

SCHOOLS: DROP ICE

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Toolkit

Schools Drop Ice Toolkit Produced by: [AAUP](#), [Sunrise Movement](#), [YDSA](#), [Workplace Justice Lab-Rutgers](#)

- Key Campaign Resources
- Campaign Goals, Strategy & Principles
- FAQ
- Detailed Campaign Plan and Tactics

— Key Campaign Resources —

- Find out which of our five targets — Hilton, Enterprise, Flock System, Target, and ICE Air Carriers — are on your campus at [this link here](#)
- We will provide ASAP in this toolkit links to draft petition templates you can use for your local petitions, as well as links to setting one up via Action Network.



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- You and others can join the campaign and connect with others from your college here: <https://tinyurl.com/DropICEOrganize>
- We will soon have up many informational resources about the targets you can use at <https://schoolsdropice.com/>
- You can access here [presentation slides](#) about the campaign & repurpose them for your school.
- Have questions about the campaign or recommendations to make this toolkit stronger? Contact schoolsdropice@gmail.com

— Campaign Goals, Strategy, & Principles —

Our Campaign Goals

Get hundreds of colleges to drop their contracts with ICE's key enablers - Enterprise, Target, Hilton, Flock, and ICE Air Carriers. If our schools drop these companies, the companies will feel pressure to drop ICE.

Our Campaign Strategy

Create a crisis for university admin through an escalating campaign, around winnable demands, that combines majoritarian outreach and tactics with non-violent direct



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action.

Our Campaign Principles

1. Coalitions of students, faculty, and staff.
2. Develop new leaders.
3. No violence, no property destruction.

WE CAN TAKE DOWN ICE BY REFUSING TO COOPERATE



— FAQs —

Q: Which targets should we go after on our campus?

A: We have compiled an initial list of which of the 5 targets are [on your campus here](#). The list we've compiled is probably about 85% complete (e.g. we have the impression some schools have deals with Enterprise that are not listed here) ; we did our best to find all the available information online, and we'll be updating this more over the coming days. It's fine to spend a few days asking around campus about potential contracts, but we don't recommend your organizing committees spend much time doing further research. It's far more important to start doing outreach! If you think one of the five targets may be on your campus but is not yet included in our list, please contact schoolsdropice@gmail.com and we can have an experienced researcher look into this for you. You can always add a demand later, after you've started organizing, if it turns out one more of these companies is on campus.



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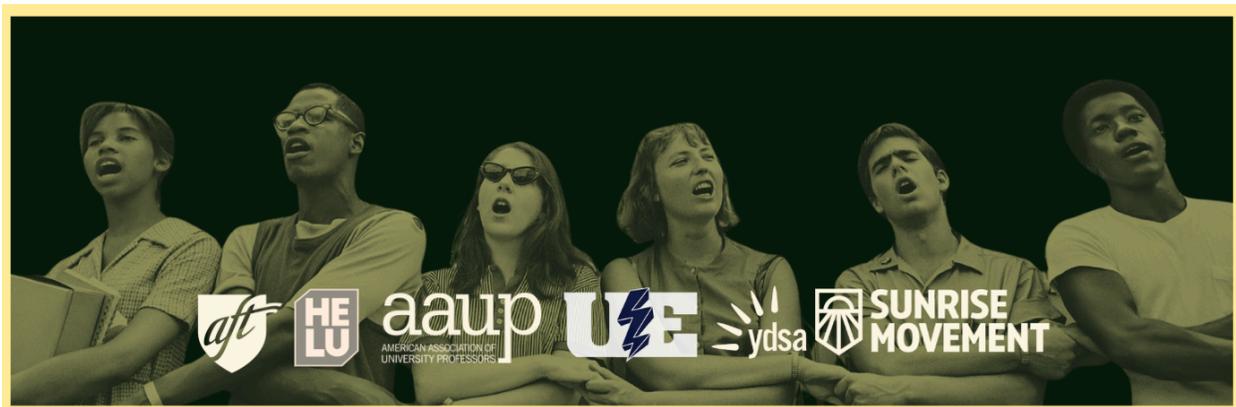
If you have more than one such target on your campus, we recommend you call on your admin to end their contracts/deals with all of the core five targets that are present on your campus. If they are willing to fold on one, they're likely to fold on the others too; and even if they don't eventually fold on all the demands together, it'd still be a big win if they fold on some.

