

SYLLBUS

SST 902: Outreach and Social Action

Section 7080 | 0 units (noncredit, free for CA residents)

Dates: Sept 2 – Nov 21, 2025 (12 Weeks)

Format: In person, Wednesdays 11:00am–12:30pm

Location: Math & Science Bldg. MSB 206

Professors:

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Inspiration

“Every movement has a moment – ours is NOW.”

“Tell me and I forget. Show me and I remember. Involve me and I understand.”

– Xun Kuang, Confucian philosopher

“Power concedes nothing without a demand. It never did and it never will.”

– Frederick Douglass

Course Overview

This class is about *doing* social action, not just studying it. Inspired by Dr. Scott Myers-Lipton’s model, you’ll:

- Explore equity, environmental justice, and social justice movements.
- Design and launch a real policy-change campaign.
- Connect readings and reflection with hands-on action.

By week 4–5 you’ll choose a campaign, by week 9 you’ll launch it, and the rest of the semester you’ll refine, act, and reflect. The professors are here to guide you, but you and your peers are co-creators of this learning community.

Student Learning Outcomes

After completion of this course, you will be able to:

1. Identify and frame social action issues with clear demands and targets.
2. Build coalitions and organize stakeholders.
3. Design and implement advocacy strategies and tactics.
4. Use research tools like historical analysis and power mapping.
5. Communicate goals effectively, including through media outreach.
6. Develop, launch, and assess a full campaign plan.

Communication Guidelines

- Check **Canvas Weekly Modules** for assignments.
- Read **Announcements** before starting weekly work.
- Join **Pronto** for class updates.
- Email for personal/academic questions; text only for quick, non-emergency matters.
- Always include your full name and “SST902.”
- Expect responses within 48 hours on weekdays. We take weekends off—please do the same.

What to Expect

- **Show up and participate:** Your voice matters. Phones away during group discussions; you can use devices during small-group work.
- **Do the readings:** They’ll ground our conversations and campaigns.
- **Commit to action:** Plan to spend 1.5–2 hours/week outside class on your group campaign.
- **Stay flexible:** If life interferes with deadlines, reach out early—we’ll support you.

Assignments & Evaluation

This course is **Pass/No Pass**. You’ll demonstrate learning through:

1. **Portfolio (Discussion Threads)**
 - Instead of exams, you’ll build a portfolio of reflections and discussions connecting readings with your campaign experience.
2. **Campaign Presentation & Binder**
 - Group presentation on your campaign.
 - Campaign binder (passed on to future students).
3. **Prep Assignments (#1–3)**
 - Step-by-step tasks that build toward your campaign launch.
4. **Group Presentations (#1 & #2)**
 - #1: Your team’s research and strategy.
 - #2: Outcomes and reflections on your campaign.

If absent, contact your group to catch up.

Required Reading

Myers-Lipton, Scott. 2023. *Change! A Student Guide to Social Action* (2nd ed.) Routledge.

A copy will be provided to borrow—must be returned at the end of term to receive a Pass.


Let’s Get Started

Class Schedule

When	Module Topic	Notes
Week One Sept 3 In class	Igniting Change: Introductions & Issue Development	Lesson Topics: Introductions & Key Concepts <ul style="list-style-type: none"> Syllabus overview Group introductions Overview of Social Action READ/WATCH Read: Myers-Lipton, CHANGE!, Student Victories (XI-XII), Preface (XIII-XVII) Read: Myers-Lipton, CHANGE! Chapter 1: Issue Development: (Pages 1-19) Read: Stanford article "Culture and Community Power Building" (Optional) Read: Delegates to the First National People of Color Environmental Leadership Summit. 1991 (Optional) (October 24-27). "Principles of Environmental Justice." https://www.ejnet.org/ej/principles.pdf ACTIVITIES (To Do) <ul style="list-style-type: none"> DQ Portfolio Assignment- What does social action mean to you? Small group discussion in class See Canvas for activities
Week Two Sept 10 In class	Building the Foundation: Issue Development, Intentions (setting the tone) & Teamwork	Lesson Topics <ul style="list-style-type: none"> Issue Development Setting the Tone READ/WATCH Read: Myers-Lipton, CHANGE! Message to Teachers (XIX-XXIII) (optional) Read: Myers-Lipton, CHANGE! Chapter 1: Issue Development (pages 1-19) Read: Myers-Lipton, CHANGE! Chapter 2: Setting the Tone (pages 20-27) Read: Abraham Lincoln's Lyceum Address (Optional) https://www.abrahamlincolnonline.org/lincoln/speeches/lyceum.htm Watch: Walk the Walk https://vimeo.com/345582963/57c6ce810c ACTIVITIES (To Do) Select teams

