



Organizing on HBCU Campuses

Day 2

Please find your name and sit at your assigned table.

Lisa	1
MaryRita	1
Nandi	1
Rachel	1
Rita	1
Skylar	1
Tammye	1
Tara	1
Anthony	2
Catherine	2
Jasmine	2
Keyerra	2

Shanae	2
Siala	2
Taniya	2
Armaan	3
Cayla	3
KaLyn	3
Lashay	3
Syreese	3
Zenai	3
Chante	4
Danielle	4
Elizabeth	4

Hannah	4
Kennedy	4
Latrice	4
Adrianna	5
Albert	5
Kayla	5
Michiko	5
Christina	6
Jarmar	6
Mia	6
Takisha	6
Torina	6
Vivian	6



Organizing on HBCU and MSI Campuses

By attending this training, you confirm that you are a NEA affiliate staff member. The information you receive here is only for your use in your capacity as an NEA affiliate staff member.

This training and its contents are confidential and may not be further distributed or passed on to any other person or published or reproduced, in whole or in part, by any medium or in any form, for any purpose. Audio/video recording, copying of slides, and the use of AI note-taking tools are prohibited without the written consent from Ellen Holmes. Violation of these terms may result in legal action.

Reminder Chante



Community Agreements Pg 2-3

Awareness and Self-Knowledge

Listen for Understanding

Be Gracious

Stay Engaged

Be Open and Suspend Judgment

Say “I”- tell your truth

Lean into Discomfort

Reach for Empathy

Expect non- Resolution and non-Closure

Feedback on Feedback

Response Rate – 49%

Range of 4.2 to 4.9 out of 5,

Highest for Facilitators and Materials, Lowest for Afternoon

Themes: Need more time to talk, appreciate the materials sent in advance, side conversations were too much

Your words

I think it was nice but wish we had more time to talk and collaborate more on what we felt strongly about. It was a day full of different and useful discussions.

It's great having the students in the room. It changes the energy. I also appreciate being intentional in putting more voices in the room.

I frequently experienced barriers because others were not prepared and had not read. We lost a lot of work and discussion time because folks, both faculty, students, and staff, needed time to read.

Overview Of Today's Learning

- Organizing in Unfamiliar Spaces
- 1:1 Conversations
- Problems to Issues
- Partnerships and Coalitions
- Spectrum of Allies
- Centering Race, Class, and Gender



Keisha

COMMUNITY BUILDER



Create a visual representation

At your table:

Create a visual representation
without using words that captures
how you experienced yesterday.

Use colors, shapes, or symbols that
reflect your emotions, energy, or
key moments from yesterday.

Barb and Michelle

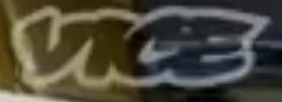


For Organizers in Unfamiliar Spaces

Organizers listen to relate to people

- Socialization influences perspectives and interactions
- Acknowledging and honoring cultural diversity is crucial in these spaces
- These spaces may provide a sense of value for global majority
- The 80/20 rule is effective in organizing conversations
- In culturally unfamiliar spaces, this rule may need to be adjusted to 90/10





Freshly Sliced Deli Subs

Choose your favorite meats and cheeses, add your favorite toppings, and we'll slice it up for you. All subs are made fresh daily.

	Half	Whole
Turkey	6.75	8.99
Turkey Ham	6.75	8.99
Roast Beef	6.95	9.50
Corried Beef	6.95	9.50
Pastrami	6.95	9.50
Tuna/Chicken	6.50	8.99

Mr. Everything Tasty Combos

All of our combos include your favorite sub, bag of chips, and a beverage of your choice.

#1 Mr Everything TWO Deli Meat Combo

Half - 8.99 Whole - 10.99

#2 Super Deluxe THREE Deli Meat Combo

Half - 9.99 Whole - 12.99

#3 The Veggie Lover's Burger Sub Combo

Half - 8.99 Whole - 10.99

#4 The "Queens Style" Style Combo

Chicken - 8.99 Lamb - 9.50

Grilled Chicken Combo

Mr. Everything Specialty

The World Famous Grilled Chicken

Half - 5.95

Toasted \$1.75

6.75

The "New York Style"

Half - 7.75

The "Queens"

Onion

Lamb

The "New York Style"

Half - 7.75

Half



Small Group Discussion

- As affiliate staff, what challenges may exist in organizing at a predominately white college/university versus a HBCU or MSI?
 - Think about not just about members and potential members (faculty, staff, and students) but also the staff's socialization (refer to *Cycle of Socialization* document in participant handout as needed). For each challenge, include potential solutions.

Debrief



Were there any challenges that were unique to HBCUs and/or MSIs?



How do you address affiliate management performance expectations when organizing on HBCU and MSI campuses?