Though there might always be an exception or two, we also don't recommend you add additional corporate demands on admin. We know other companies are also involved with ICE, but it's important for our national movement and campaign to focus our fire on — and make an example out of — a few key companies that we have a clear immediate path to win on. Getting some big college wins against these initial 5 targets, and *successfully pushing these companies to break with ICE*, will go a long way to inspiring broader and deeper fights against all the other companies propping up ICE.

Q: I don't see my university on the list you provided.

A: If you don't see your university on the list, it most likely means we were not able to identify any of the five core targets on your campus. Feel free to email schoolsdropice@gmail.com and we can double check. But even if your school doesn't have a contract or deals with any of these five, you can still participate in the campaign. In such cases, we recommend your organizing committee focus on organizing actions directed at off-campus Hilton hotels, Enterprise rental cars, and Target stores.

— Detailed Campaign Steps, Plan and Tactics —

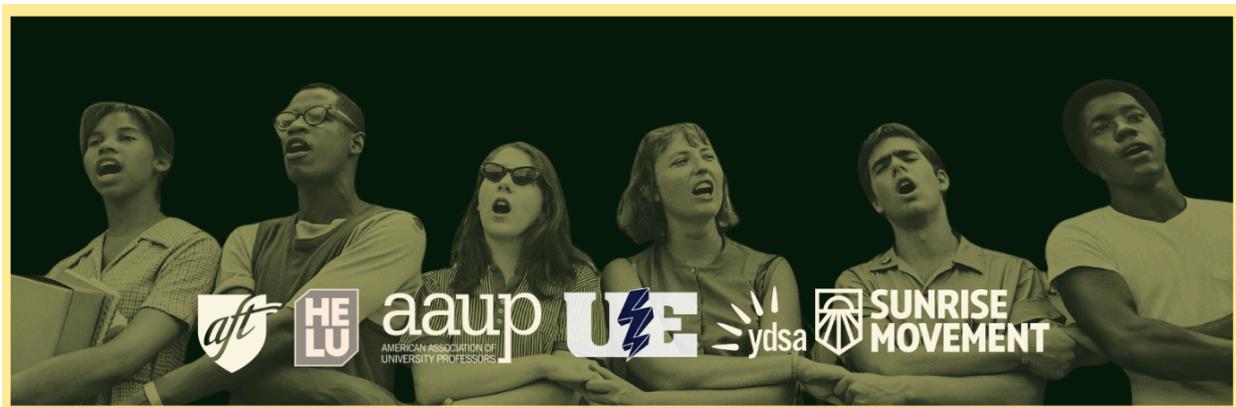


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Note: not all the tactics laid out below have been endorsed by each of the organizations that have launched this campaign. More specifically, Phase 3 tactics have only been endorsed by Sunrise and YDSA. We understand that students can generally take more risks on campus than paid employees, and it's important to be cognizant of that dynamic. We need to combine both the breadth and legitimacy of big numbers of faculty, staff, students, and their organizations, with the more attention-grabbing, crisis-producing tactics that tend to be more readily done by smaller groups of student activists.

Phase 1: Grow Your Reach

1. **Set up an Organizing Committee (OC).** The OC is the group of people coordinating and consistently working to make this campaign a success. Your most urgent first step is to invite students, faculty, and campus workers to a first OC meeting ASAP (ideally Sunday February 22), where you can lay out the basic idea of the campaign and get started. OCs don't have to be big, and they may not immediately include representation from every campus demographic (e.g. staff, immigrant rights groups, etc.) But it's important to make a proactive effort to invite as many people and organizations as possible to help make this campaign a success by joining the OC. OCs should meet weekly, at a regular time.
2. **Petition!** You can't win this campaign without involving many more people and making it clear to the administration that this movement represents huge numbers of constituents on campus, not just the same old activists as always. That's why the single most important thing you can do to make this campaign a success is to spend a large amount of time collecting signatures on the petition to admin demanding they cut ties with these companies — 20% of students and faculty signed is the immediate short term goal (but you should aspire over the course of the full campaign to get a



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majority.). Petitioning takes time, but trust us, it's well worth it — there's no way to win without this type of mass outreach.

