Building Community Change Agents Session 3 – Engaging Stakeholders: Advocacy, Outreach, and Community Building

Women & Girls ExCEL Program:

Exemplifying Change, Empowerment, and Leadership

A program of the Rutgers Center for Women and Work

This initiative is supported by the Centers for Disease Control and Prevention, Rape Prevention and Education grant funds, administered by the NJ Department of Children and Families, Division on Women.

Welcome and Agenda Overview

Help you understand your "why" as it relates to this work/program

Begin thinking about stakeholders you can engage in this work/program

Start developing a vision statement and identifying core values for this project

Building Change Agent Leaders

*Change Agent** - An agent of change is someone who sees a problem in their community, large or small, and does something to take action for substantial change.

*educationpioneers.org

Change Agent Skills

- Build central skills:
  - Communication and collaboration
  - Engaging Stakeholders: advocacy, outreach, and community building
  - Planning/accommodation: a roadmap for success

Change Agents: Central Skills

Engaging Stakeholders:

- Connecting with others in the community
- Building relationships, establishing areas of common interest

The Truth About Youth Leadership

Misperception: Young people aren't motivated or skilled enough to get involved in community action.

Reality: Studies show that young people have a strong interest in political and community issues, especially when they believe they can make a difference.

What is Your “Why”?

THINK-PAIR-SHARE PARTNER ACTIVITY:

1. Is this your first time taking on a leadership role in your school or community?
2. How is this different than other leadership opportunities you’ve had in the past?
3. What do you enjoy about taking on leadership roles, and this one in particular?

Who Are Your Stakeholders?

Stakeholder – an individual or group that has an interest in any decision or activity of an organization.

- Who are stakeholders in your schools/community that can help promote your cause (adults and/or young people)?
- How can you connect with them?

Connecting Back to the “Why”…

Advocacy - the act of speaking on the behalf of or in support of another person, place, or thing.

- Who/what are you advocating for and why?

Outreach and Community Building - an effort by individuals or a group to connect ideas or practices to the efforts of other organizations, groups, specific audiences, etc.

- How will you get your message to them? How will you sustain your networks?

Let's Identify Them…

The corresponding worksheet will help your group begin figuring out what entities are important to include in this process.

Identifying Stakeholders to Engage in Your Work

Community Sphere	Organizations/ Agenicies	Individuals (you can include staff from the organizations or individual community members)	Rationale (why you made the selection too include this organization or individual)
Community Organizations			
Schools (departments, clubs, positions, etc.)			
Faith-based Organizations			
Local Businesses			

Communicating with Stakeholders

Clarifying your message means knowing yourself, your group, etc. Your group has in essence already has an established mission, but moving forward let's think about the following:

- What is your vision for preventing sexual violence?
- What values are important to highlight or focus on?

Establishing a Vision Statement

The vision statement is about what you want to become. It's aspirational, it is future forward (whereas a mission statement is more present focused). To get to this ask yourselves questions such as:

- What is the dream/vision we have that describes the future state of our cause?
- What problem are we solving for the greater good? Who and what are we inspiring to change?
- When we think about the goals and purpose of our sexual violence prevention work, what is most important to us?

Example from Sisterwork

MISSION:

Sisterwork is a family mentorship organization committed to closing gaps faced by Latinx mothers and students in New Jersey.

To advance our mission, we provide community-based workshops and a network of resources that promote economic mobility, career exposure, and educational access. Our interdisciplinary programs are designed and implemented by mothers, licensed social workers, educators, artists and community partners.

