

AN EXAMPLE OF THE COMMUNITY ORGANIZING CAMPAIGN PLANNING STRATEGY



CAMPAIGN ISSUE (What are we working for?):

To close the achievement gap amongst Black/Latino/Pacific Islander students and White/Asian students. Only 50% of the Black/Latino/Pacific Islander students graduate from high school.

SHORT TERM GOAL	INTERMEDIATE GOAL	LONG TERM GOAL
Get the school board and the superintendent to adopt a resolution to close the achievement gap and ensure a high quality education for all by 2020.	By 2015 75% of Black/Latino/Pacific Islander students will graduate from high school.	By 2020 over 90% of Black/Latino/Pacific Islander students will graduate from high school.

CONSTITUENTS (who we are and who we are fighting for)	ALLIES (who we can count on for support)	OPPONENTS (who want to maintain the status quo)	TARGETS (who can make the change we need made)
We are the parents and the students of the district who have not been well educated and are part of the 50% of students who aren't graduating.	Community organizing groups like 'Parents United' and 'Students for Education Equity'. We also work well with 'Students and Faculty for Equity for All' at City College.	The teachers union is worried that we want to fire some teachers. The parents of some of the Asian and White students are worried that fewer resources will go to them if resources are shifted to support us.	The local school board, the superintendant, business leaders, the State Board of Education, city/county board of supervisors

WHAT RESOURCES DO WE CURRENTLY HAVE TO HELP US WIN?	WHAT RESOURCES DO WE NEED TO WIN?
We have the stories of our students and we have the data about our outcomes. We have a lot of students and parents who are fed up. We have several allies on the school board and on the board of supervisors.	We need more teachers and faculty on our side – those who want to change how teaching and learning happens and not just stick with the status quo. We need better teacher preparation programs. We need new principal training programs.

WHAT ARE OUR TACTICS/ACTIONS?
We will meet with the school board to work out the details of the resolutions. We will do presentations to principals and teachers. We will do a video PSA that can educate the public about the crisis. We will march to city hall and write articles in the paper and do whatever it takes to let the public know what is happening in the schools.



EnergizeOurNeighborhoods.org
 208-570-6834 | energize@cityofboise.org
 150 N. Capitol Blvd, Boise, ID 83702

COMMUNITY ORGANIZING: CAMPAIGN PLANNING STRATEGY



CAMPAIGN ISSUE (What are we working for?):

--	--	--

SHORT TERM GOAL

INTERMEDIATE GOAL

LONG TERM GOAL

--	--	--

CONSTITUENTS

(who we are and who we are fighting for)

ALLIES

(who we can count on for support)

OPPONENTS

(who want to maintain the status quo)

TARGETS

(who can make the change we need made)

--	--	--	--

WHAT RESOURCES DO WE CURRENTLY HAVE TO HELP US WIN?

WHAT RESOURCES DO WE NEED TO WIN?

--	--

WHAT ARE OUR TACTICS/ACTIONS?

--



EnergizeOurNeighborhoods.org

208-570-6834 | energize@cityofboise.org

150 N. Capitol Blvd, Boise, ID 83702