



Organizing on HBCU Campuses

Day 3



Organizing on HBCU and MSI Campuses

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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

80% Response Rate – Range 4.2-4.8

Low was for online resources and high was the facilitator team

Themes –

Plus – great adult learning structures (movement, changes, application), engaging content and good discussion

Delta – side conversations and the room temperature

Your words

Appreciated hearing new voices today and learning from other people's perspectives and experiences. My debrief with my own students went well. Their overall energy and engagement increased and I feel joy knowing they had positive overall topics to share and discuss. I have about 2-3 generating thoughts of what next steps could be when we return, and the wheels are turning for others, I believe. Grateful they have taken advantage of the opportunity. It has definitely been interesting being in this UniServ academy in comparison to the several others I have attended with just staff.

Altering the plan to help the group understand and apply the analysis tool was beneficial.

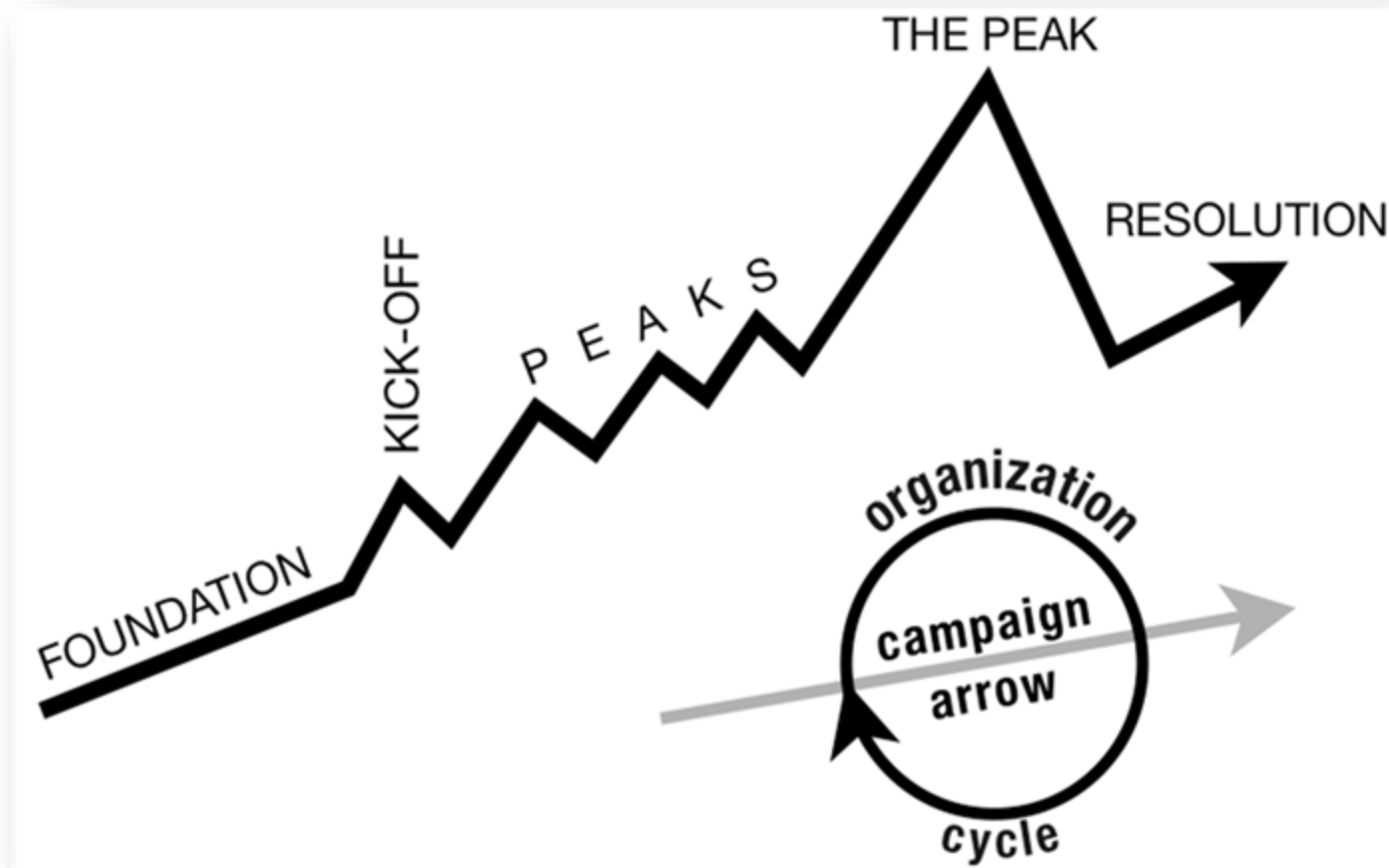
It was good to practice with the students. We must remember we are still educators and it's imperative to utilize every opportunity to increase skills. The move to another room was smooth and appreciative. Putting the affinity groups together was huge. Keep that energy!!