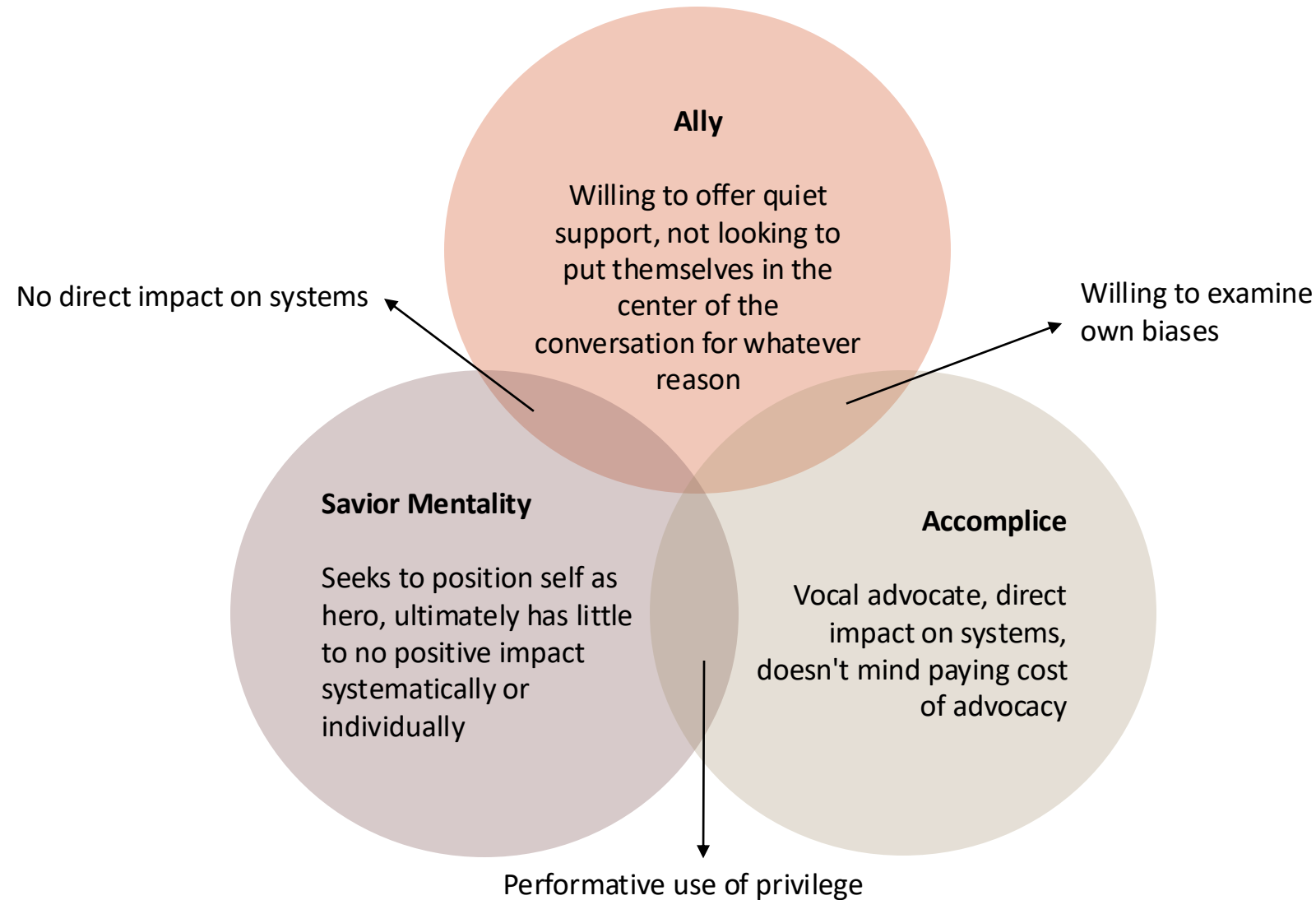


Is there any foundational work or pre-work that must happen within your affiliate prior to engaging the worksite? If so, what?



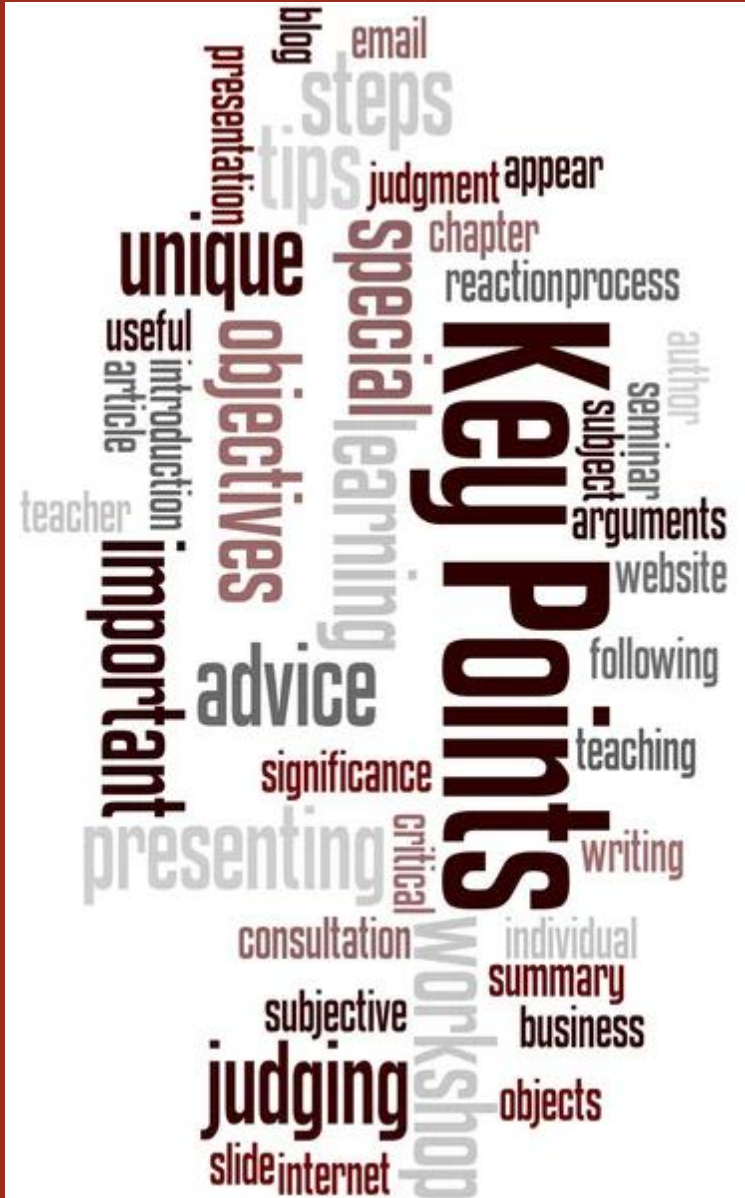
How do different socialization experiences of affiliate staff influence their effectiveness in organizing at these institutions?

Ally, Savior, Accomplice



Source: [Berrett-Koehler Publishers](#)

- While this may seem obvious, in unfamiliar spaces, especially HBCUs and MSIs, you are entering worksites centered around culture
- As you navigate these spaces, your effectiveness as an accomplice is directly tied to your effectiveness in centering the people at this worksite and not yourself.



"Give light and people will find the way" — Ella Baker

Organizing in this context is about collective liberation

Understand the historical context

Cultural competence is essential

Genuine relationship building is imperative

Autonomy must be respected

On p. 193 – 195 in your participant handout, you will find “*Do This; Don't Do That For Organizers in Black-Led Spaces*”. This may be a resource that can support your organizing efforts when entering unfamiliar spaces.

