The Issue with Organizing: Building the Proper Framework

**Agenda**

1. Welcome & Introductions 7:00pm - 7:20pm
2. Norms & Learning Journey 7:20pm - 7:30pm
3. Exploring the Backpack 7:30pm - 7:45pm
4. Issue Ecosystems 7:45pm - 8:00pm
5. Issue Campaigns: Goals, Strategy, Tactics 8:00pm - 8:20pm
6. Next Steps & Close 8:20pm - 8:30pm

**Outline**

* Welcome & Introductions
	+ Campus Programs Manager
	+ Campus Coaches
		- 16 coaches
		- 8 vols, 8 alums, city
		- Brief highlights
	+ Academy Members
		- 83 students, 28 states, 59 campuses
		- Map Graphic
		- Brief highlights
	+ **Breakout: Meet each other!**
		- Name, area of study, fun fact
		- Debrief
* Norms & Learning Journey
	+ Goals of program
		- To train and support your organizing!
		- Networking
		- Leadership development
	+ Program norms
		- 4/6 webinars, make-up if necessary
		- 4 1:1’s with your campus coaches
	+ Using Maestro / Technology
		- **Quick Poll questions**
* Exploring the Backpack
	+ **Breakout: groups of 4**
		- **Add leading questions**
		- **How do you see yourself using this?**
	+ 8 minutes to explore
	+ 7 minutes to debrief
* Issue Ecosystem
	+ Climate Change example
		- Change the conversation
	+ **Health care ecosystem shoutout**
* Issue Campaigns
	+ Civil Rights movement example
		- Bus boycotts
	+ **Breakout: groups of 4**
		- Think about an issue on campus you care about
		- What is the issue ecosystem?
			* Decision makers
			* Partner groups
			* Public opinion
		- Where do you see yourself being able to focus within this ecosystem?
* Next Steps & Close
	+ Team assignments
	+ Setting up your 1:1’s with coaches
	+ Next Call
	+ Questions?