

FRAME: Ice Cream for All (ICA)- Ice cream should be available for ALL students regardless of ability to drive.

I.

The current climate

1. What social changes are present which could fuel your movement at this time?

People have been drinking ice coffee, more than hot coffee, in the Boston area for the last 10 years. It is now socially expectable to order iced coffee throughout the year, regardless of the weather. Ice coffee is even available all year at the Gordon College Bistro – yet there is no such opportunity on campus for ice cream lovers.

2. What current cultural changes would support your issue and influence your movement?

We live in a culture that values individual rights. We have the right to life, women's rights, and civil rights. What about the right to ice cream all year. Should only those who can afford the cost of a car on campus be able to get ice cream? We believe in equal opportunity for ice cream lovers regardless of ability to pay for a car, car insurance, maintenance and gas!

3. What organizational resources are available?

There are many important student organizations that would benefit from making a small profit offering ice cream to students on campus. We have missions groups, Student council initiatives, environmental clubs and others.

4. What political opportunities can your movement exploit?

Students who support on campus organizations, that need money, would be open to partnering with the Ice Cream for All (ICA) movement.

5. What were the economic issues may help your movement catch on?

Students are less able to afford cars due to the high cost of a college education. Therefore, they are having trouble meeting their ice cream needs while living on campus, because access to good ice cream requires a car.

Gordon College is cutting its budget by 7% and therefore there is less money available for campus organizations and ministries.

II. Has your issue emerged in the Community? How?

Word is just getting out about the problem of lack of ICA. More must be done to bring together people who feel they alone suffer from this problem.

III. Does the issue have Coalescence in the Community?

We have not reach coalescence.

If so – what evidence do you see?

If not – how might you get the issue to the coalescence stage?

First maybe an article in the Tartan to see how many people are passionate about ice cream all year. Then we could go to a student organization we believe in and join with them to plan to have ice cream on campus, and make a small profit for their cause.

IV. Has your issue reached formalization?

If Yes what structures are in place to support the issue going forward?

If No how might such a structure be put in place. (think about current structures in place at Gordon. Remember the Tea Party joined with the Republican party to move its agenda forward.)

To reach formalization we would need permission from the food services division to offer ice cream (maybe have ice cream sundaes on Sundays?) We could get gallons from Richardson's and serve it on the quad.

V. What would success look like for your issue?

How might your issue decline? (Success, Repression, Cooptation, Mainstream, Failure)

Our movement would be successful if a pilot project offering fresh Richardson's ice cream was sold every week for 12 weeks on the Quad.