Mobilizing the Student Voice

What is Community Organizing? (definition)

The coordination of <u>cooperative</u> efforts and campaigning carried out by concerned individuals to <u>promote</u> the interests of their community.

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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

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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

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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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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

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Common Target Audiences

Students

Community

Board of Trustees

College Administration

City Council

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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

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Challenges and how to overcome them

Power dynamic

Lack of awareness

No inspiration/motivation/frustration

Others?

What works for you?

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Challenges and how to overcome them

Power dynamic

Lack of awareness

No inspiration/motivation/frustration

Others?

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