoff fee, which appears on the term bill. The fee is assessed at each Rutgers University division where 25% + 1 of the eligible students vote in the affirmative in the campus-wide referendum to fund the program, in accordance to the University Senate's guidelines regarding special student organizations (Policy 10.3.3).

**NJPIRG Student Chapters is proposing that students from every division across the University system vote on a negative checkoff fee of \$11.20 per semester during its next scheduled referendum in the fall of 2019.**

# Structure & General Policy

## Staff

The Organizing Director manages NJPIRG Student Chapters on a day to day basis, working with the campus organizers and students across the state to strengthen the chapters and win campaigns. NJPIRG Student Chapters employs a staff of issue experts, campus program staff, and administrators. The staff bring technical expertise and credentials while providing the stability to undertake large projects.

Issue experts and administrative staff are coordinated at the national level as part of NJPIRG Student Chapters' membership in The Public Interest Network. Sharing central staffing interests allows Network members to maintain lower operating costs for specialty staffing areas and focus more funds directly towards on-the-ground campaign efforts.

# Structure & General Policy

## NJPIRG Law & Policy Center

NJPIRG Student Chapters is affiliated with NJPIRG Law & Policy Center, a tax-exempt research and education foundation, and the NJPIRG Citizen Lobby, a non-student citizen-funded research and advocacy group. NJPIRG Student Chapters shares staff time with these affiliated organizations in cases where their program relates to the program decisions of the Student Board, frequently including the Executive Director, field staff, Administrative Director, and some advocacy staff.

Through these affiliations, NJPIRG Student Chapters is able to conduct joint educational, service, and research projects. One recent example of this is the Water Watch program, run through an Americorps grant, and the Energy Service Corps program, run through a grant from the Corporation for National and Community Service. These joint ventures allowed for the placement of full-time Americorps members with NJPIRG Student Chapters. Other joint projects include: our campaign to stop the overuse of antibiotics on factory farms, our work to protect federal student aid, and other environmental and consumer issues.

# Structure & General Policy

## Legal Addendum

In 1995, the New Jersey state legislature enacted a law that bars student-funded groups at state colleges and universities from lobbying the Legislature or employing legislative agendas (Public Law 1995 Chapter 63). NJPIRG Student Chapters fully complies with this law. In 1995, NJPIRG Student Chapters Board of Directors resolved that:

NJPIRG Student Chapters would not engage in or fund any state legislative programs.

NJPIRG Student Chapters would not engage in joint projects that involve taking a position on pending state legislation.

To ensure strict compliance with the state law, NJPIRG Student Chapters has established rigorous financial systems that are certified by annual audits from an independent third party accounting firm, Mercadian Group. This audit is provided to the University at the end of each fiscal year. NJPIRG Student Chapters maintains its own bank accounts. There is no co-mingling of funds between NJPIRG Student Chapters and any other corporation.

NJPIRG Student Chapters Board of Directors has further defined the corporation as a discrete non-profit corporation , funded and directed by Rutgers University students by:

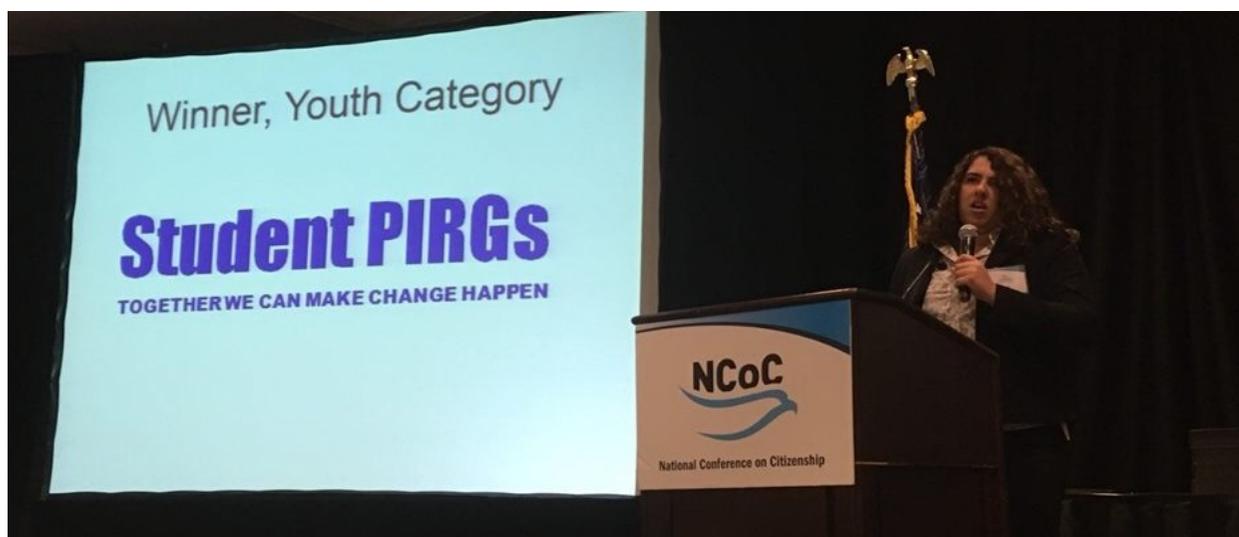
Changing the name of the Public Interest Research group of New Jersey to NJPIRG Student Chapters.

