



Overview

THEME	TIME	MATERIALS	SETUP
NOW	30-70 MINUTES	HANDOUT (Video Opt.)	FLEXIBLE

Topic: Strategies for social change

Audience: Youth through adults who are seeking an introduction to the wide array of strategies for effecting change.

Conceptual Objective: Participants will understand that there are multiple potential strategies for addressing issues they care about. Commonly considered strategies such as charitable volunteerism or legislative advocacy are only two possibilities. Analyzing how multiple change strategies have been or might be used can enhance one's understanding of an issue and the impact of one's action.

Experiential Objective: Participants will explore their own preferences and experiences, identifying types of action that resonate with them and considering with others the potential in additional modes of action.

Facilitator Prep: Familiarize yourself with the Social Change Wheel, definitions of its terms, and examples of its strategies. Determine which exercise(s) suit your goals, time, group, etc. Preview the recommended video or select your own, if you wish to use one.

Related content: This exercise may be a useful follow up to the Action Star Framework as a group considers moving to action on an issue.

Materials: Handout; also a computer, projector, speakers, and internet, if you choose to show the YouTube video.

Procedure

INTRODUCTIONS (3 MIN)

- Presenters introduce themselves to the group, participants introduce themselves to a neighbor.

OPENING (2 MIN)

- Introduce the focus of this workshop in a way appropriate to your context. For example, with a group already committed to working on a specific issue, you might say this exercise will help the group consider strategies for addressing it. If participants are thinking about how they, as individuals, might want to engage in their communities, you might say this exercise will have them think about what activities appeal to them and why.
- Depending on your goals and the time available, use any single exercise below or a combination of several exercises.

CONSIDERING STRATEGIES (15 MIN)

This exercise focuses on participants' relationship to the Social Change Wheel.

- Give participants the Social Change Wheel handout and ask them to take several minutes to consider what strategies they are most drawn to, which they tend to avoid, which they don't know much about, etc.
- Have participants get into small groups of 3-4 to discuss their reflections. Prompts can include:
 1. Which part(s) of the wheel are you drawn to the most? Why?
 2. What strategies do you have experience with?
 3. What strategies have you seen others use with positive effects?
 4. Which part(s) of the wheel do you find most challenging or unappealing? Why?
 5. Why might it be necessary for more than one strategy to be employed to address a particular issue?
- Ask groups to share highlights from their conversation. You might also note similarities and differences that arise, share examples to illustrate strategies that seem unclear to participants, and/or make comments relating this to your context.

FOCUS ON A STRATEGY (15 MIN)

Have participants gather in small groups around the strategy that they perceive most positively. Ask each group to discuss the following questions:

- Why did you choose this particular area?
- What do you see as the strengths and weaknesses of this approach to change?
- What skills or knowledge do you think most important to doing this kind of change work well?
- What would you say to (or ask of) people who find this strategy less appealing?

Form new small groups around the strategy that they perceive most negatively. Have them consider:

- Why did you choose this particular area?
- What do you see as the strengths and weaknesses of this approach to change?
- What could make you say to (or ask of) people who find this strategy more appealing?

Debrief each strategy, with positive and negative groups reporting out and responding to each other.

FOCUS ON AN ISSUE (20 MIN)

- Either identify a specific social issue for the full group to discuss, or ask participants to name their interests and then form small groups around a common interests.
- Have each group brainstorm and analyze ways that multiple strategies on the Social Change Wheel could be used — and are being used, by them and others — to address the issue on which they're focused.
- If this is a group that could continue working together on this issue, have them identify specific next steps (e.g., learning more about what others are doing on the issue, developing skills around a particular strategy, taking a particular kind of action).
- Report out.

VIDEO DISCUSSION (10 MIN)

- Briefly describe the video you'll use and invite participants to focus on strategies mentioned or demonstrated in it. (e.g., We're going to watch a short video about a real teenager discussing an environmental issue he identified in their world. Try to notice the different methods that this young person uses to make change in his community.)
- Show the video (<https://www.youtube.com/watch?v=El8pEQH-pls> or another one of your choosing).
- Show the Social Change Wheel on a projector (<http://mncampuscompact.org/wp-content/uploads/sites/30/2016/04/social-change-wheel-handout-2014-2-page-version.pdf>).
- Ask participants to list the change strategies they noticed in the video.
- Discuss how the methods align with the Social Change Wheel.

CLOSING (5 MIN)

Ask each participant to share one takeaway—this could be a specific commitment to action, a question to think more about, a new understanding of something, etc.

This 'Social Change Wheel' workshop was developed by Minnesota Campus Compact staff. We welcome your suggestions for improving this guide further for future trainings. We also welcome you to use it and adapt it for your own trainings, subject to the terms below.