The #1 mistake campaigns like these normally make is to just post a petition online or share over email, without doing the consistent and time-consuming work of directly going out and talking to people to get them to sign. You'll find at this moment that the overwhelming majority of students and employees are angry at ICE and very happy to sign — so go big! The petition is your tool to make this a *mass* movement, make sure to use it! It's also how you get new people involved: many of the people who sign can get convinced to become petition gatherers themselves.

Note: we will provide you with a template and tools to set up a petition. It's important we all use the same tools and database nationally, so that we can build a truly national movement against ICE — and to save you the work of duplicating work that's already been done.

For students, here are the best ways to collective huge numbers of signatures: classroom announcements (not just in your own classes, but in all classes); “dorm storms” (knocking doors in the dorms to get people to sign); asking everyone in the dining halls to sign; walking up to people around campus to sign (don't just sit at a table and hope people come up to you!); making short presentations to other student groups and asking their orgs to endorse the petition and to send to all their members — make sure not just to ask activist progressive clubs, but ALL clubs: religious, cultural, ethnic, business, volunteer, sports, arts, etc. You'd be surprised how many people will want to support a concrete push against ICE on campus! Reaching out to athletes is particularly important for campuses that are targeting ICE Aviation: getting sports teams themselves to speak out about switching to a different carrier would go a



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huge way towards winning. Parallel to all this, you should submit the petition language as a resolution via Student Government.

For university employees (faculty, staff, etc.), a good first step is to ask all campus unions to send a discrete email and text with the petition to all their members. But sending a petition over email or a listserv will definitely not be enough! Employees should directly reach out to their immediate co-workers and colleagues to sign. If you have a list of faculty or department staff members, for example, you can make a spreadsheet with everybody's names and a list of which OC members or activists will systematically reach out to everyone in a given unit to sign. To units where you don't yet have people gathering petitions, you should do "walk throughs" where employees from different units go and speak to all available members of the unit. A version of the petition should also be proposed to the faculty senate.

You'll need at least 20% of faculty and students signed on before you can effectively take the next step in this campaign.

- 3. Rally to deliver the petitions.** Once you have about 20% of constituents signed on the petition, organize a rally and press conference to deliver these to the admin. Ask all organizations on campus to help build the rally. Make sure to actively reach out to the local press, don't expect them to automatically come. Choose some good speakers and chants, make some nice banners.

Request both that a representative of the admin come to the rally to receive the petitions and that a delegation of the OC have a formal meeting that day with the admin to present the demand to immediately cut ties.. It is almost assured that the



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response you will get from admin is either getting ignored, or perhaps more likely, a response like “Thank you so much, we share many of your concerns and will start actively getting to work on seeing what can be done. We’ll set up an exploratory committee to examine the nature of existing ties (some of these are out of our control! they’re a statewide contract, etc.) and feasibility of making any changes.”

The crucial thing to stress to them is that this slowrolling is unacceptable: at a moment when ICE is terrorizing our communities, we cannot wait any longer to end our college’s complicity. Let them know that if they don’t commit in writing to end these contracts within the next week, the campaign will begin escalating to ensure they do. Though it’s crucial to be polite and constructive, effective campaigns cannot subordinate themselves to the bureaucratic rhythms of the university.

If admin doesn’t meet your demands within a week, escalate!

[More details on Phases 2 and 3 will be added soon! For now just focus on building an OC and doing a ton of petition outreach]

Phase 2: Escalate

- Picketing, fliering, banners at big public college events
- Reach out to influential alumni and
- Protests at university events where key institutional decision-makers are present
- Protests at homes of chancellor or trustees

[Note Phase 3 Tactics Have Only Been Endorsed by Sunrise and YDSA. We share these phases so you can plan now with an awareness of what’s ahead, not because you should



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take these steps immediately. And for actions that include non-violent disruption, take direction from protest organizers instead of making individual decisions that could endanger yourself and others.]

Phase 3: Mass Nonviolent Disruption

- Student sit ins
- No work, no school, no purchasing on May 1
- Indefinite campouts until some demands are met