Overview of Today's Learning

- Demand, Target, Tactics, and Escalation
- Team Campaign Design and Presentations



Today, we build campaigns!



Ellen and Albert



What does a Loving Community
or School look like?

What we focus on
matters.

Base Building Matters

We have to recruit 250,000 new members a year just to maintain current levels of union density. (Necessary)

Maintenance does not build.
(Not Sufficient)

Why Base Building Matters

Increased membership and density isn't just about numbers, it's about the power to make systemic change through working together.

With high member density, we can claim the power to make the big decisions that will shape the changes that impact our lives in the years to come.

IF WE ARE WILLING TO ACT IN CERTAIN WAYS

Which Theory Builds Power?

Advocacy “...is the work of creating change through the actions of professionals or technical experts—lobbyists, pollsters, lawyers, communication specialists, researchers. Advocacy relies on the expertise, status, and know-how of these groups of people to make change. Advocacy usually happens in a closed-door room; ordinary people play a small to nonexistent role in its efficacy. Advocacy has become a dominant strategy for unions and liberals.”

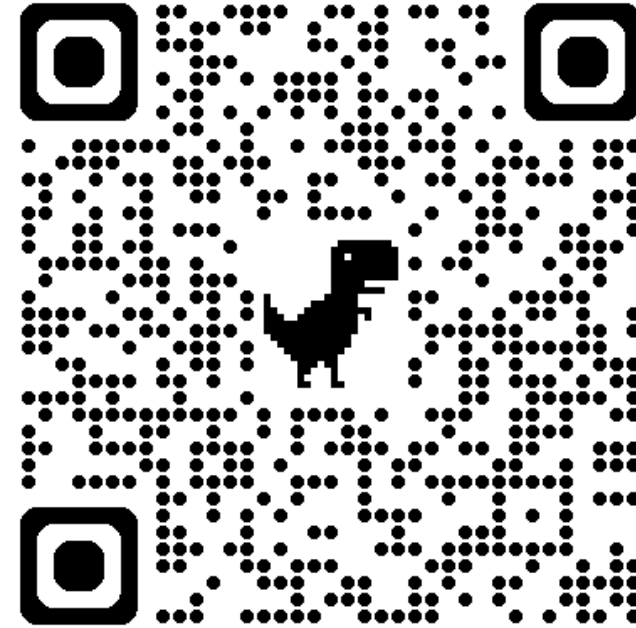
Mobilizing “..., by contrast, activates an already-convinced membership. Mobilizing encourages those who already support a cause or a mission to take action to defend their belief—for example, by attending a protest, wearing a button, or signing a petition.”

Organizing “... is to build mass support and strength among ordinary people. Organizing draws its power from working people’s biggest strength: our numbers. The work of organizing is systematic and rigorous: It requires connecting with every single worker in a shop, every educator in a building, every building in a district. At its core, it asks people to understand their own agency and to make choices about how they will exercise it.”

