

CAMPAIGN BINDER AND PRESENTATION (20%)

As the semester comes to a close, your group will conduct an evaluation of your campaign. As part of this evaluation, your group will produce a campaign binder that is a summation of your group's experience, and will provide an historical record of your campaign which can be used by future social action students. Please provide depth of knowledge! To accomplish this, your group will need to obtain a 3-ring binder and dividers. Each section should be a minimum of two pages (if single spaced) or 4 pages (if double spaced).

There are 9 sections to the campaign evaluation, and they include:

1. **Issue identification.** State your demands and target. What suggestions do you have for the next group regarding issue identification?
2. **Leadership.** State if you your group used a traditional definition of leadership or the newer definition offered. What suggestions do you have for the next group regarding leadership?
3. **Change theory.** Did your group use the women-centered approach to community change or the Saul Alinsky approach, or both? What suggestions do you have for the next group regarding change theory?
4. **Building power.** Name the new members your group recruited and the allies you built. How successful was your group in recruiting new members and building allies? What suggestions do you have for the next group regarding building power?
5. **Research.** Include your historical analysis, target analysis, and power map. What suggestions do you have for the next group regarding research?
6. **Group dynamics.** How was your team's group dynamics? What suggestions do you have for the next group regarding group dynamics?
7. **Campaign activities:** What campaign activities did your group conduct (e.g., fliering, tabling, petitions, dry-erase boards, commitment cards, etc.) What suggestions do you have for the next group regarding campaign activities?
8. **Campaign actions:** What campaign actions did your group conduct (e.g., campaign kickoff, a 2nd or 3rd action)? What suggestions do you have for the next group regarding campaign actions?
9. **Lessons learned.** If your group won or lost the campaign, what are the major lessons you learned? If the campaign is not complete, what are three recommendations you can provide to the next group?

I will also look at the Mural board to see if your group has completed the various assignments, so please make sure that it is up to date.

FINAL GROUP PRESENTATION

Due: Thursday, December 8th (in class)

In addition, your group will design a 20-minute PowerPoint presentation that explores what your group learned from social action. In your group presentation, you might highlight several of the topics from the campaign binder, or you can choose something else. Of course, your group presentation should be highly informative, engaging, and filled with excitement on how your group, and its members, got out of the Cave, and moved your campaign forward.

The night before the final, please email me the PowerPoint presentation.

Your evaluation will be based on how well your team demonstrates the knowledge gained about social action in your campaign binder and presentation.