Social Justice Activism and Community Mapping

Presented by
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COMPETENCY: Organizing

• **Competency progression level(s).**
  – Level 1: Foundational and Level 2: Mobilizing & Power Building and Level 3: Agenda Driving

• **Themes addressed within Organizing Competency**
  – Builds meaningful community partnerships
    • Level 1: Engages different and diverse audiences in the community to identify common issues
    • Level 2: Collaborate with different and diverse audience in the community and educates them on key issues
    • Level 3: Transforms the relationship with the community to harness the power of collective action
What a community can do

• https://youtu.be/jy6rie1puA?list=PLBoF4x9nDtt_UZw6BQEE11hy98xD2SWPr
Defining Your Why

- Who are you?
- What do you care about?
- What do you feel called to do?
- Why do you need to do this?
- For who?
Maria Rohloff
LGBT Youth Advocate
Power Analysis

• Issue and Solution
  • Define the major issue or problem
    – Is it impacting our students?
    – Is it impacting our members?
  • Identify our solution/goal
    – What do we want to accomplish?
    – What issue is at the forefront?

• Decision Makers, Allies & Opposition
  • Identify the key decision makers
    – What do we know about them?
    – What do they care about?
  • Identify allies
    – What do we know about them?
    – What do they care about?
  • Identify opposition
    – What do we know about them?
Kimberly McClellan
NAMI, Autism and Earth Day Activist
Putting it all in a plan

**Who will do**
Assign who is responsible

**What to**
The most effective activities and actions to demonstrate and leverage our power

**Whom**
Key decision makers and outreach targets

**When**
A timeline for the campaign with each action and activity

**How much?**
How many resources – time, people, and money – will it take?

Source: Flanagan 2006
Marian Jones
Cultural Competency Trainer, Organizer and Member Advocate
Finding Support

Community Partnerships/Allies
- Who might be natural allies?
- Who is already doing the work?

Doing The Work and Funding
- What's involved in the work? Travel?
- What skills do you need to hone?
- Is funding needed?

Serving versus Helping
- Equanimity
- Being a resource
Session Outcomes

• The content from this session can be used in the following ways in your current position/role:
  – At your local, create a team to do a power analysis session around an issue in your district
  – At your state affiliate, you can work with leadership teams to strengthen community partnerships by defining the why of your work in an area
  – Your school may have local partnerships that can be developed by doing an analysis of needs in your area
  – Once you are clear on community partners you can invite them into a power mapping analysis to broaden your base and harness support
Please complete the evaluation for this breakout session!