**Advocacy is about – using expertise.
Mobilizing is about – engaging the
already committed.**

**These are necessary, but not sufficient
to build the power we need.**

**Organizing is about
building power.**



The Campaign to Promote, Protect, and Strengthen Public Education

Campaign Lab

Do you want to build the power of your local?

Apply and learn more about **THE CAMPAIGN LAB**



In Partnership with the Alliance to Reclaim Our Schools (AROS) <https://reclaimourschools.org/>
and the Midwest Academy <https://midwestacademy.com/>

Campaign Lab is about Building Power



This is an intentionally created and networked leadership structure focused on building and using power within and across issue campaigns.

Which builds a strong union faster, focusing on:

1. Membership recruitment
- or
2. People powered campaigns



Mentor
Coach

- Mostly staff-based
- Monthly meetings with assigned Campaign Coaches and whole network
- Support Campaign Coaches problem solving and thought partnership

Campaign
Coach

- Holds coaching calls, documents progress
- Coaches 1–2 local teams
- Engages in peer problem solving and coaching

Team Lead

- Coordinates team operations, meetings, and roles
- Clarifies team membership and purpose
- Upholds team norms and shared commitments
- Focus on output, capacity building, and leadership development

Team
Members

- Implements the plan
- Assists in developing added structures
- Attends regular meetings
- Critical in building the base, increasing engagement, and gathering information

Key Points



- ❑ Intentional campaigns, not programs, build power.
- ❑ The power to win is only built through people with a shared vision, making public commitments to act, to risk their collective resources, for the big meaningful changes they want.
- ❑ This type of action ALSO builds membership and density – the kind of super majority we need to win
- ❑ The kind of power we need depends on a distributed and interdependent leadership structure.

Ilissa & Michelle



Demands, Targets, Tactics

Demand:

A demand is the *outcome* that *addresses the issue* that you are *making of a target*.

Measurable
Achievable

“We demand a thriving wage for ESP campus workers, grad students, and student workers because when we are all financially secure, we all rise!”



Targets:

Is the **person** with the **power** to give you what you are **demanding**.

A single person:

- a name, face, & address

“Hey, Chancellor Bossenpants, we demand a thriving wage that allows all workers on this campus to work just one job and have time leftover to be the leaders, parents, and citizens this community deserves!”



Team Demands and Targets

In your group, decide the following:

- **Issue**

Revisit to make sure it's the one you want!

- **Demand**

What do you want to win (and why) to solve your issue?

