

A Stronger Voice...
A Stronger Presence

Social Action Commission

How-To Workshop

Delta Sigma Theta Sorority Incorporated
2011 Regional Conference Cycle



A CALL TO ACTION FROM OUR NATIONAL PRESIDENT

- National President Cynthia Butler McIntyre's fervent expectation is that every elected official in every Delta service area should be aware of Delta Sigma Theta's social action priorities.
- Every soror should become a constant, vocal stakeholder in the issues that matter to us. Speak up and don't be tricked into inaction or apathy.
- Institute ongoing, sustainable advocacy for local, state and national issues of significance to the communities we serve.
- Make our voices heard – through social networks, in-person visits and correspondence - continually, not just on "Delta Days." Make every day a "Delta Day" in the mind of policymakers.





DELTA SIGMA THETA: WHAT IS SOCIAL ACTION?

MISSION: WHAT IS SOCIAL ACTION?

- Political Awareness and Involvement
- Promote leadership, advocacy, and empowerment among members to bring about effective solutions to challenges
- Establish positions on emerging or perennial public issues determines appropriate response, and direct the actions of members and chapters
- *“I will use my influence toward the enactment of laws for the protection of the unfortunate and weak and for the repeal of those depriving human beings of their privileges and rights.”*

SOCIAL ACTION GOALS AND OBJECTIVES

- To maintain vigilance over action or inaction by local judicial and administrative agencies and officials.
- To cultivate, in the membership, a person-to-person relationship with the community power structure.
- To join and volunteer leadership in civic and other social action organizations, including diverse groups.
- To encourage increased appointment and upgrading of African American women in policy-making



SOCIAL ACTION GOALS AND OBJECTIVES

- To develop the membership's appreciation of Delta's potential for influence in the community.
- To increase the membership's knowledge of current local and national issues, so that every Delta will be an informed and effective citizen, advocate, and voter.
- To encourage the membership's active participation as individuals in political activity.
- To influence the enactment of legislation, national and local, of particular interest to African-Americans and women.





DELTA SIGMA THETA'S SOCIAL ACTION AGENDA

DELTA SOCIAL ACTION AGENDA

The commitment continues. . .

- Economy
- Jobs
- Justice and Equality
- Energy
- Affordable Housing
- Foreclosures
- Supreme Court
- Wars -- Iraq & Afghanistan
- Global Terrorism
- Global Warming
- Education – Pre K to Post Doc
- Foreign Policy
- Global Trade
- Health Care
- Immigration
- Violence Against Women

DELTA SOCIAL ACTION AGENDA

- Voting

- Voter registration & voting
- Felony Disenfranchisement
- Poll Watchers



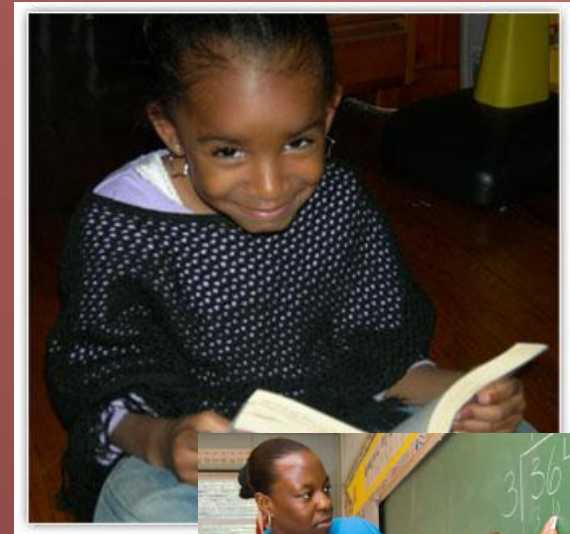
- Economic Survival

- Addressing the rising cost of basic needs – health care, housing
- Personal economic stability – a job at a living wage
- Creating & retaining wealth

DELTA SOCIAL ACTION AGENDA

- QUALITY EDUCATION

- Support legislation and policies that are designed to increase African-American high school graduation rates & college enrollment/graduation rates -- with laser focus on the African American male
- Responsible citizenship training at the high school level
- Promote the teaching of grade appropriate African-American history at all levels



DELTA SOCIAL ACTION AGENDA

- Eco-Friendly Environment
 - Uniform adaptation of eco-friendly laws & practices at local, state and federal levels
 - Be alert of environmental racism
 - Support eco-friendly practices & promote recycling



DELTA SOCIAL ACTION AGENDA



- KEEPING OUR CONNECTION TO AFRICA
 - Continued support for Delta sponsored institutions – Mary Help of the Sick Mission Hospital; Group home for AIDS orphans in Swaziland; Adelaide Tambo School for the Physically Disabled; TREE Project
 - Speak up about the devastation in Darfur

DELTA SOCIAL ACTION AGENDA

- Non-Governmental Organization (NGO) recognized by the United Nations
 - Utilize Delta Day at the UN for enlightenment and ideas to incorporate in our local social action initiatives
 - Identify other public policy & human rights issues to raise at the UN or with global governments
 - Promote the well-being & safety of women and girls



SOCIAL ACTION VS. PROGRAM PLANNING

SOCIAL ACTION

- Is focused on creating or changing public policy
- Is designed to inform and engage sorors and the larger community about important policy issues
- Holds policy makers responsible for the decisions they make

PROGRAM PLANNING

- Is focused on Delta-sponsored programming to address a social problem.
- Presents strategies that sorors and chapters can implement.