Break



Kiesha and Josh



One on One Conversations

One on One Conversations

- Organizing starts and builds through organizing or one on one (1:1) conversations with workers
- 3 Type of 1:1s
 - Recruitment
 - Escalation
 - Maintenance



On p. 196 of your participant handout, you will find a resource that provides information on building relationships through 1:1 conversation along with definitions with each type of 1:1

One on One Conversations



- While the types of 1:1 conversations may overlap they are all rooted in:
 - Shared Values
 - Commitment
 - Consistency
- Conversations, especially at HBCUs and MSIs campuses/worksites are about being:
 - Curious
 - Leaning into potential and interests
 - Probing for shared experiences
 - Connecting on values

You may not get a hard commitment for action or engagement because **trust** and **respect** is a precursor to action.

One on One Conversation Practice

- Count off 1-5
- The number corresponds to vignettes (pgs 202–206) that each group is assigned
- Groups will role play a 1:1 conversation with the following roles:
 - Organizer: Individual facilitating the 1:1 conversation
 - Worker: Assuming the role of the person in the vignette
 - Observer/Coach: Listening attentively and providing the feedback after the 1:1 ends

In a perfect world, there will enough time for a facilitator prompted cue to switch roles once.

Debrief



What emotions did you notice in yourself and your role-play partner(s)?



Were there any moments where you felt stuck or unsure of how to proceed?



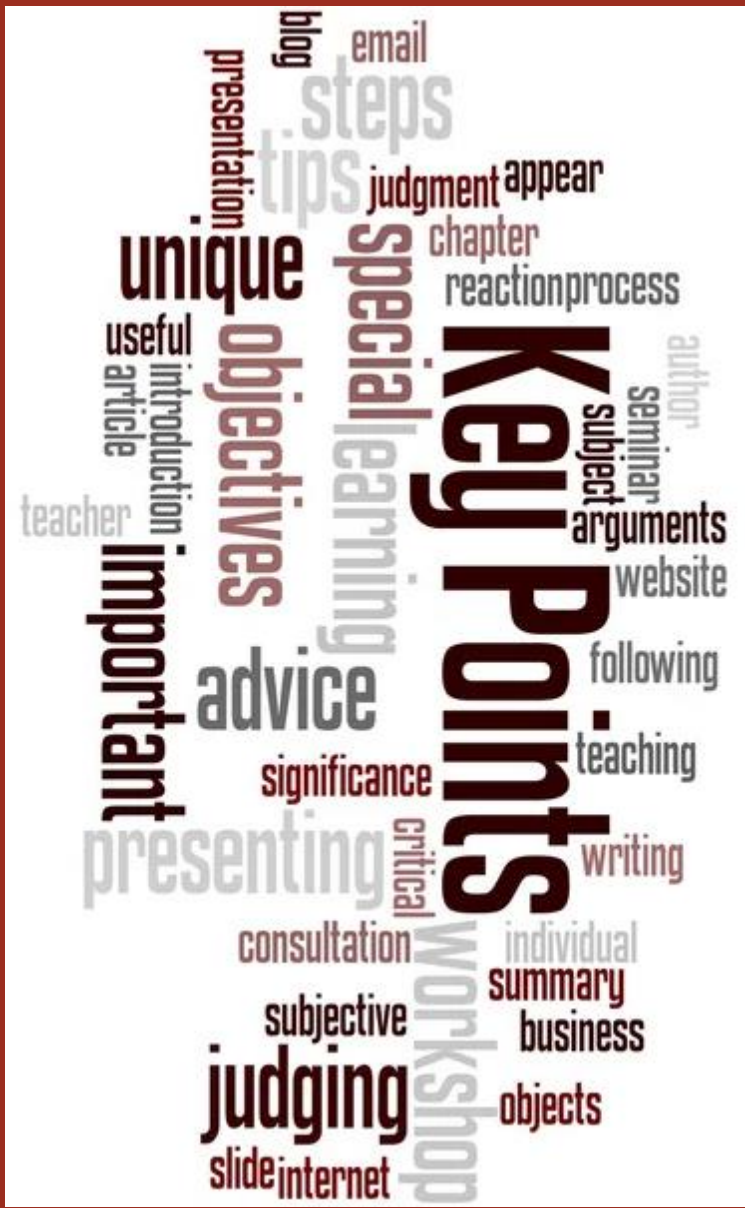
How did you ensure respect and awareness of the historical and cultural significance of the institution?



Did you arrive at any shared values during your conversation? If so, what were they?



Based on what you heard, what would be your next steps?



- Recruitment, Escalation, and Maintenance 1:1s are essential for fostering strong, value-based relationships and are foundational to any organizing effort.
- When organizing at HBCUs and MSIs, emphasize curiosity, shared experiences, and values over immediate commitment, as trust and respect precede action.

Ilissa and Rakia



Problems to Issues

PROBLEM vs. ISSUE

- People have problems, our job is to ask how they think they could solve the problem.
- Solutions to problems indicate **different *issues*** depending on the perspective of the people we are working with.
- **Campaigns** start with issues members care about.
- An ***issue*** is a slice of a workplace *problem*.
- It is **KEY** to get enough input on what the *issues* are that make up the *problem* so that YOU do not drive the solution.

PROBLEM vs. ISSUE

My car is a piece of junk.

Why is that a problem?

It is not safe to drive to work.

What do you want to do about that?

It is too much, I will need new tires, the brakes are weak, the exhaust is leaking

Is any of this a problem for anyone else

Yes, my kids are sick from the exhaust.

What do you want to do about that?

The first thing I can do is fix the exhaust.



EXAMPLE- Problem and Issue

PROBLEM – Workers on this campus don't make enough money to thrive

“How would you solve that problem? – Raise wages.”

- **Issue** – ESP workers are often seen as role models here and could be great mentors to some students, but because they have to rush out to work second jobs, they cannot focus on strong relationships with students.
- **Issue** – Student workers are often already first generation students with limited financial support, when they work at low wage jobs on campus, that is one more stress that prevents them from being a leader on campus or focusing on the full opportunity of their schooling.
- **Issue** – Faculty are the lifeblood of this institution and paid below other institutions levels. Designing and implementing high value curriculum and providing important coaching and mentoring for students. They are financially stressed by low pay and can not commit to their students in the way they could if they felt valued and financially secure.

Team Problem and Issue WORK!

