

# Welcome

Fall 2017 Campus Organizing Academy

We'll get started at 8:00 pm Eastern Time

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# OFA Campus Organizing Academy

Fall 2017

Kevin Lane, Training Projects Manager

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# Welcome & introductions

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# Meet our Coaches

## OFA Volunteer Leaders:

- Belinda Burroughs, VA
- Hope Busto-Keyes, HI
- Kathy Carter, IL
- Verdell Clark, MD
- Denise Fernandes, NJ
- Mauricio Jimenez, FL
- Cameron Greer, TX
- Susanne Huttner, CA
- Jakob Lineberry, MO
- Howard Matis, CA
- Monique Navarro, TX
- Amanda Nicholson, NY
- Sharmaine Olay, CA
- Wannetta Phillips, NJ
- Mary Studley, IN

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# Meet our Coaches

## OFA Alumni:

- Patrick Burton, DC
- Michael Ceraso, CA
- Thomas DeLoach, CA
- Mona DeQuis, MI
- Ashwani Jain, MD
- Leah Kellgren, CA
- Neal Morgan, CA
- Vanessa Jimenez-Browne, CA
- Andrea Nemecek, IA
- David Pena, NM
- Robin Schmidt, WI
- Rachel Schneider, IL
- Christine Senteno, DC
- Jerron Totten, NC
- Joel Wanger, MD

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# Campus Organizing Academy: Fall 2017

- 64 students from 29 different states.
- Over 50 campuses! Undergrad, graduate, and some high school students in the program.
- All campus leaders and the next generation of progressive organizers!

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# Meet each other!

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# 8 minutes

## Group Activity



### Things to share:

1. Name and where you're from
2. Area(s) of study or interest
3. A fun fact about yourself
4. Anything else!

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# Share



Type in the chat box or raise your hand

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A group of diverse people, including men and women of various ethnicities, are seated around a table in what appears to be a meeting or collaborative work environment. They are looking towards the center of the table, suggesting an active discussion or meeting. The image is overlaid with a semi-transparent dark blue filter.

# Norms and expectations

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# Logistics



We will meet for 90 minutes



Send technology questions  
to [organizing@ofa.us](mailto:organizing@ofa.us).



A recording of this training will be  
available later this week.



It's cool if you tweet—use #OFAAction.

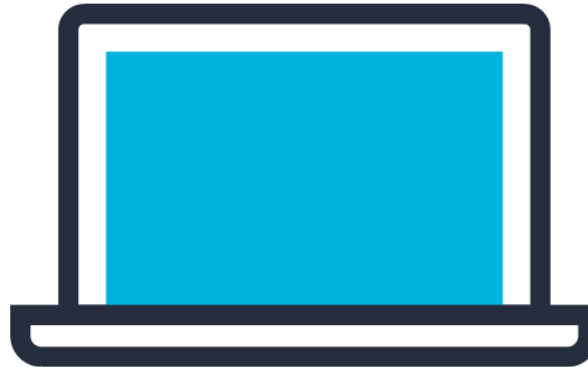
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# Goals for the Academy

- 1 Gain a deeper understanding of the strategic framework for organizing effective campaigns.
- 2 Develop concrete organizing skills and leadership through trainings and your campus coach.
- 3 Begin to see ourselves as organizing leaders within the progressive movement.

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# Your goals?



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# Program expectations

**Attend 4/6  
online  
trainings  
(with make-  
ups)**

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# Program expectations

**Attend 4/6  
online  
trainings  
(with make-  
ups)**

**At least four  
1:1 meetings  
with your  
coach**

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# Program expectations

**Attend 4/6  
online  
trainings  
(with make-  
ups)**

**At least four  
1:1 meetings  
with your  
coach**

**Submit an  
organizer  
project plan**

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# Issues, politics, elections

## OFA is a non-partisan issue advocacy organization

- We cannot coordinate with or support organizations that focus on electoral or party specific work.
- We can work with issue focused groups.
- We can train individuals that are a part of political groups, but we cannot sponsor, provide resources, or direct guidance on supporting political groups.

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# Why organize? **Why now?**

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# The issue ecosystem

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# Defining an issue ecosystem

The issue ecosystem is the set of conditions surrounding an issue: current policy, public opinion, decision makers positions, political capital, etc.

The goal of issue campaigns is to influence these conditions so that decision makers enact the change you wish to see.