SOCIAL ACTION, PROGRAMS & PROJECTS: SIMILARITIES AND DIFFERENCES

PROGRAM	PROJECT	SOCIAL ACTION
A comprehensive plan to respond to a societal problem.	A specific effort to help reach a program goal	Identify existing public policy on an issue or the need for public policy.
Consists of many projects	A one time effort that can be repeated	A plan to take action to affect public policy.
Is long range	Is usually of short duration	Ongoing advocacy activities – e.g., monitoring action on a public policy issue

EXAMPLE ONE

PROGRAM	PROJECT	SOCIAL ACTION
Example 1: Summit V: Health and Healing- Let It Continue	Sponsor and monitor a booth at a health fair	Advocate for a law to increase funding for diseases that disproportionately impact African Americans and/or women
	Host a community forum on HIV/AIDS	Advocate for a law that provides greater job protection for workers who are infected with HIV/AIDS

EXAMPLE TWO

PROGRAM	PROJECT	SOCIAL ACTION
Example 2: Dr. Betty Shabazz Delta Academy	Sponsor an after-school activity for the participants in the Academy.	Advocate for federal funding to create after-school programs in low income communities
	Tutor Academy participants in math and science	Compile and distribute legislative report cards on lawmakers' voting records on legislation to provide funding for math and science education.

EXAMPLE THREE

Program	Project	Social Action
Example 3: Domestic Violence Initiative	Sponsor a forum to educate women on the issue of domestic violence	Review current laws and legislation on obtaining protective custody orders; consult and align with other organizations and legislators about plans to make changes in the law.
		Co-sponsor training sessions on proposed changes in the law.
		Conduct advocacy campaign for changes in local, state, national legislation.

SOCIAL ACTION VS. PROGRAM PLANNING EXAMPLES

EXAMPLE ONE

- A. Letter writing campaign to an elected official about the need for a government-supported recycling campaign.
- B. Designs a chapter-led recycling effort

EXAMPLE TWO

- A. Creates a tutoring effort for pre-K children.
- B. Writes a resolution in support of early childhood education.

HOW WE STAY ALIGNED

National President

National Social Action Commission

Regional Social Action Coordinators

State Social Action Coordinators

Chapter Social Action Chairpersons

SOCIAL ACTION IN THE CHAPTER

Each chapter is expected to include a social action component in its operating structure. The customary procedure is that each chapter establishes a social action committee, headed by a Social Action chair.

Following is the role of the chapter in social action:

- ▲ **Appoint a chapter Social Action Chairperson.**
- ▲ **Receive social action information from State Social Action Coordinator, and/or the National Social Action Commission.**
- ▲ **Conduct chapter social action activities and programs in the local community and/or on college/university campus.**

Regional and Local Issues

- Critical Elections and Referendums for Localities & States
- Redistricting
- Local and state issues can have national impact, e.g. Arizona Immigration Law



SOCIAL ACTION STRATEGIC PLANNING

Your Strategic Plan Should Clarify:

- ***Your Local Social Action Agenda***
 - ❑ Based on assessment of your community's needs
 - ❑ Specifies areas to focus attention for maximum impact
 - ❑ Matches size of effort to resources available to you

SOCIAL ACTION STRATEGIC PLANNING

Your Strategic Plan Should Clarify:

- ***What You Will Accomplish***

- Results you want to achieve (e.g., successful advocacy for new law)
- Desired outcomes (e.g., more influential relationship with local leaders and lawmakers)

SOCIAL ACTION STRATEGIC PLANNING

Your Strategic Plan Should Clarify:

- *Your Action Plan*

- Specific actions/steps you will take to accomplish your goals and in what order
- Who is responsible for each step
- Your timeline/schedule for each step
- Resources needed for each step

SOCIAL ACTION STRATEGIC PLANNING

Your Strategic Plan Should Clarify:

- ***Key Relationships***

- ❑ Important relationships you need to push your agenda forward
- ❑ Groups in your community with whom you may collaborate/coordinate
- ❑ Influential people whose support you need
- ❑ Possible extended networks at state and region levels

SOCIAL ACTION STRATEGIC PLANNING

Your Strategic Plan Should Clarify:

- ***Measures of Success***

- How you will know you have met your goals and desired outcomes
- Criteria you will use to determine success
- Tools used to evaluate your efforts

TAKING ON AN ISSUE ...

- Clearly identify the issue
- Research issue for most reasonable resolution
- Construct action path to produce desired outcome
- Delineate scope of impact and decision level – city, county, state, national – clarity on real decision makers

TAKING ON AN ISSUE ...

- Create strategic timeline & central point for tracking against strategic plan and assessing action reports on assigned tasks
- Engage appropriate players – chapter, state or regional network and/or build coalitions with other groups with like interests

TAKING ON AN ISSUE...

- Assign tasks to ensure each critical action is executed according to plan and timely with an action report
- Track and assess progress or lack thereof – create and deploy alternative strategy if original plan not producing desired results

TAKING ON AN ISSUE...

- Maintain ongoing communications with execution team and all other key players
- Publicize your actions throughout the process – state what you are going to change and report on how you are doing along the way – build support for your position

Don't Isolate Social Action

**THERE CAN BE A SOCIAL
ACTION COMPONENT FOR
EVERY CHAPTER PROGRAM**

Use Your Social Action Worktool

PDF download available @ www.deltasigmamatheta.org

- Organizing chapter committee
- Tracking legislation
- Writing legislative letters
- Addressing elected officials
- Preparing timely issue papers
- Listing of relevant websites
- Effective advocacy
- Preparing effective resolutions
- Planning a Delta Days conference
- Planning Delta Youth Days
- Building coalitions
- Voter education & registration



ANY
QUESTIONS