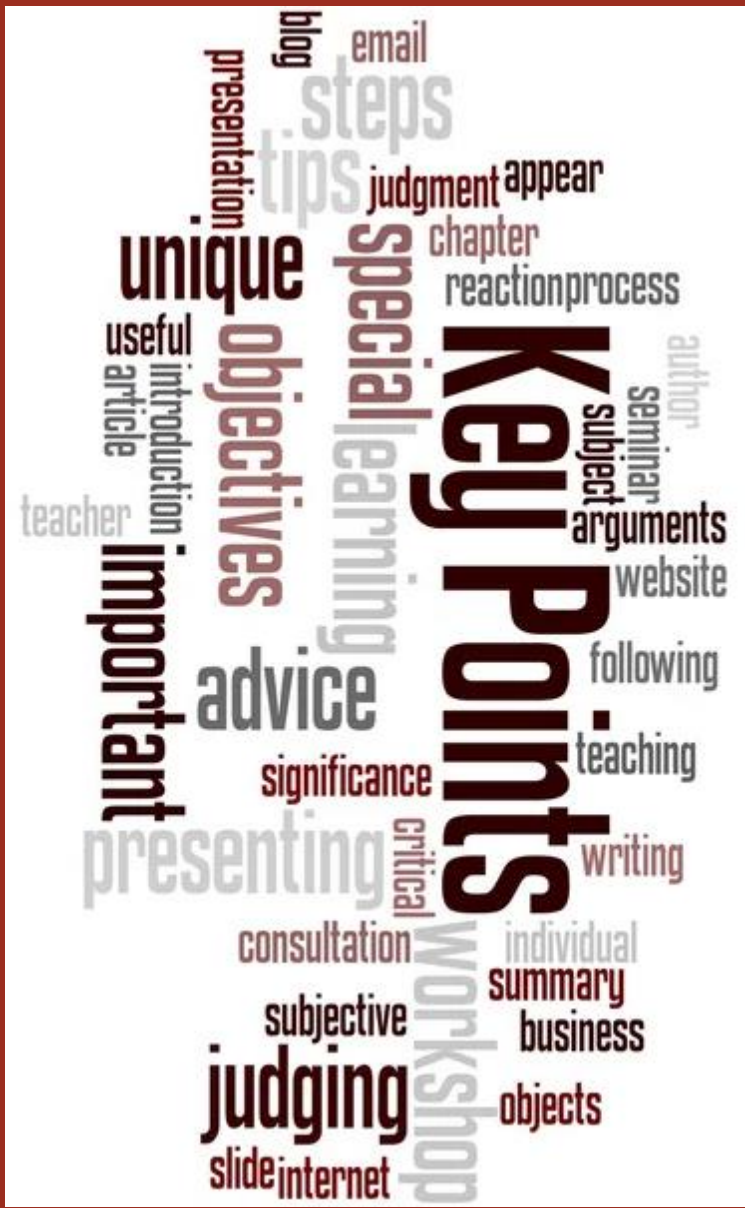


Assessing our Issues

What makes a good issue:

- It is widely felt and/or deeply felt.
- It is winnable.
- It builds the union and builds leaders.
- It has a connection to students and the public.





Problems are overwhelming and don't focus people on the power they have to make change.

Issues indicate what is possible.

Issues of equity are often experienced most deeply by those who are marginalized, while those with privilege may not feel their impact as directly.

When an issue is deeply felt, it may not be widely shared, but it still resonates with our common values.

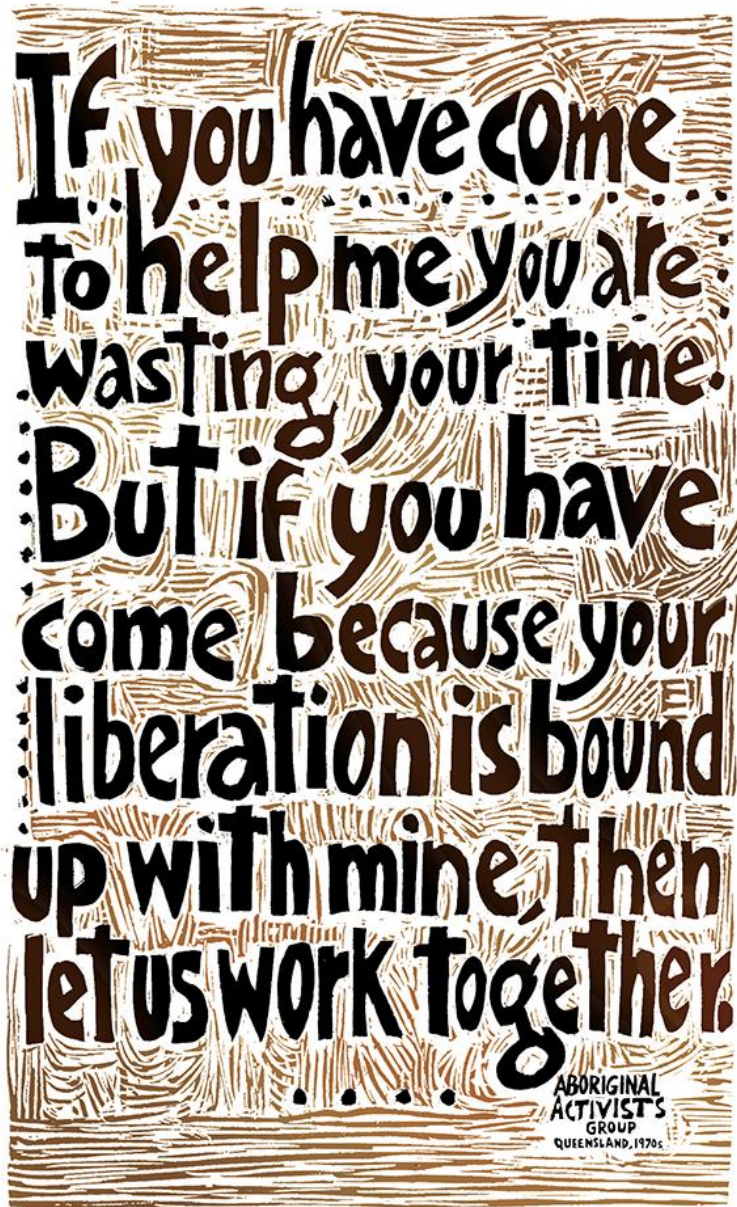
Lunch



Albert and Barb



Partnerships and Coalitions



If you have come
to help me you are
wasting your time.
But if you have
come because your
liberation is bound
up with mine, then
let us work together.

