Organizing in an Urban Environment

Presenter Name
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Organizing – Mobilizing for Outcomes

• Level 1:
  - Identifies and engages in high impact and actionable organizing opportunities.

• Level 2:
  - Collaborates with different and diverse community audiences and educates them on key issues.
  - Utilizes valid data to formulate a foundation for long term plans including objectives, strategies and goals.

Themes: Building community partnerships; making strategic plans based on data.
Something you are: Proud of . . . Surprised by . . . Amazed by . . .
Comparison Siren: Milwaukee

Data to be inserted
Political and Social Context
Wisconsin is the worst state in the country in protecting the well-being of African American children, based on 12 key indicators.
Guardians of Public Education
Community Schools: A Response to Privatization.
Data Collection, Use, Analysis
It's as easy as 1 - 2 - 3
Data Collection

4 - 5
Data Analysis
Hone in on specific campaigns
Data Use

Unions raise wages and benefits for all
Looking Ahead: Social Media Organizing
Session Outcomes

• Identify & track potential members
• Strategize for membership recruitment
• Identify & mentor potential member leaders
• Tap into leaders’ interests and passions
• Increase knowledge base around issue organizing
• Build community coalitions
Please complete the evaluation for this breakout session!