- **Target**

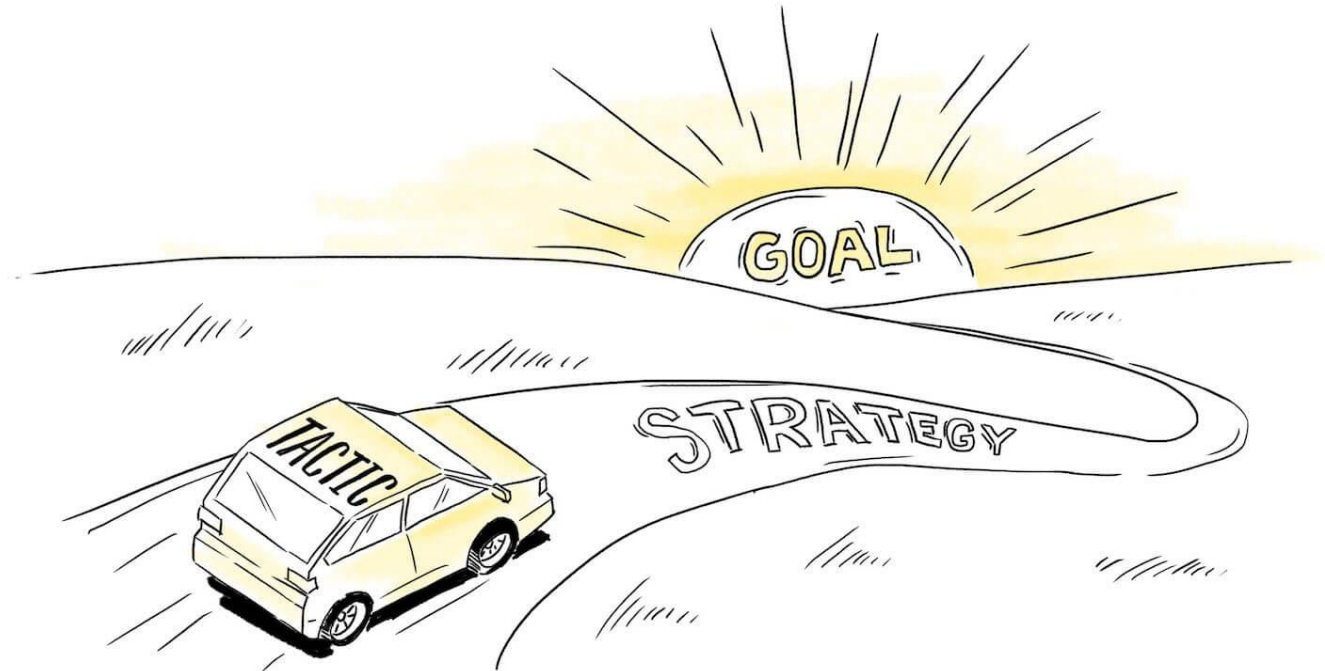
Who has the power to give you your demand?

(feel free to make up names and titles if your scenario doesn't have one!)



Tactics

Tactic: Actions you to take as a part of an escalation plan that increases pressure on your target to try to win your demand.



A Tactic Should

- Put pressure on your Target
(puts them out of their comfort zone)
- Build your Power
(develop leaders, bring more people in, etc.)
- Be Strategic

Team Tactic Work

TACTICS BRAINSTORM!

+++YOU HAVE 5 MINUTES!+++

Brainstorm AS MANY tactics as you can on 1 chart.

Be creative!

You are NOT evaluating right now!
Everything goes on the board!