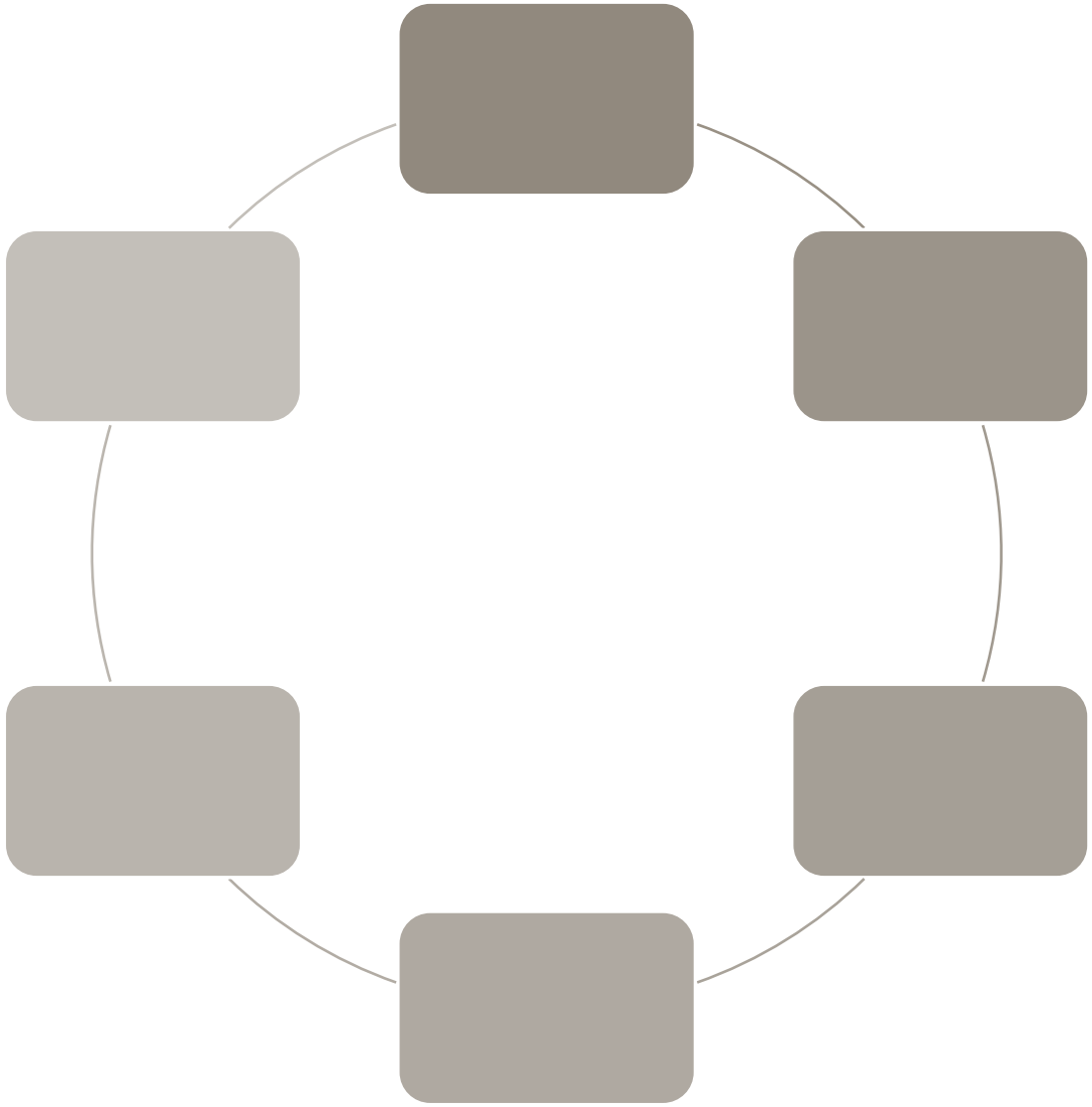
VISION:

Sisterwork works towards an equitable future where all communities feel empowered, free and supported.

Identifying Core Values

Core values are traits or qualities that are not just worthwhile, they represent an individual's or an organization's highest priorities, deeply held beliefs, and core, fundamental driving forces.

We will conduct a group activity to identify a set of values…



Next Steps…

Continue finalizing the things we discussed in this session:

- Stakeholders list based on schools/areas being served
- Core values
- Shared vision statement for the group/project

Closing/Questions