Moving the corporate headquarters from Trenton to New Brunswick.

Creating NJPIRG Student Chapters letterhead and business cards.

Identifying NJPIRG Student Chapters projects as such in all media releases.

No member of the NJPIRG Student Chapters Board of Directors sit on the Board of Directors of the NJPIRG Citizen Lobby and the Law and Policy Center. NJPIRG Citizen Lobby and the Law and Policy Center have separate missions and governing boards.



## MISSION STATEMENT

As the state's largest student-run non-profit organization, NJPIRG Student Chapters represents the interests of our dues-paying members by empowering the next generation of our citizens, as well as making concrete change on issues that matter most to Rutgers students and the greater community. NJPIRG Students is led by a dedicated Board of trained student leaders and supported by full-time professional staff. Through a comprehensive training model, we provide students with the leadership opportunities, strategic planning skills, and educational field experience to win real change in their communities.

Our organizational philosophy centers on recognizing students by their civic identity beyond the classroom. For nearly 50 years, we have provided students at Rutgers with hands-on experience advocating common sense policy solutions for the public interest, as well as opportunities for direct service to their communities. NJPIRG Students enriches the university experience by building off of the academic knowledge base a student forms in classes and translating that technical know-how into actionable plans for positive social change. This unique opportunity to create concrete political and social improvements complements the university's academic role and forwards the common goal of creating informed, active citizens.

Every semester, we work on a variety of campaigns that appeal to the majority of Rutgers students. Many of these campaigns extend beyond the borders of campus, and therefore we require funding that allows us to have that reach. The referendum process gives us an opportunity to democratically bring our work to the campus community and allows them to think about whether our work is something each person would like to support. In the 2016 referendum, across the state over 18,000 students cast their ballots and 90% of them voted yes to keep us entirely student-funded. We are proud to serve the Rutgers community and run projects that the community sees as beneficial.



The core mission of Rutgers University is to provide a higher education that prepares students for the future, paired with research and service opportunities to help students become active and successful members of society. The work of NJPIRG Students supports the University mission in all aspects.

Education is an intrinsic part of all our work. Participation in campaigns necessitates that student volunteers become field experts in their campaign issue. They then bring that knowledge forward to the rest of the public through our on-the-ground advocacy work, be it through one-on-one informative interactions at our petition tables, making educational announcements in classes, or hosting expert panel events for the public to attend.

The educational work of NJPIRG Students extends far beyond the confines of the campus, as we engage community members across NJ in the large-scale educational & training events/conferences we host as part of our work.

To run effective campaigns, we need solid research behind every policy solution we advocate for. Oftentimes this requires student volunteers to engage in direct data gathering through surveys, interviews, and other methods to build a campus-specific campaign solution. Not only does this provide student volunteers with experiences using research methods, it provides direct and immediate application of the important role that research plays in solving the world's problems.

The fundamental goal of our organization is to effect positive social change that serves to benefit the public. While this often takes the form of legislative advocacy, much of our work provides a direct service to our campus and local community, especially as it relates to issues of poverty relief and civic engagement.



With all the social contact that grassroots organizing provides us, we never miss an opportunity to educate while we advocate. Since our last referendum, we have educated 53,494 students through class announcements and had over 200 students attend large educational events we've hosted. Our campaign work has been featured by news outlets a dozen times. While the breadth of our educational work comes from engaging the general public, it is our student volunteers and interns who receive the greatest depth of experiential education. We've engaged 823 students as volunteers and interns since our last Referendum, and provided a wide array of field trainings on skills including: gathering petitions for our Save Antibiotics campaign, informing faculty about the Open & Affordable Textbooks program, speaking confidently and intelligently about the issues in front of their peers, and organizing press conferences and other significant events.