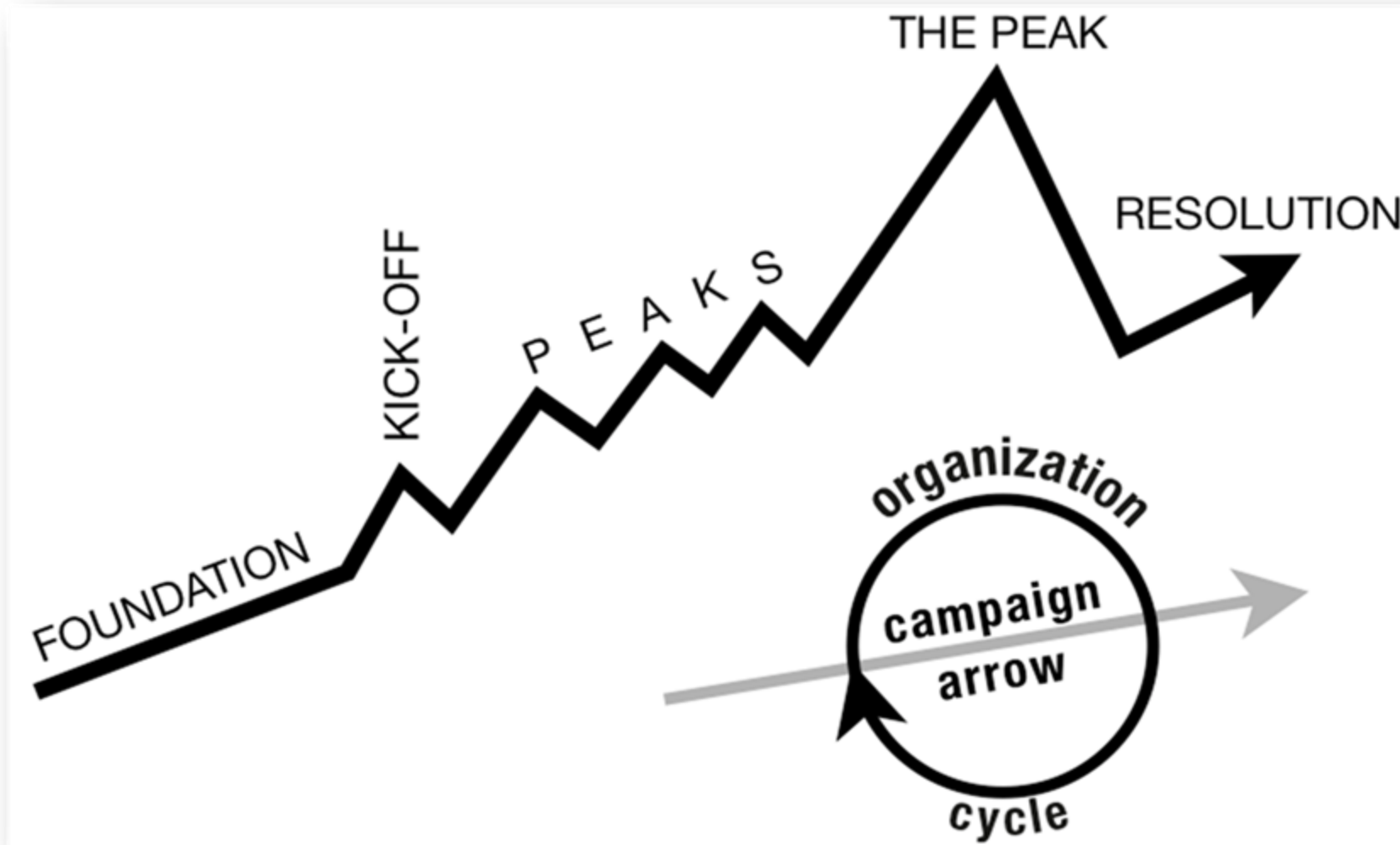


Evaluating Tactics

- Does the action relate to your issue?
- Will it increase the pressure on the decision-maker?
- Is it visible?
- Is it timed for effect?
- Is it new and different—or tried and true?
- Will it be fun?
- Are enough people ready to do it?
- Will it unify people?
- How will management react?
- Does it violate the law? (If so, are we prepared for the consequences?)



Let's Talk Escalation



Compression Points

Points on the calendar where you celebrate short term wins or escalate your tactics.

- Naturally occurring deadlines- *Breaks, Board Meetings*
- Artificial deadlines-*target has till day X to act*
- Help us build urgency and crisis



Why do you
think tactics
escalate
gradually?



