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?