ABORIGINAL
ACTIVISTS
GROUP
QUEENSLAND, 1970s

“If you have come here to help me you are wasting your time, but if you have come because your liberation is bound up with mine, then let us work together.”

— Aboriginal activists group,
Queensland, 1970s

Coalitions are...

- an organization/structure of diverse interest groups that join resources to produce a specific change that they are unable to deliver as individual groups
- require strong leadership and ongoing maintenance
- allow groups to support each other – they do not exist for the benefit of just one of the partners

3 Types of Coalitions

Casual Coalitions

- Clubs
- Social Events
- Fundraising

Traditional Coalitions

- Issue Based
- Immediate Change

Alliances

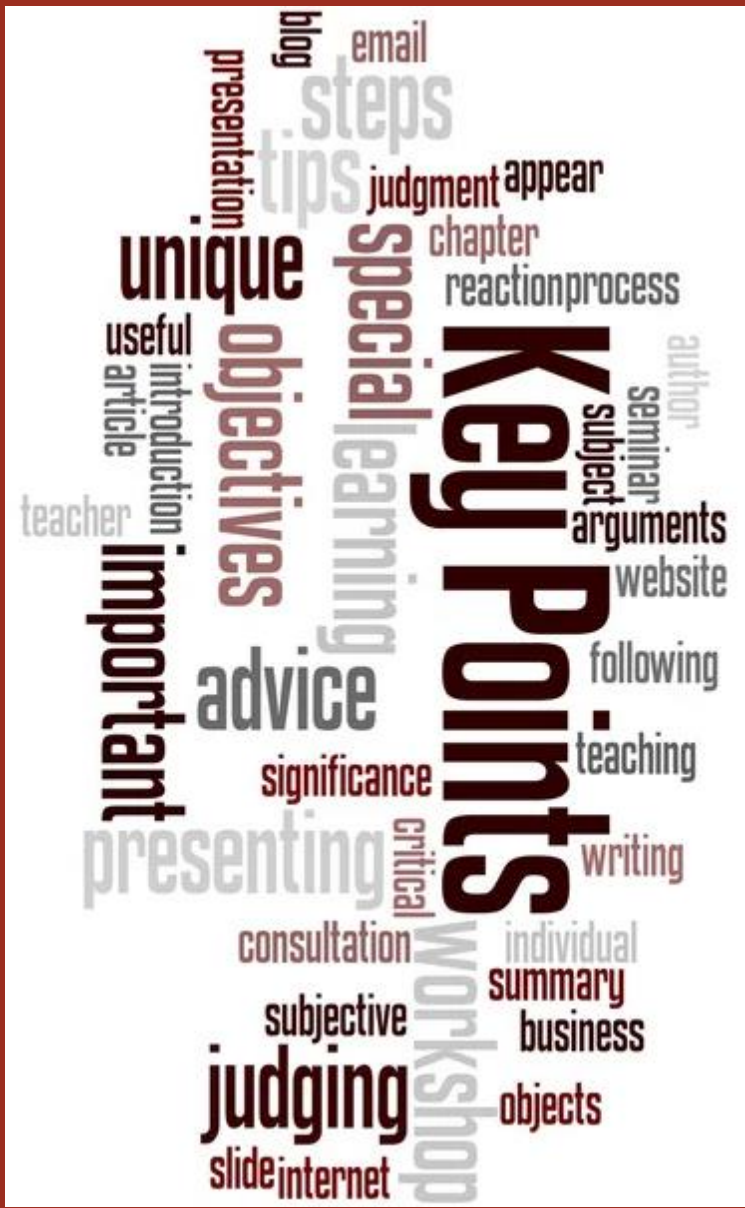
- Long term
- Value based
- BCG

High On The Hog, *The Defiance*



At your tables, have a conversation around the following...

1. Who is missing at the table in your affiliates?
2. What are some strategies to ensure that organizing on HBCU/MSI campuses is seen as mutually beneficial by both your affiliate and the broader campus community?
3. How do we build trust with communities that may have a complicated or skeptical relationship with unions, especially in regions with historical or cultural opposition to organized labor?
4. How can we manage our time to support partnerships/coalitions?
5. How can we participate in or engage with partnerships/coalitions if the affiliate isn't all in?



- We form coalitions around specific, shared values first and agendas second
- Look beyond what you think may be "worthy" of partnership or what would "make sense"
- The coalition is not how “we” achieve something – but how all the coalition members achieve something together
- Solidarity is a verb

Rakia and Albert



Centering Race, Class, and Gender

**What will it take to achieve equity
for the people who work and
learn on our HBCU and MSI
campuses?**

**Who is needed to achieve this
equity?**

Name PEOPLE, not organizations



Power

**The ability to create,
control, and prevent change.**



ORGANIZED PEOPLE + ORGANIZED MONEY

What type of union builds power?