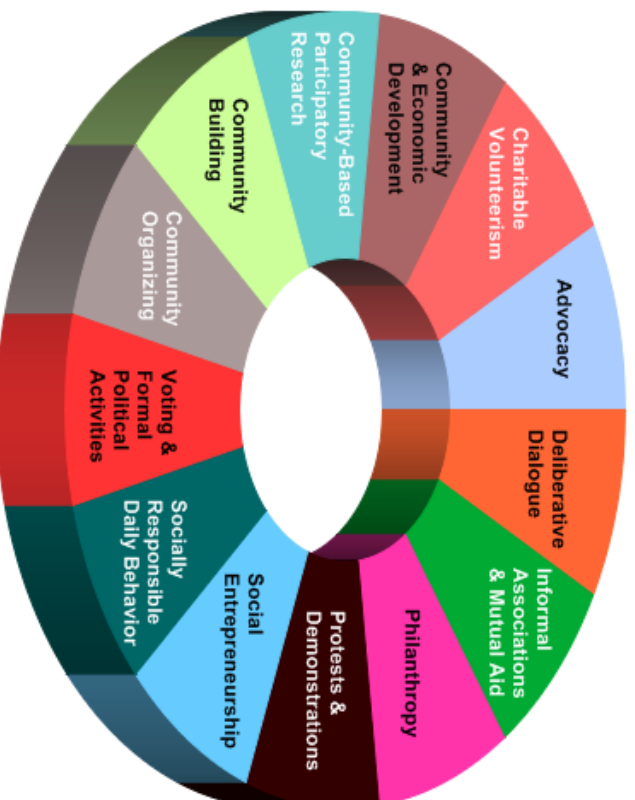
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SOCIAL CHANGE WHEEL

All of these strategies can contribute to social change.



Advocacy – supporting an idea or cause through public and private communications, and collecting evidence to support one’s position

Examples:

- Speaking or writing to individuals, groups, or elected officials on behalf of a cause
- Sharing a video about your cause on social media

Charitable Volunteering – addressing immediate needs, most often through social service agencies, churches, or schools

Examples:

- Tutoring a child or an adult once a week
- Serving food or registering people at a soup kitchen or shelter

Community & Economic Development – acting to provide economic opportunities and improve social conditions in a sustainable way

Examples:

- Developing marketing plans, websites, or other supports to help small businesses grow
- Providing microloans or training to aspiring entrepreneurs

Community-Based Participatory Research – conducting research in partnership with members of a community with an intention to benefit the community

Examples:

- Defining a research agenda and implementing each aspect of research projects with local stakeholders
- Jointly publishing results to ensure they reach public as well as academic audiences

Community-Building – strengthening through interpersonal connections the capacity of local residents and associations to work together

Examples:

- Creating local history projects profiling both long-time and new residents
- Organizing neighborhood clean-ups or National Night Out activities

Community Organizing - bringing people together to act in their shared self-interest

Examples:

- Mapping the skills, interests, relationships, and other assets of residents to inform work on particular issues
- Developing an issue campaign to call for change in a troubling practice, such as the overuse of school suspensions



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Deliberative Dialogue – exchanging and weighing different ideas, perspectives, and approaches around particular issues in a public setting

Examples:

- Organizing ongoing local discussion circles
- Using a National Issues Forums guide to prompt a group to consider multiple options on an issue

Informal Associations & Mutual Aid – unpaid, collaborative work or sharing of resources by people seeking to improve their collective quality of life

Examples:

- Starting a support group around an issue of concern
- Participating in disaster relief efforts or opening your home to a displaced person

Philanthropy – Donating money to increase the well-being of humankind or advance another social good

Examples:

- Holding a fundraiser for a nonprofit organization
- Providing cash or in-kind donations yourself

Protests & Demonstrations – expressing public disagreement with a situation or policy in a visible, non-violent way

Examples:

- Participating in rallies or marches in support of a cause
- Creating public visual or performance art intended to draw attention to an issue

Social Entrepreneurship – creating a new venture or using entrepreneurial principles to change an existing one

Examples:

- Launching a business with a clear social benefit
- Developing a new product that affordably provides clean water to people in areas without it

Socially Responsible Daily Behavior – acting on one’s values and civic commitments in one’s personal and professional life

Examples:

- Challenging racist or sexist words or behavior
- Buying from locally owned or socially responsible businesses

Voting & Formal Political Activities – mobilizing others to influence public policy through formal political channels – and participating yourself

Examples:

- Organizing a voter registration drive
- Running for public office or working or volunteering on another candidate’s campaign

Survey for “Social Change Wheel” Workshop

Thank you for taking time to attend this Civic Agency workshop. We are very interested in receiving your feedback.

(Alternatively, you may also complete this survey online at http://augsborg.az1.qualtrics.com/SE/?SID=SV_06aoPbGJyJ717oF)

If you have participants complete evaluations on paper, please scan them and send them to info@mncampuscompact.org.

Your information

Primary Role: Student, Faculty, Staff, Administrator, Community Organization Staff, AmeriCorps/VISTA

Institution (College, University, Organization):

Date:

Please indicate how strongly you agree/disagree with the following about your experience with the Civic Agency workshop you participated in	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I felt welcomed and included.					
I learned about one or more leadership tools or resources.					
The tools and exercises I learned about are valuable.					
I feel capable of using the tools and exercises I learned about.					
I intend to use at least one thing I learned here.					
Other participants in the workshop helped me see things from a different perspective.					
I developed new or deeper connections with others.					

Is there anything you would like to tell us about your experience with the workshop?