

Teaching Social Action

December 13, 2019 Webinar Chat Text

See <https://www.youtube.com/watch?v=4PS-yQuio7I&feature=youtu.be>

15:56:10 From marshall ganz : This is very cool! A Research Factory

15:56:26 From Scott Myers-Lipton : I agree!

15:56:40 From Scott Myers-Lipton : connecting social action to graduate research...

15:56:44 From marshall ganz : How about pushing that job onto the administration. Why is it the student's job?

15:57:05 From Scott Myers-Lipton : or the professors...

15:57:54 From Rochelle Smarr : Hi folks! Great to hear the project updates. I am signing off. Hope to join the meeting in January. Be well!

15:59:43 From Aaron Schutz : But allowing others to put the data argument together gives up a lot of control. Wouldn't you want your own research arm? Lots of organizing groups have had their own research arm with volunteers, etc. National People's Action, ACORN. Having their own research and pulling their own numbers can be really important.

16:00:40 From marshall ganz : Too often its very confusing re theory of change. They think its all data when its really about power,

16:05:13 From marshall ganz : This is another good question. To what extent do you facilitate intentional leadership team formation?

16:10:25 From Matthew Jendian (Fresno State) : One of the first things I have the students do, once the teams are formed, is individual asset mapping where each identifies gifts of the head, hand, and heart they possess, and they share those assets with each other, so they know what skill sets and passions are on the team.

16:11:38 From marshall ganz : How about intentional succession planning as part of graduation?

16:12:59 From Emilia Aiello : Do these campaigns - and the students- involve people who are outside of the university? e.g. non students I mean

16:13:32 From marshall ganz : Excellent!!!

16:13:36 From Scott Myers-Lipton : I am typing that info into my lesson plan right now!

16:14:53 From Scott Myers-Lipton : two last lessons since we are running out of time.

16:14:54 From Matthew Jendian (Fresno State) : I have a tool I compiled from various sources for the personal asset inventory, if you'd like me to share.

16:15:36 From marshall ganz : I can share our module on team formation (with videos) if helpful. The theoretical background is Richard Hackman's work on teams.

16:15:37 From Bonner Foundation : Matthew, please do share

16:16:19 From Scott Myers-Lipton : Campaign Analysis:

- i. Issue Development:
 - Demands:
 - Target:
 - Winnable/ feel strongly about it / willing to put in time and energy

ii. Leadership: Old or New

- iii. Change Theory:
 - Materialist factors:
 - Ideationalist factors:

iv. Building Power: Recruitment, Alliances

- v. Strategies:
 - Media & Public Education Strategy (use of press, social media, etc)
 - Disruption
 - Target Meetings

- vi. Actions/Tactics (Series):
 - Rally, March, Picket, Street Theater, Public Hearings, Walkouts

1) You can move through anger (by the decision maker) toward a solution

16:17:18 From Scott Myers-Lipton : which is key in this time of polarization

16:17:44 From Scott Myers-Lipton : that was the 2nd one!

16:23:06 From marshall ganz : This is a good start Bobby. What I'm wondering is why "group dynamics" comes at the end, after the real organization building has to be done.. So what seems to be missing for me is relationship building, narrative development, and structure (which is where teams come into the picture) .

16:23:37 From Scott Myers-Lipton : Group dynamics is brought up in chapter 2

16:23:47 From Scott Myers-Lipton : but I have moved the Group Dynamic Chapter up!

16:24:33 From marshall ganz : It seems very strong on strategy, tactics, and action. But the organization part seems to be missing and that's where much of the most critical work is So this is actually more about mobilizing than organizing.

16:25:35 From Aaron Schutz : Is there something fundamental that this approach to single projects in discrete projects points towards mobilization and potentially miseducates about "organizing" which is focused on long term power.

16:30:06 From Matthew Record : I'm putting together my syllabus for policy analysis next semester. If anyone has a student campaign that would benefit from a systematic analytical treatment conducted by some smart, passioante grad studens, please feel free to e-mail me at matthew.record@sjsu.edu.

16:30:25 From marshall ganz : It may complicate things too much but the distinction between shared purpose and strategic objectlves. I've done work with the Moimentum people on this

16:31:08 From Matthew Jendian (Fresno State) : I see person development and community development linked, so I focus on personal asset inventories, self interest diagrams, and public narrative up front and THEN we get into the issue development and team formation.