Programs

Build Presence

Episodic

Member Recruitment

Committee/Program Leaders

Low Risk

Often Staff Led

Power in Policy

Campaigns

Public Action and Demands

Strategic and Ongoing

Continues to Add

- Base – Mobilizers - Leaders
- Allies – Partners - Coalitions

Requires Risk

Supported by Staff

Leaders Build and Use Power

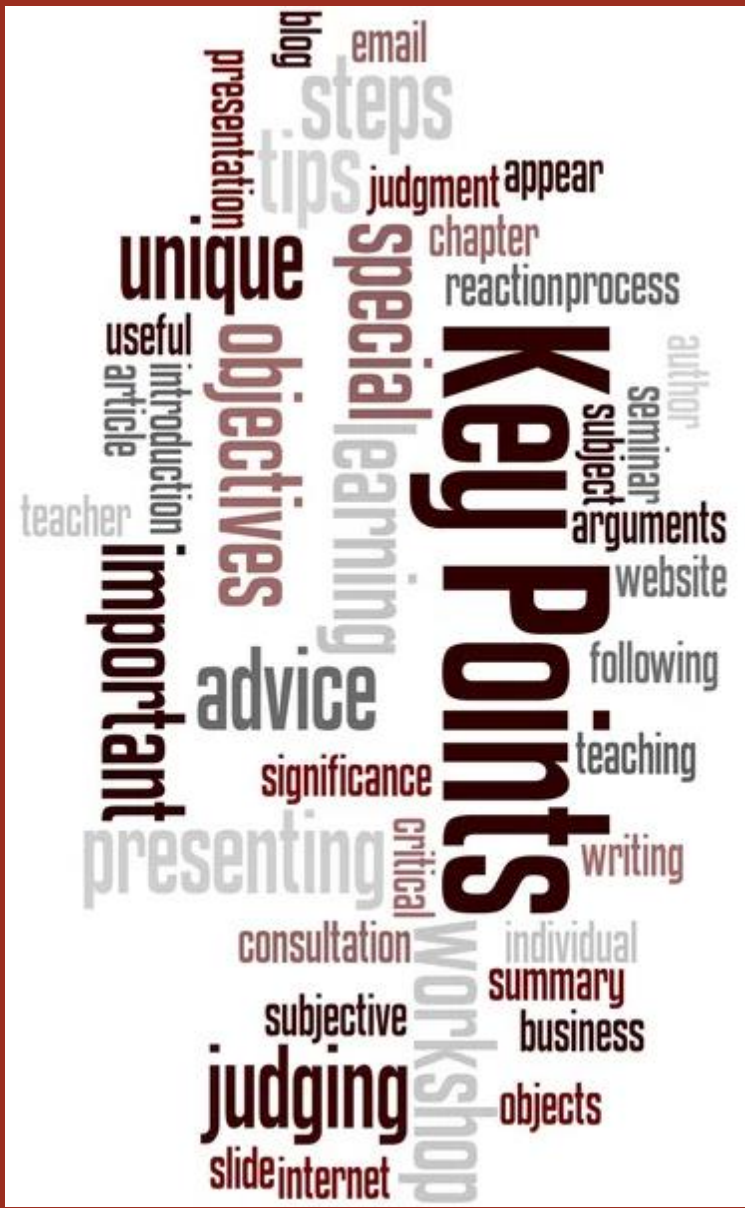
What about Race, Class, and Gender Justice?

- Many of us value justice and equity, so we must apply a **Race, Class, and Gender Justice lens** to our work
- This lens involves both **personal** and **institutional commitment** to advancing equity
- It means proactively **eliminating systemic barriers** and setting **clear, measurable equity goals**
- Use it to **develop equity-focused campaigns** and **anticipate harm** across race, class, and gender lines
- It's more than avoiding discrimination, it's about **creating** systems that **sustain** equity

Your Thoughts? (pgs. 213-217)

- What did you learn about using these analysis tools?
- What did your group struggle with?
- How do you think you could use these in your own work?





- Equity is something that must be intentionally and explicitly planned for, implemented and monitored within people, campaigns, and organizations.
- You cannot move forward without honestly and openly assessing where you are.
- Change happens; intentional change happens with a plan.

Break



Michelle and Ilissa



Campaign Plan – Spectrum of Allies

Keep it in mind...

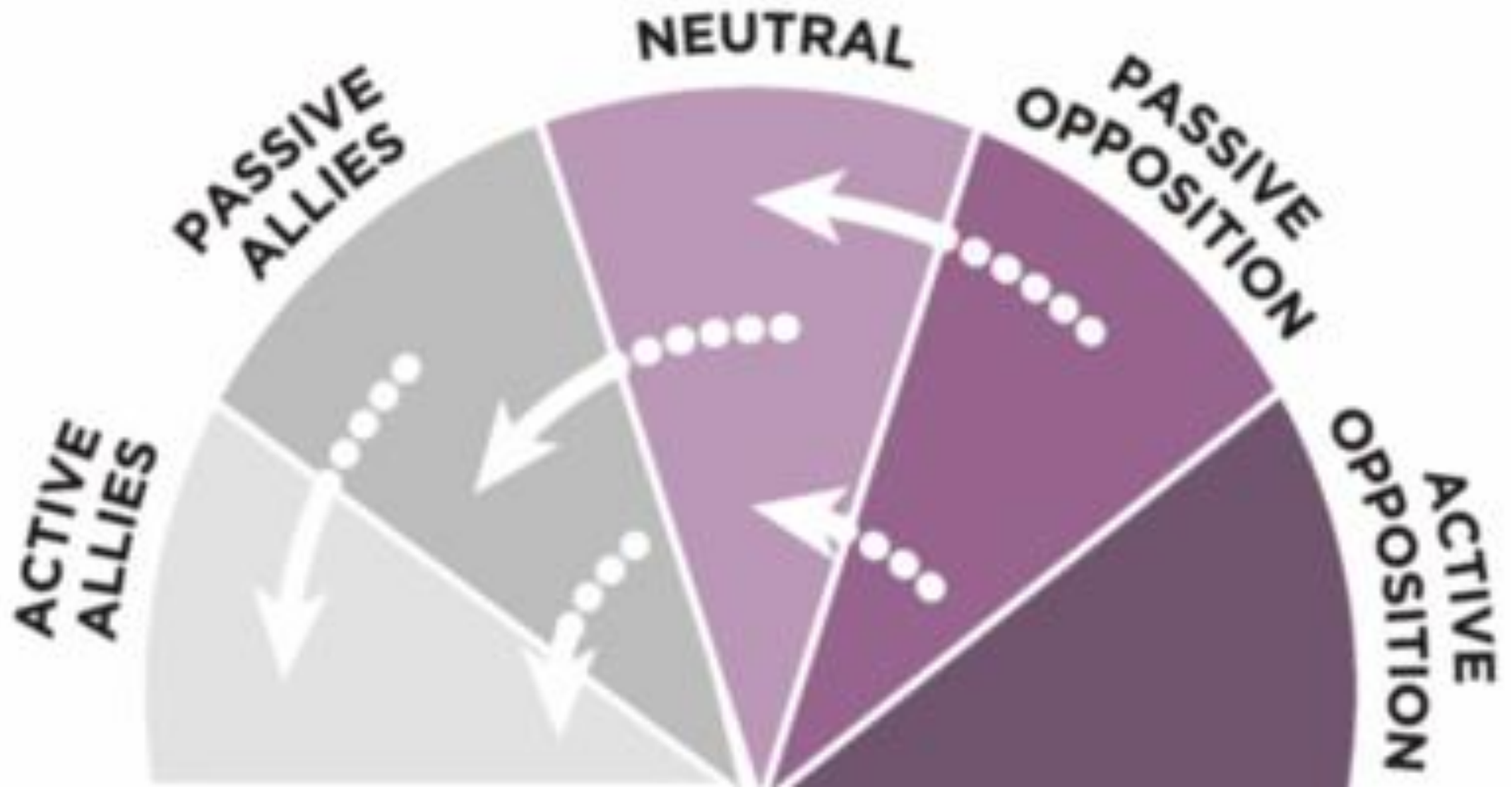
Despite structural oppression, non-PWIs have been some of the greatest success stories of our nation, and some of the most under-represented by our unions.

