Mobilizing the Student Voice
What is Community Organizing? (definition)

The coordination of cooperative efforts and campaigning carried out by concerned individuals to promote the interests of their community.
10 Principles of Organizing your Community

1-Engagement is designed to make a difference
   People follow a purpose
   Show design and delivery early on
   Big picture—we want to influence policy, create change, make a difference

2-Encourage and enable everyone affected to be involved
   Affected individuals have the best stories
   They are the most impacted
   Go to the source to ensure you have the best talking points and variety of ideas
10 Principles of Organizing your Community

3- Engagement is organized and planned
   It needs to be timely. Don’t miss deadlines to ensure biggest impact
   Make sure your process is clear and easy to follow
   Feasibility is huge, don’t set yourself up for failure

4- Team up with other organizations
   Teamwork makes the dream work
   More resources help you attain your goal and beyond
   Teaming up allows you to be more productive and efficient
10 Principles of Organizing your Community

5- Make your materials relatable to the community and jargon free
   Do not use acronyms that your community may not know, you will lose interest
   Information needs to be relevant, relatable, and enticing
   Make information easily accessible

6- Your community will participate if it’s easy
   Eliminate any barriers to participation
   Predetermine and identify potential barriers
   Address those barriers before they become a problem
   Utilize social media, linktree, qr codes for easy access

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10 Principles of Organizing your Community

7- Provide opportunities for participation
   Use the opportunity to develop skills, train leaders, build knowledge
   Don’t use this as a one and done
   Your community will be less likely to participate the next time

8- Effective engagement provides resources and support
   Resources and training need to be provided to be effective
   Ensure your staff or leaders are trained enough to be productive
   Provide follow up resources to ensure future engagement
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9- Contributions impact is broadcasted
   People need to know the fruits of their labor
   Timely feedback is essential regarding the results and/or decisions made
   Reach them where they are (email, text, social media, etc.)

10- Learn from the experience and plan for improvement
    It is essential to hear from others how their experience was
    Take surveys, enlist feedback from internal and external sources
    Lessons learned should be shared for the future and ample preparation made
Common Target Audiences

Students
Community
Board of Trustees
College Administration
City Council
Examples and Questions to ask yourself?

Who are you trying to influence?

   How can you make it more enticing to participate

   How can you be most effective?

   What strategies are most effective?

   Who should you target to help? Can you include others?

Let’s brainstorm an approach
Challenges and how to overcome them

- Power dynamic
- Lack of awareness
- No inspiration/motivation/frustration
- Others?

What works for you?
Challenges and how to overcome them

Power dynamic

Lack of awareness

No inspiration/motivation/frustration

Others?
Connect with Us!

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