

Campaign Strategy Reading List

<p><i>Organizing to end the school-to-prison pipeline: An analysis of grassroots organizing campaigns and policy solutions</i> by Evans and Didlick-Davis</p>	<p>This University of Miami article examines the campaigns of six community organizing groups seeking to address the school-to-prison issue. Findings indicate an emphasis on the creation of counter discourse, the establishment of dignity based school discipline policies, and a demand for shared accountability among stakeholders. The authors argue that the resulting grassroots policy solutions challenge deficit model policies and increase the likelihood of transformative and sustainable reforms. Access the PDF by visiting:</p> <p>https://nau.edu/uploadedFiles/Academic/COE/About/Projects/Organizing to End the School.pdf</p>
<p>Campaign Strategy .ORG: Articles and essays</p>	<p>The link below offers access to additional resources including campaign planning tools, strategy models, communication strategies and reading materials related to campaign sustainability.</p> <p>http://www.campaignstrategy.org/resources.php</p>
<p><i>Social Media Helps BLM Fight the Power</i> by B. Stephen</p>	<p>Get Up, Stand Up was published in Wired (2015) and discusses the power of images and social media in generating awareness and extending the conversation. This resource is useful for concepts in developing campaigns. Visit the following link to access the article:</p> <p>https://www.wired.com/2015/10/how-black-lives-matter-uses-social-media-to-fight-the-power/</p>