They succeed because:

- Provide internal community support
- Offer unparalleled representation and mentorship
- Close relationships
- Focused on leadership beyond school

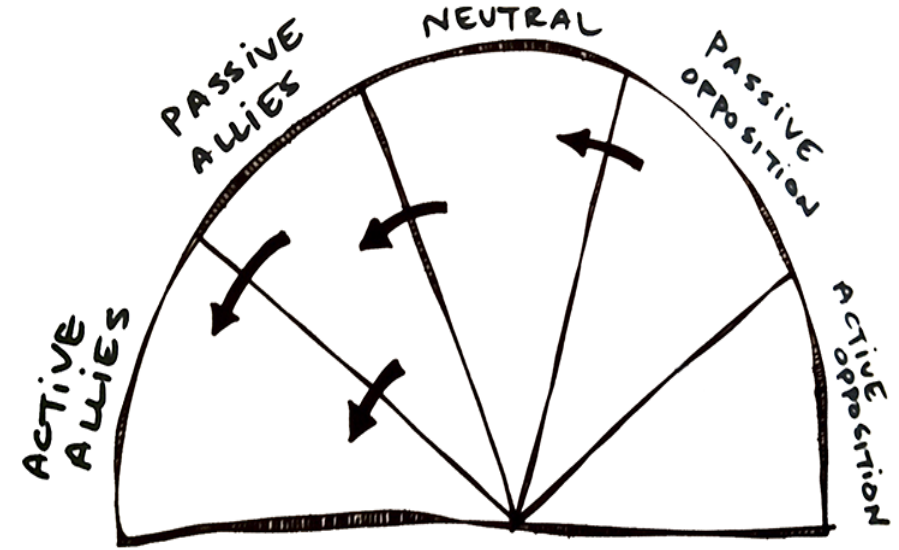
Successful organizing campaigns need to match their strengths

Spectrum of Allies



Spectrum of Allies Part 1

1. Active allies: people who agree with you & are organizing alongside you
2. Passive allies: people who agree but aren't doing anything about it (yet!)
3. Neutrals: people who aren't sure, or are unengaged (they might just not know about you yet)
4. Passive opponents: people who disagree, but aren't trying to stop you
5. Active opponents: people who have done something to prevent you from reaching your goal

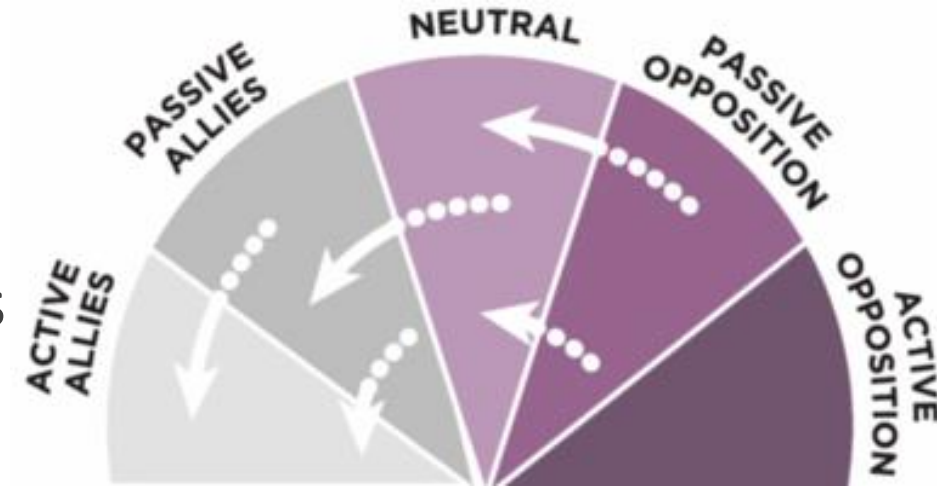


Focusing your tactics matters

Only the Opposition – cynicism

Only the Active Allies – stagnation

Generalizations about Slices – missed opportunities



DO FOCUS ON THE PASSIVE ALLIES

- These are folks who know or care about what you're up to, but aren't doing anything about it! Give them a chance to participate and build power with you.

THE GOOD NEWS

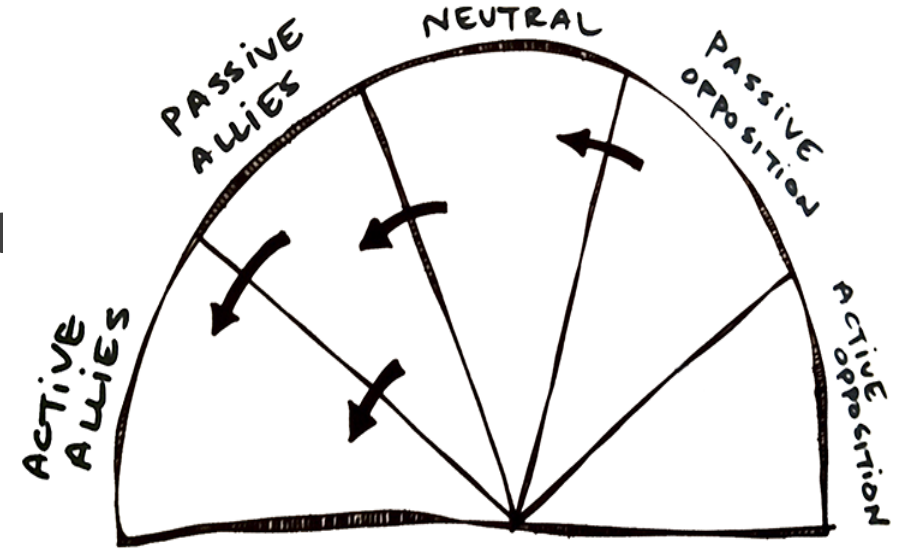
- It is only necessary to move some or all of the pie wedges one step in your direction. If we shift each wedge one step, we are likely to win, even if the hardliners on the opponent's side don't budge.