On top of our field training experiences, we also run a weekly Activist Class for all students to learn widely transferrable professional skills in the areas of long-term planning, time management, public speaking, and interpersonal communication. In the same vein as our Activist Classes, we have also begun hosting an annual Grassroots Organizing Conference with trainings and issue briefings freely open to all New Jersey residents. In the past two years we have held this conference, we've routinely had a diversity of college students and community members from every single county in the state.

# Aims

## Research

Effective organizing and cultivating an enriching student experience require a foundation of data and research for every campaign issue we work on. Our continued funding allows us to commission formal reports from our national in-network research center, and the capacity to dig deep into our local communities by incorporating grassroots surveying and data analysis into our student campaign experience. Since our last concept plan, we have worked with our Student PIRGs across the country to release 5 distinct reports on the influencers of rising higher education costs, particularly in the textbooks market, and how to tackle this issue with action-oriented, campus-based solutions.

In recent years we have also worked with our national network to release several detailed research reports on implementation of 100% renewable energy goals for college campuses. One of our most notable contributions to the research world has been our 2016 "Hunger on Campus" study, the broadest national study to date on food insecurity among college students; for this report our student volunteers on all 3 Rutgers campuses conducted extensive surveying to contribute to the overall sample of this landmark national report.

# Aims

## Service

While most of our work centers around advocacy and policy changes, we also provide a number of direct-service opportunities to the community. Since 1982, we've been running our New Voters Project, helping thousands of college students register to vote leading up to each election. And in the 2018 election cycle, we expanded this to include high school students. Our chapter at Rutgers-Newark led a coalition effort to help students at all 14 public high schools in Newark register to vote. Another way we provide service to the community is through our Hunger and Homelessness project. Working in conjunction with the National Student Campaign Against Hunger and Homelessness, we work with local food pantries and homeless shelters to provide donations, volunteer hours, and any other services they need to be as effective as possible in helping those in need. Lastly, we have a long history of providing service in the cases of natural disasters. Most recently, we worked with Student PIRG chapters across the country to activate a Hurricane Relief Network in response to Hurricane Harvey.

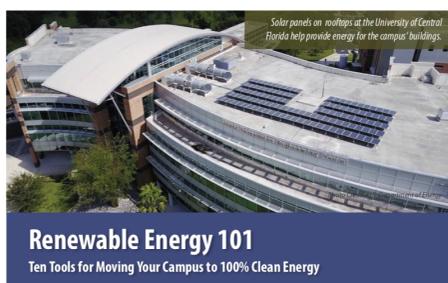
# NJPIRG Students

## Intended Program

While we tackle a variety of issues, all of our campaigns have similar value. Through each campaign, we educate students about the solutions to the problems they face as citizens, we train student volunteers and interns in practical campaign skills that apply to any career path, and we win real results for students and citizens in the community. At the same time, students volunteering or interning on our campaigns learn a variety of skills - managing volunteers, marketing, evaluating budgets, building coalitions, writing press releases, time management, strategic planning, critical analysis of results. All of our intended program will help further the University's mission by educating students, contributing research the benefits the well-being of the state, and providing service to those most in need.

All of our intended program is reliant on our funding - being able to hire effective organizers to help the students run the campaigns on campus, having printed materials/petitions to work with, having an office to have statewide and regional meetings, and paying for some time of our national staff (dedicated advocates to help structure and design campaigns, professional staff directors to train staff and students, financial administrators to manage our books, political staff to connect us to other organizations across the country doing similar work, lawyers to help us manage the legal aspects of running a non-profit). The \$11.20 negative check-off fee gives students the resources to take on national problems and make a tangible difference.

In the next three years, we intend to continue our dual mission of making change and training activists.

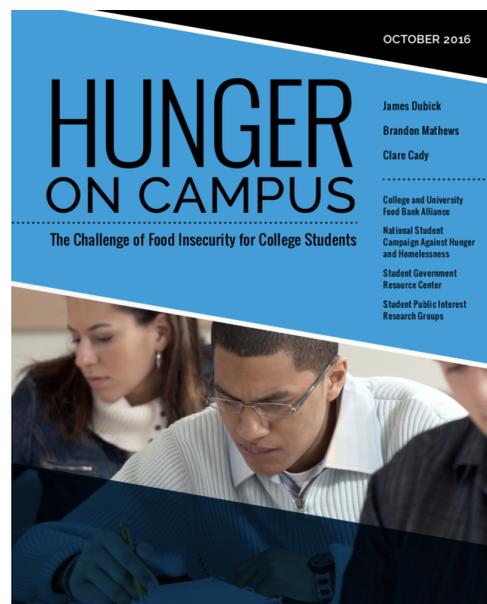


America's institutions of higher education can play a leadership role in the fight to prevent the worst impacts of global warming. Colleges and universities across the country should aggressively deploy clean energy on campus, setting a goal to meet all their energy needs with clean renewable resources.