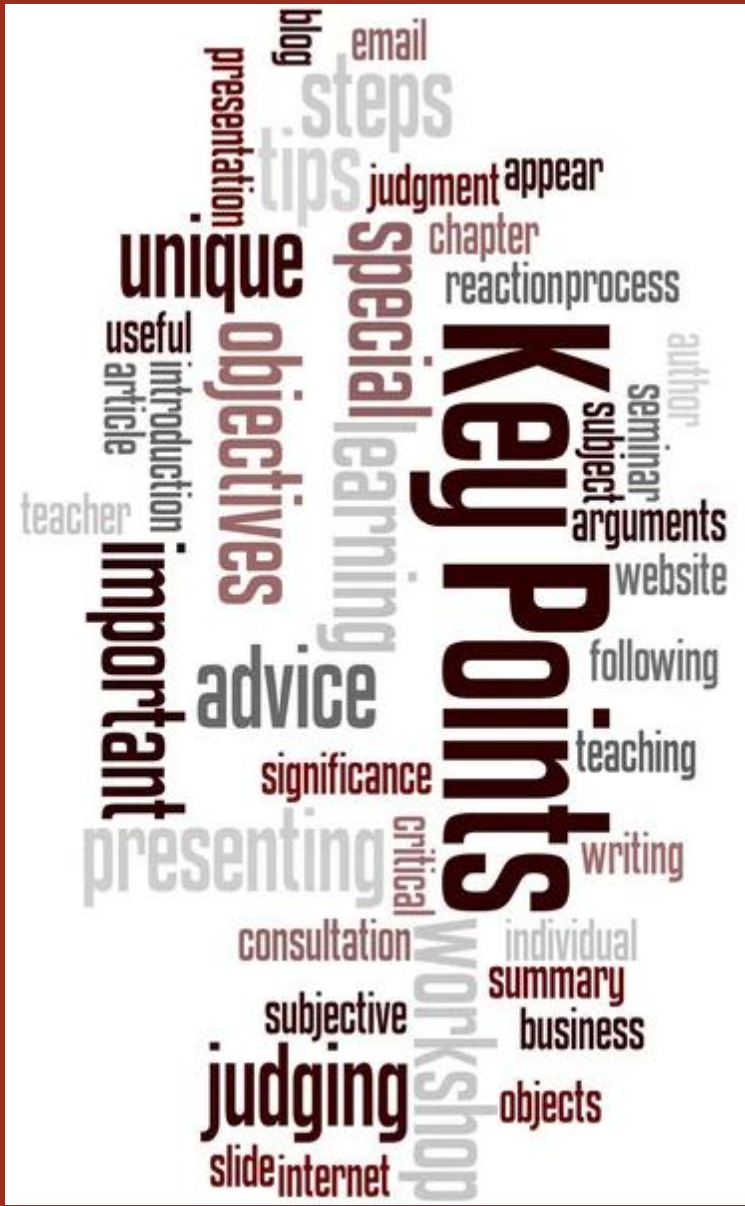
Debrief and Key Ideas about Escalation

Less escalated actions
prepare our people for more
escalated actions

Give the target the chance to
do the right thing before things
escalate

Use the threat of escalation





Target

- Name, face, address
- Has the power to grant your demand

Demand

- Outcome that the target can grant which addresses your issue
- Measureable and achievable

A Tactic

- Is Strategic – Time and resource
- Puts pressure on your Target (puts them out of their comfort zone) - Escalates
- Builds your Power (develops leaders, brings more people in, etc.)- Escalates

Josh



Team Campaign Design



Campaign Planning

Using the scenario selected, identify a goal and a basic campaign timeline.

Focus is **not** on actions – but on **leaders and structures needed** to achieve the various “wins along the way” to reach the ultimate win.

Special emphasis:

1. How race, class, and gender impact the campaign.
2. What partnerships and coalitions are needed to win
3. The culture and connection of an HBCU/MSI Campus