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Make your interests  
align with the **self-interest**  
of decision makers.

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**Make your interests  
align with the **self-interest**  
of decision makers.**

*(or seem to align)*

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APPROVED

MAR 23 2010

Barack Obama

## Health care

Health care reform has been top political issue for decades. It is a dynamic and ever-changing issue ecosystem.

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# 8 minutes

Raise your hand or type  
in the chat box to share



## Consider an issue ecosystem for an issue you care about:

- Who are the key decision makers?
- How much political capital / will exists?
- Where does the public stand?
- What forces are working against you? For you?





# Issue campaigns

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# Building the framework

- 1 A goal.
- 2 A strategy.
- 3 Tactics.

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# Building the framework

- 1 An achievable, measurable, and problem-solving goal.
- 2 A strategy.
- 3 Tactics.

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# Building the framework

- 1 An achievable, measurable, and problem-solving goal.
- 2 A strategy that provides the roadmap for success.
- 3 Tactics.

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# Building the framework

- 1 An achievable, measurable, and problem-solving goal.
- 2 A strategy that provides the roadmap for success.
- 3 Effective tactics that accomplish your goal through the strategy you've developed.

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# Montgomery Bus Boycotts

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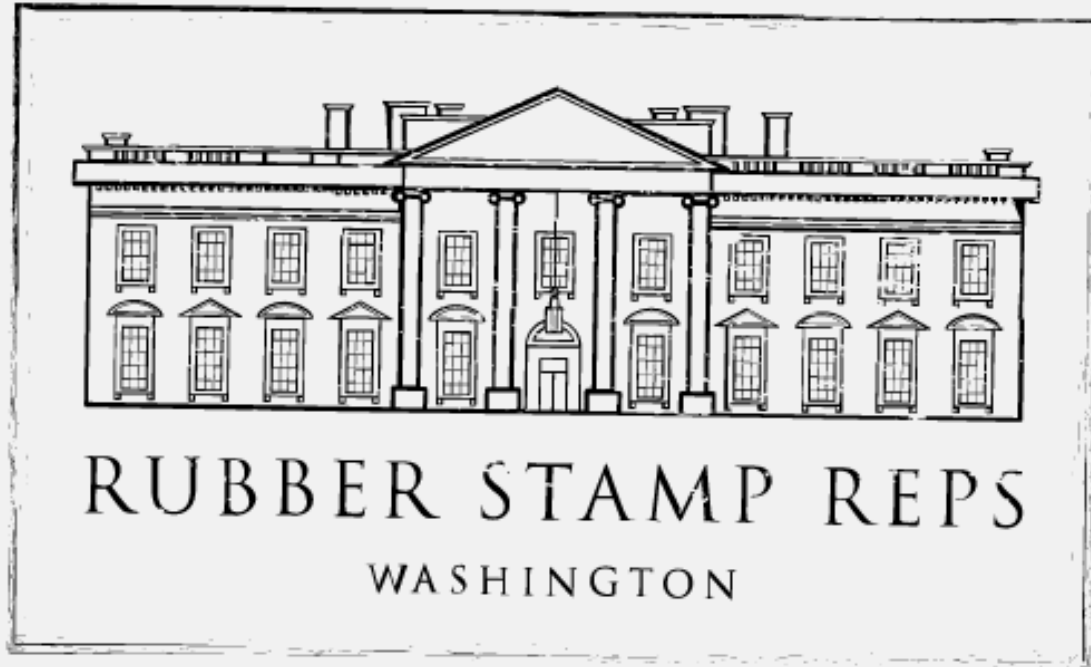
# Debrief



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# Rubber Stamp Reps

OFA's long-term campaign to hold elected officials accountable to the will of their constituents and better serve the their districts.

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# Building the framework

- 1 An achievable, measurable, and problem-solving goal.
- 2 A strategy that provides the roadmap for success.
- 3 Effective tactics that accomplish your goal through the strategy you've developed.

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# Next steps

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# Campus Organizer Backpack

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# Setting up your first 1:1

Campus coaches will be assigned to you by Thursday, September 21.

I will introduce you via email. You and your coach should schedule your first 1:1 conversation by Thursday, September 28.

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# bit.ly/democampus

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**Next call:**  
**Thursday, September 28**  
**8pm Eastern Time**

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# Any questions?

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