America has enough renewable energy potential from the sun and wind to power the nation several times over. Studies of the electricity system suggest that high penetrations of renewable energy are possible using technologies available today at costs that society can afford. Technological advances - including the development and commercialization of new methods of energy storage - along with continued declines in the price of renewable energy technologies such as solar power and advances in energy efficiency, suggest that a 100 percent renewable energy system can be achieved by 2050.

As hotspots of innovation and technical expertise, college campuses are the perfect place to implement the programs and technologies that will develop the clean energy technologies of tomorrow and accelerate the transition to a future powered entirely by 100 percent clean, renewable energy.

Environment America designed a series of 10 fact sheets as a resource for students, faculty and administrators interested in moving their campus toward sustainability. The fact sheets have been crafted to illustrate the importance, challenges and opportunities of 10 important and distinct tools associated with building a 100 percent clean, renewable energy system. Each fact sheet includes two case studies of effective action on college campuses, as well as a list of resources.



# NJPIRG Students



# Program Areas

## Democracy and Civic Engagement

**New Voters Project:** We will continue to register thousands of Rutgers students to vote and provide relevant voter information to ensure students can successfully cast their ballot for each and every election. NJPIRG Students has consistently helped to lead voter registration drives on the Rutgers campuses, and during the state and federal elections over the next 3 years we will continue to be at the forefront of these grassroots voter engagement efforts.

**Institutional support of a voting culture on campus:** In 2017 NJPIRG Students' leaders helped research and write the S-1702 report on increasing student voter turnout and the supporting resolution that passed through the University Senate in January of 2018. Since then, our leaders have been an integral part of unifying campus efforts around achieving these objectives, with great success. Currently, our collective work has begun to institutionalize voter registration and voting information throughout student organization leadership, student government, Residence Life channels, and many other avenues of student contact at the university. For New Brunswick, these successful efforts will be detailed in a report to be released by the RU-NB Civic Engagement Coalition by the beginning of 2019. Over the next 3 years, we will continue to work with key partners on all 3 campuses to further integrate civics and voter engagement into the campus culture and all student-facing campus institutions, and to ensure all campuses have a uniform standard of excellence for voter engagement programs.

**NJ Students Vote Coalition:** In recent years, NJPIRG Students has led the formation of a statewide coalition of campus administrators, nonprofits, and student leaders to focus on the task of understanding and increasing college student voting. We will continue expanding that coalition beyond the 16 campuses currently active, and form deeper collaborative networks across the state to increase student voter engagement.

# Program Areas

## Higher Education Affordability

**Open education resources:** We have long been the leader on campus and across the country for promoting institutional support for OER. The Open & Affordable Textbooks (OATs) Project we helped launch with Rutgers Libraries in 2015 has already saved students an estimated \$2.6 million. NJPIRG Students was also critical in the national effort to create a federal OER pilot program (which is modeled very similarly off of what we set up at Rutgers) which was funded at \$5 million & which has just won reaffirmed \$5 million funding for next year's fiscal budget. We will continue helping the Rutgers OATs Project successfully expand, and work with faculty & deans to promote the creation of Z-Degree programs (i.e. a student can complete the entire degree program without ever having to buy educational resources for any of their required classes).

**Save the pell grant:** We will continue to advocate for the Pell Grant at the national level on our annual lobby days in Washington DC with student activists from across the country. We will also continue to take action on student aid as opportunities arise.

# Program Areas

## Public Health

### Saving Antibiotics:

Over the past few years, we've been working to protect our life-saving antibiotics. Currently, 70% of antibiotics sold in the United States are given routinely to healthy livestock on factory farms. Since the Spring of 2015, we've been calling on restaurant chains to switch their buying practices - and it's worked! Together with our campus chapters across the country, as well as with US PIRG, we've helped convince McDonald's, Subway, KFC, and others to commit to buying chicken raised without the routine use of antibiotics. We'll continue this fight until all antibiotics are given only to sick animals and humans. Currently, US PIRG and the Student PIRGs are working to convince Wendy's and McDonald's to commit to only buying beef and pork raised without the routine use of antibiotics.