Week Three Sept 17	Change Starts Here: Theories of Transformation and Building Power	LESSON TOPICS <ul style="list-style-type: none"> • Change Theory • Building Power • Guest Speaker TBD READ/WATCH Read: Myers-Lipton, CHANGE! Chapter 3: Change Theory (Pages 28-41) Read: Myers-Lipton CHANGE! Chapter 4: Building Power (pages 43-59) Watch: https://www.youtube.com/watch?v=o2iCADt0QS8 Watch: https://www.youtube.com/watch?v=N28iaWlZJzg ACTIVITIES (To Do) <ul style="list-style-type: none"> • Working Session in Class: Chapter 6 and 4 Portfolio Questions
Week Four Sept 24	Research for Action: Investigating Issues That Matter. Group Dynamics -How is your team working?	LESSON TOPICS <ul style="list-style-type: none"> • Research • Group Dynamics: How is your Team working? • Select a Campaign • Guest Speaker- TBD SML READ/WATCH Read: Myers-Lipton, CHANGE! Chapter 5: Research , pages 60-68 Read: Myers-Lipton, CHANGE! Chapter 6: Group Dynamics (pages 72-80) ACTIVITIES (To Do) <ul style="list-style-type: none"> • Working Session in Class: <ul style="list-style-type: none"> • Discuss and respond to selected and/or revised portfolio questions. -Myers-Lipton, Chapter 4: Building Power: • Divide into teams & begin your research in response to selected issue
Week Five Oct 1	Power in Motion: Strategy and Tactics for Social Movements	LESSON TOPICS <ul style="list-style-type: none"> • Strategy and Tactics READ/WATCH Read: Myers-Lipton, CHANGE! Chapter 7: Strategy and Tactics (pages 81-98) Read: Sunrise Movement. 2025. “We Demand a Green New Deal for All to Stop the Climate (Optional) Crisis” [Review (1) What is a Green New Deal? (2) Our Demands (3) Our Strategy] (Optional) https://www.sunrisemovement.org/our-demands/ Watch: Scott Myers-Lipton, Bonner Network: https://www.youtube.com/watch?v=59CX2b4oPxg ACTIVITIES (To Do) <ul style="list-style-type: none"> • Portfolio Assignment

Week Six Oct 8	Ignite the Change: Campaign Kickoff	LESSON TOPICS <ul style="list-style-type: none"> • Campaign Kickoff READ/WATCH Read: Myers-Lipton, CHANGE! Chapter 8: Campaign Kickoff (pages 99-113) Read: Student Campaigns in Canvas Watch: SJSU Students Denounce Board Member's Alleged Racist Statement Watch: United Students Against Sweatshops and GCCWP Watch: Student Homeless Alliance ACTIVITIES (To Do) <ul style="list-style-type: none"> • Identify the campaign event you will launch Describe the plan to launch the event during the next two weeks
Week Seven Oct 15	Blueprint for Change: Developing Your Campaign Plan	LESSON TOPICS <ul style="list-style-type: none"> • Campaign Plan READ/WATCH Read: Myers-Lipton, CHANGE! Chapter 9: Campaign Plan (pages 114-121) ACTIVITIES (To Do) <ul style="list-style-type: none"> • Campaigns
Week Eight Oct 22	Campaign Architecture: Goals, Messaging, and Mobilization	LESSON TOPICS <ul style="list-style-type: none"> • Campaign READ/WATCH Read: UN DECLARATION of HUMAN RIGHTS and 2ND BILL of RIGHTS Watch: FDR's 2nd Bill of Rights ACTIVITIES (To Do) <ul style="list-style-type: none"> • Campaigns
Week Nine Oct 29	Measuring Impact: Evaluating Your Campaign	LESSON TOPICS <ul style="list-style-type: none"> • Evaluations • Continue to work on campaign READ/WATCH Read: Myers-Lipton, Chapter 10: Campaign Evaluation (pages 122_124) ACTIVITIES (To Do) <ul style="list-style-type: none"> • Campaigns
Week Ten Nov 5	Moving from Ignorance towards Knowledge and Wisdom	LESSON TOPICS <ul style="list-style-type: none"> • Continue to work on campaign READ/WATCH Read: Myers-Lipton, Chapter 11: The Hero's and Shero's Journey (pages 125-130) Watch: The Matrix: Not Quite Fitting in, The Call, & Blue or Red Pill ACTIVITIES (To Do) <ul style="list-style-type: none"> • Campaigns

Week Eleven Nov 12	Continuing the Journey	LESSON TOPICS <ul style="list-style-type: none"> • HERO's and SHERO's JOURNEY • Continue to work on campaign  READ/WATCH Read: Myers-Lipton, CHANGE!, The Hero's and Shero's Journey (pages 125-129) ACTIVITIES (To Do) <ul style="list-style-type: none"> • work on campaign presentations
Week Twelve Nov 19	Voices for Change: Final Campaign Showcase	LESSON TOPICS <ul style="list-style-type: none"> • Campaign Presentations ACTIVITIES (To Do) <ul style="list-style-type: none"> • Present campaigns in class