

Title: Negotiating with Institutions: A Collaborative Case Study

Length: 90 minutes

Description:

Negotiating with institutions can be prohibitively difficult for many reasons. They have a tendency to not take students seriously as negotiating adversaries, they tend not to understand the needs of cooperative institutions, and sometimes it's just not apparent why or how to negotiate with the institutions you are. However, by failing to present a strong case for our coops and by not recognizing diversionary tactics being used against us, we stand to lose financial and operational ground. We will consider strategies and tactics such as preparation, building coalitions, bringing the other party to the table, framing, identifying oppositional tactics, and reaching an agreement all under the framework of the Center for Student Business' recent negotiation with the University of Massachusetts.

Outline / Notes:

This is structured with symmetrical sections, with each topic being a discussion of the subject heading followed by examples from our own negotiation.

Outline:

An Introduction to the Center for Student Business and the University of Massachusetts

- Terminology and Abbreviations
- History of the YCMP Agreement

Building Coalitions

- Identifying potential partners; reaching out; coordinating action; pitfalls
- SLAP, CEPA, SGA, Faculty, Administration, #UMassPride,
- Email Campaign, Petition, Articles in Collegian, Gazette, MassLive

Preparation

- Creating Financial Projections, Anticipating Problems, Know Your History, Psychological Preparation, Alternate Plans, Developing Sources of Information
- Monday Meetings, Using Info from Subcommittee Documents, Developing Documented Plans, Practical Use in Meetings

Bringing the Other Party to the Table

- Communication Channels, Leveraging Coalition Members, Changing Your Plan of Attack
- Early Troubles, SGA Subcommittee, Hitting a Roadblock, Success with Grassroots Action, Involving Jim Sheehan

Framing

- Framing Examples, How to Create an Advantage Through Language, Changing the Status Quo
- Meal Plan Loss vs. Use, Donation vs. Earning Accessibility, Educational Nature, Marketing and Reputation, Operational Considerations for Growth, Early Deferral to Higher Authority

Oppositional and Collective Tactics

- Know Your Opponent's Needs, Creating a Diversion, Staying on Task, Reading Body Language and Cues
- Health Care for 03 Workers, Debt Servicing for Blue Wall and Worcester, Smaller Increase for Student Fee, 'Back of Napkin Calculation', 'This is Possible'

Reaching an Agreement

- Knowing your Zone of Possible Agreement, Having Membership on Board, Know the Effects of an Agreement, Recognizing an Opponent's Readiness to Deal
- Pre-Approved Monday Meeting Plans, Receiving a Workable Proposal, Re-Running Projections and Presenting to Businesses, Reaching for the last \$5000

Q&A