# Program Areas

## Consumer Protection

### Getting Toxics Out of Our Products:

Over the next three years, we'll continue to release reports and educate consumers about products that contain dangerous chemicals. Recently, we've helped expose lead in fidget spinners, asbestos in children's makeup, and worked to get disclosure of chemicals in fragrance. We'll continue to do this so that all consumers are safe.

# Program Areas

## Poverty and Hunger Relief

### Zero Hunger Zero Waste:

Our ultimate goal is to completely eradicate hunger and food insecurity on campus and eliminate food waste on campus. We'll continue to find solutions to these problems, working with the campus community and administrators.

### Hunger and Homelessness:

We will continue to address the problem of hunger and homelessness in our communities by providing direct service to those in need. We will continue to partner with the National Student Campaign Against Hunger and Homelessness and Student PIRG chapters across the country to raise money, collect donations, and volunteer at local and on-campus food pantries.

# Program Areas

## Save the Planet

**100%:** Climate change is the issue of our generation, and renewable energy is the solution. Especially given the recent UN climate report, it is clear that all levels of our social institutions need to make significant commitments towards 100% renewable energy future. Over the next 3 years and beyond, we will be working with Rutgers administrators to make a university commitment to running our campuses on 100% renewable energy by the year 2050, with a benchmark goal of getting 100% of our electricity from renewable sources by 2030.

**Single use plastics:** As plastic production is set to double in the next 20 years and the U.S. suddenly facing a crisis in its domestic recycling infrastructure like never before, the charge to decrease plastic pollution has never been more urgent. As such, we are immediately launching a campaign at all of our chapters to institutionally decrease reliance on plastic consumption by advocating for municipal and campus level bans on specific types of single-use plastic packaging items, and creating targeted consumer pressure for corporations to shift away from plastics in their products.

**Right to Repair:** Electronic waste is environmentally harmful and rarely recycled, meaning that the harmful chemical components that make our electronics work leach into the environment and, eventually, into our bodies. On top of that, planned obsolescence of electronics costs consumers more, an especially difficult hurdle for college students who rely on technology for their day-to-day functions and don't have the funds to constantly replace their items. From both an environmental and consumer protection standpoint, there needs to be a social understanding and legal framework allowing electronic goods to be repaired instead of being sent to the landfill.

**Save the Bees:** Honeybees and a plethora of native bee species have been facing population decreases and major seasonal die-offs, and of the variety of factors tied to this troubling phenomenon a clear leading cause is the rising use of a specific class of agricultural pesticides known as neonicotinoids. These systemic insecticides not only cause major ecological damage, but threaten the sustainability of the majority of US agricultural crops which rely on insect pollination to produce food for people to eat. While coordinating with national partners to advocate for a moratorium on neonicotinoids, we are also running a local effort for NJ municipalities to pledge to become "bee friendly cities."





# Training Activists

## **Internship Program on Campus**

Our internship program will continue to offer students a wide variety of opportunities to make an impact on public interest issues. Students will continue to have a hands-on experience running campaigns from the bottom up, from public policy research to organizing large scale service events to educating the campus community about issues they care about.

## **Public Interest Careers for Graduates**

As we work to increase civic engagement on college campuses, NJPIRG Student Chapters, will let students know about opportunities to take on public interest careers after graduation. We will work with career services and departments to provide career opportunities within our public interest network of organizations. Arielle Mizrahi, New Brunswick School of Arts and Sciences '17 took a job with us after graduating, and explains her experience:

"I got involved with NJPIRG Students in my sophomore year at Rutgers because I wanted to make long-lasting change. During my time as a student leader, I organized campaigns to alleviate Hunger and Homelessness in New Brunswick and worked to stop the overuse of antibiotics on factory farms. In just 2 years, myself and countless students helped to convince McDonald's, Subway and KFC to stop selling chicken raised on medically important antibiotics. Being involved transformed the way I thought about my world and my role within it. As a student, I didn't think I could change local policies let alone national policies but NJPIRG Students trained me on the skills to do so.

I decided to become a Campus Organizer with the Student PIRGs, to help students realize their true potential as active citizens within this ever changing globalized society. As a Campus Organizer, I get to work with students, who like my sophomore self, didn't realize what type of change they can make and connect them with the trainings and resources necessary to make a tangible difference in their community, in their state, and in their country."

## **Grassroots Organizing Conference for the NJ Community**

Over the past two years, we have sponsored a Grassroots Organizing Conference to bring together over 50 activists from across the state for a day of training, networking, and discussions on how to engage more NJ residents in the causes that matter to them. We will continue to host these conferences annually, bringing together more people who want to become more active in their community.





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