Mendocino & Lake County Community Organizer Training

Amplifying Change—Social, & Environmental Justice

8:00am – 5:00pm Friday, January 31st – 8:30am – 4:30pm Saturday, February 1st
Alex Rorabaugh Center, 1640 S State St, Ukiah, CA

TRAINING GOALS

1. To gain a better understanding of strategic organizing
2. Increase our understanding of power and how to build real power
3. To explore the principles of building and maintaining powerful coalitions
4. To explore, and plan, how to use The Mendocino Climate Action Commission process to strategically build power
5. To explore, and plan, how to use The Mendocino Climate Action Commission process to bring about real policy change backed by that strategically organized power
6. To use the Mendocino Climate Action Commission process to gain a deeper understanding of, and impact on, the political process

Friday, Day 1: 8:00 a.m.- 5:00 p.m.

8:00 a.m.- 8:30 a.m. Registration
8:30 a.m.- 8:40 a.m. Welcome & Acknowledgements
8:45 a.m.- 8:55 a.m. Introduction to Community Governance Partnership, Overview of Goals, and David Hunt of David Hunt & Associates
8:55 a.m.- 9:10 a.m. Interactive Group Introductions & Agenda Review
9:10 a.m.- 10:00 a.m. Historic and Present-Day Role of Organizing and the Creation of Public Policy/Introduction to Methods of Changing Social Policy

We introduce a variety of tools to address social problems and the process for grassroots driven policy change and explore the difference between service provision and organizing and how they can work together.

10:00 a.m.- 10:10 a.m. Break
10:10 a.m.- 12:20 p.m. Relations of Power Presentation and Interactive Role Play

This session will discuss and demonstrate how to strategically identify, develop and use measurable effective power when confronting organizer power on the other side, as well as the forms and definitions of organized measurable effective power when confronting organized power on the other side, as well as the forms and definitions of organized power needed depending on the decision maker. The session will also explore the forms of organized power displayed during an interactive role play.

12:20 p.m.- 1:00 p.m. Lunch

1:00 p.m.- 3:00 p.m. Using a Strategy Chart: CROP as an Example

This session will discuss and demonstrate how to strategically identify and develop a winning strategy for an issue campaign while also building powerful organizations and coalitions.

3:00 p.m.- 3:15 p.m. Break

3:15 p.m.- 4:45 p.m. Building a Political Dossier on Two Mendocino County Supervisors

This session will utilize small working groups to build a dossier for two Board of Supervisors from Mendocino County. It will demonstrate how to research prior voting records, why that's useful, and how to develop a strategy based on that political history to influence a representative's vote on a particular issue.

4:45 p.m.- 5:00 p.m. Wrap-Up Thoughts from the Day

5:00 p.m. Adjourn

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Saturday, Day 2: 8:30 a.m.- 4:30 p.m.

8:30 a.m.- 8:35 a.m. Welcome Back

8:35 a.m.- 8:45 a.m. Opening Comments from Supervisor Haschak

8:45 a.m.- 8:50 a.m. Review of the Day’s Goals and Agenda

8:50 a.m.- 10:00 a.m. Developing a Strategy Chart Assignment Review and Development

This session will allow participants a hands-on opportunity to explore and practice using the organizing strategy chart to strategically identify and develop a winning strategy for an issue campaign while also building the power of organizations and coalitions.

10:00 a.m.- 12:00 p.m. Strategy Chart Presentations

12:00 p.m.- 12:15 p.m. Final Organizing Questions, Ideas, Concerns

12:15 p.m.- 1:00 p.m. Lunch

1:00 p.m.- 2:30 p.m. Coalition Building Presentation & Exercise

This session will discuss what it means to be an effective coalition, how to avoid the pitfalls of being an unproductive working group. We’ll then take what we learn from the presentation, and use that knowledge in a practice exercise.

2:30 p.m.- 4:10 p.m. Creating a Strategy Chart for Your Organization

This exercise will allow you to generate a strategy chart for your organization, in small groups or individually, based on the principles learned in yesterday’s strategy chart exercise.

4:10 p.m.- 4:20 p.m. Final Reflections & Evaluations

4:20 p.m.- 4:30 p.m. Final Wrap-Up, and Adjourn