Example- Leaders, Structures, Message

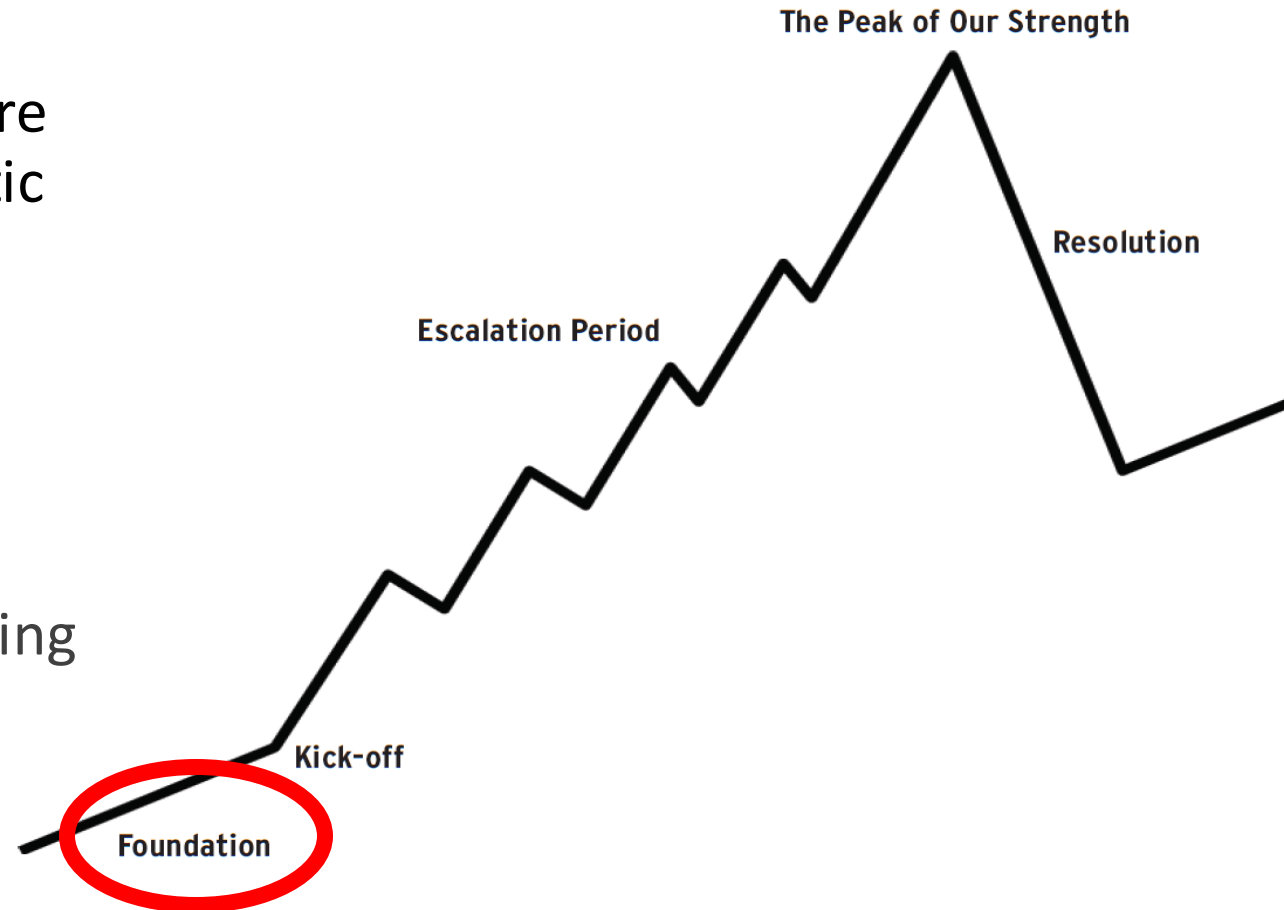
What sort of leaders, structures, and message do you need in the foundation stage and what sort of structures are being developed?

EX. Want to make sure there are at least 3 leaders in each building who want to make sure the union turns out the vote for the democratic candidate who supports unions. This team is talking to members and non-members, doing surveys, and working ID'ing possible future volunteers for actions. Each team member has proven following.

Structure – Political Action Team in each building that is part of the local's Political Action Network. "Democracy is a Union Right and a Union Fight"

CAMPAIGN MOUNTAIN

Phases of a Campaign





Campaign Presentations



Team
Presentation and
Coaching Time



Closing

In Ella Baker's Own Words



Our Vision of Now and the Future

**What will your
workplace, locals,
community look like
after you have
implemented
campaigns like this?**



Final Reflections

- What is one thing you are going to do “tomorrow”?
- What is one thing you are going to do next month?
- What is one thing you might do in six month?





**KEEP
CALM
AND
WRAP IT
UP**

Gratitude
Evaluations
Final Words for the
Good of the Order