An example from history – Freedom Summer

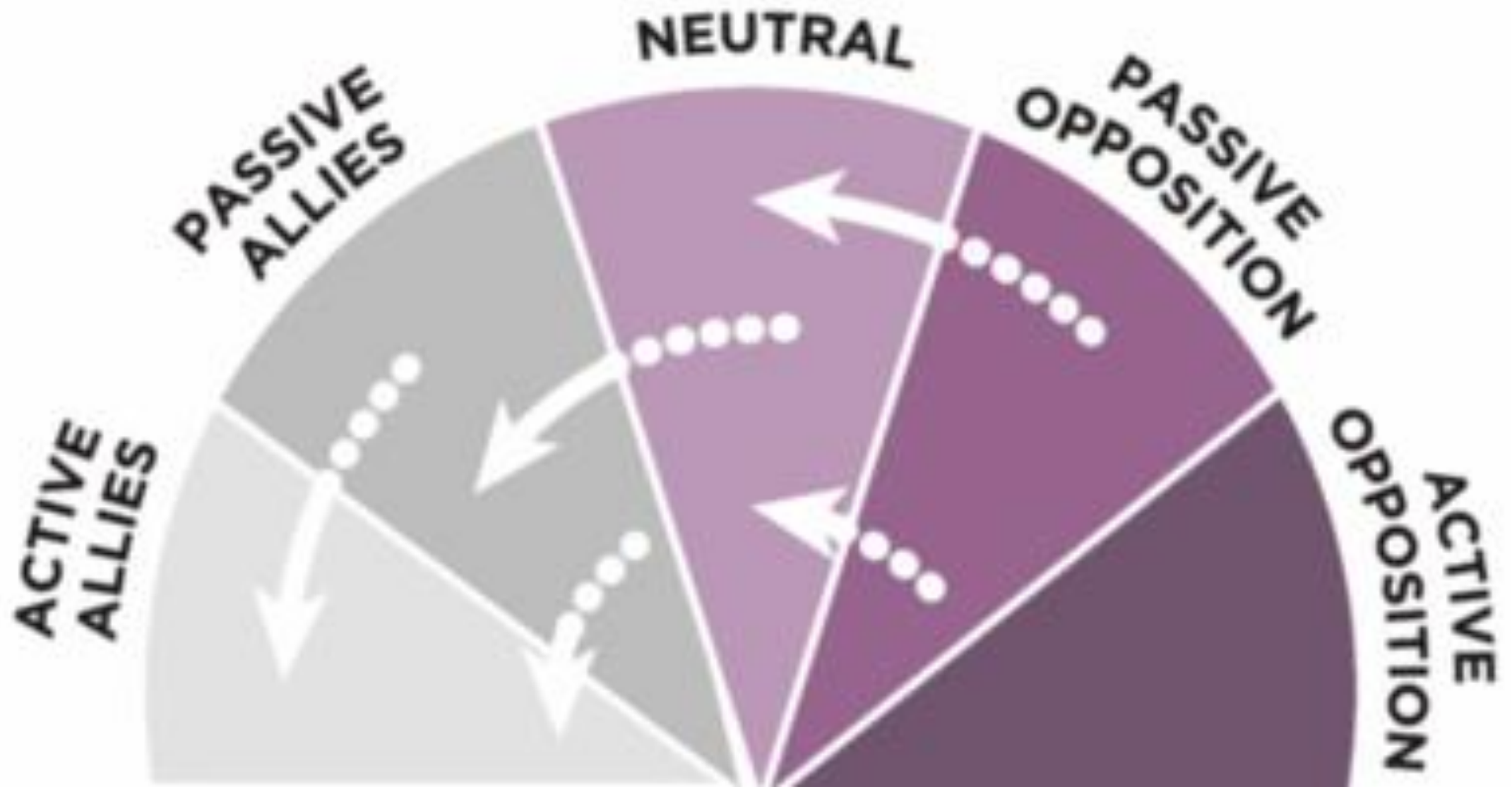


Spectrum of Allies Part 2

1. Develop a convincing argument or values based narrative that will appeal to each wedge.
2. Design one tactic for each wedge that you can invite them to participate in that will move that wedge one closer to us.
3. Design one small achievable ask to engage one individual from that wedge to move closer to you



Team Pair Share of Spectrum of Allies

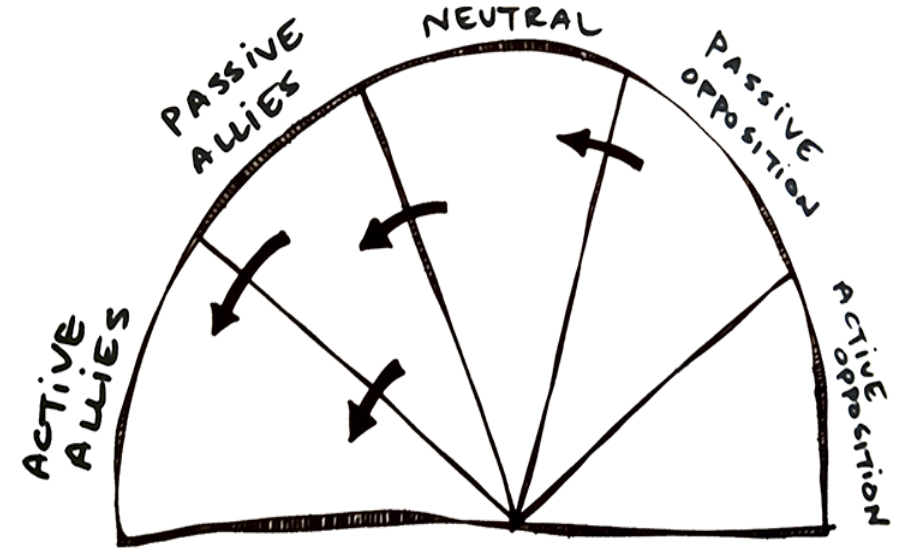


Spectrum of Allies Debrief – Whole Group

How did it feel to present your arguments for how to move your wedges?

What is something new you learned from this or from another team?

What do you think you could apply to your current work?





It is only necessary to move some or all of the pie wedges one step in your direction.

If we shift each wedge one step, we are likely to win, even if the hardliners on the opponent's side don't budge.



Organizing on HBCU Campuses
Day 2



Final Reflections and Reminders



Closing