

You should begin this paper as early as possible in the semester, as it requires extensive research. You will need to gather and analyze census data, conduct ethnographic research, and interview key informants. Use the readings and class lectures from units 2-4 as resources. You should focus on either the neighborhood where you live or work. Follow APA style for the format of the paper. The paper should be 6-8 double spaced, typed pages. The paper must include a map and a reference page, with 4-6 references from your course reference list.

**Note: You must interview 1 grassroots leader and 1 community resident.**

1. Give the boundaries of the neighborhood. How did you define these boundaries? What census tracts cover this area? What Community Board and Community School District have jurisdiction over the area?
2. List the formal and informal institutions in the community and map them. Include a legend for the map.
3. Use and refer to two sets of available census data to describe the demographics of the community (data from the 2000 census and the 1990 census). Has the population of the area increased or decreased in the last ten years? Who resides in the area? What are their age, race, income, educational attainment, religion, and family characteristics? How has this profile changed in the prior decade?
4. Describe the housing in the community-age, type, and condition.
5. Describe commercial and manufacturing uses. Where do residents work and shop?
6. What are the strengths and problems of this community *as expressed by residents*? Why did they move to the area? What would they like to change? Do they feel there are helping networks in the community?
7. How did you identify grassroots leaders? What are their concerns about the neighborhood? Are these the same issues brought up by residents?
8. Describe the community power structure. Is the power structure responsive to its residents?
9. What community based organizations and social service agencies are located in the community? Are they dealing with the problems that you described?
10. What resources and obstacles exist in helping residents resolve problems described?

For this paper, you must attend a community meeting. You are required to analyze the content, process, and decisions of the meeting. You should seek out and attend a meeting of the local Community Board, Community School District, PTA, block or tenant association, or other civic association. Use the readings and class lectures from units 6-8 as resources. You should focus on either the neighborhood where you live or work. Follow APA style for the format of the paper. The paper should be 4-6 double spaced, typed pages. The paper must include a map and a reference page, with 4-6 references from your course reference list.

***A. Background Information:***

1. Describe the group sponsoring the meeting. What is their *mission* and what is the *stated goal* of the meeting? How long have they been in existence? Is the staff paid or volunteer? How many members does the organization have? How well known are they?
2. How was the meeting publicized? How effective was the publicity?
3. How did you prepare yourself for the meeting? What, if any, is your prior experience with the group?

***B. Meeting Description:***

1. When and where was the meeting? How many people attended? Who chaired the meeting?
2. What happened at the meeting? What was discussed? How were decisions made?
3. Was there an agenda? Was the agenda followed? How long did the meeting last? Were there any conflicts?
4. Were there refreshments? How were seats arranged? Describe the physical environment.
5. What are the group's next steps? Once decisions were made, what activities and strategies were discussed for follow-up?

***C. Analysis:***

1. Was this a successful meeting? Why or why not?

2. What was the feeling in the room? Did some people dominate the conversation? Did some people play facilitating or supporting roles? How were conflicts and disagreements handled? Were new ideas openly expressed? How did people feel at the conclusion of the meeting? Were people motivated?
3. Was the purpose of the meeting clear? Was the goal accomplished?
4. Who influenced decision making and how? Did you witness any alliances or hidden agendas among group members?
5. Was the chairperson effective? Why or why not?
6. Was there an organizer present at the meeting? What role did he or she play?
7. If you were the chair or organizer, what would you have done differently?

## Assignment 3-Final Paper (25% of grade)

### Designing a Social Action Campaign

This is an opportunity for you to integrate everything you have learned in the course and to show that you think critically about how social injustice can be overcome through the collective efforts of empowered individuals. You should use class lectures and readings from *all units covered during the semester*, and your own personal research, in completing this paper. You should select the community that you studied for Assignment # 1 to design this campaign.

Your final paper should be between 8-10 pages in length, double spaced, and typed. Include a reference list (using 4-6 references from your course reference list) and use APA format throughout the paper.

1. Select an issue that you could organize people around in the community and explain why this is a “good” issue to organize around. How did you identify the issue?
2. List and distinguish between the goals and objectives of this organizing effort.
3. How would you recruit members to work on this issue? How would you keep them involved (retention) and how would you identify leaders? Are there individuals or groups currently addressing this issue in the area? How would you relate to them?
4. Design a flyer for the first meeting and attach it to your paper. Describe your method(s) of publicity and how you would get the word out about the meeting.
5. What is your role in the overall campaign and in the first meeting? How will you support the leaders?
6. What type of group and organizational structure (coalition, collaboration, network, alliance, etc.) would you recommend to the members and why?
7. What type of research will need to be conducted for this campaign and why?
8. Analyze the power relationships involved with this issue. Identify your “targets”. Who or what institutions have the power to change the conditions or problems that you have targeted? How will your members influence these authorities?
9. What types of conflicts do you expect to arise between members and between members and their “targets” in this effort?
10. What are your strategies and tactics? Identify at least 3 feasible tactics that you will use in this campaign and discuss why they will achieve the desired results.

11. What social, political and economic forces and trends exist in the community, city and country now that will help or hinder your campaign? How will you take these forces into account?
12. What role will race, gender, age, ethnicity, religion and sexual orientation play in this campaign (discuss yours and membership)? How will you be perceived by members?
13. What social work skills have you developed that you can use in this campaign? What skills will you need to develop? What makes you personally the most excited and fearful of implementing this campaign?
14. What role, if any, will social production programs and/or community development programs have in your campaign?
15. What, if any, ethical concerns have been raised for you? Does the campaign adhere to the Social Work Code of Ethics? How?

## Extra Credit

### Contribution to Class Book (10% of grade)

For this assignment, you will participate in a class project, by designing, writing and compiling an example of a social action campaign. You will use the campaign idea you have selected from your research and observations in the community.

Each student's work will be published in a final "Class Book", designed, written, and compiled by the class. The book will be reproduced and will serve as a model of potential social action campaigns. A list of student authors will be included in the front of the book. Names will not appear on individual pieces.

1. Select an issue or problem that has been identified by residents in the community you selected for your first paper.
2. Design a social action campaign to address the problem.
3. Write a one-page narrative about how you intend to implement your campaign. You should include the following:
  - Title of campaign
  - A clear statement of the problem to be addressed
  - Your outcome goal
  - Recruitment & retention methods
  - Discussion of strategies & tactics
  - A description of your role in the campaign
  - A statement about how the campaign conforms to the Code of Ethics
4. Design a one-page flyer for your campaign.

**Some examples of social action campaigns: Creating a community blood bank, establishing a college book bank, installing a traffic light, forming a neighborhood crime watch.**

### Opportunities for extra credit

1. **Each class member will be a contributor. In addition, we will need at least 3 individuals to assist with compiling student's work (i.e., someone to design a cover, to write a dedication, to organize the layout). Extra credit will be given for these tasks.**
2. **With the instructor's approval, additional contributions may be submitted for inclusion in the book. Contributions may include: Artwork, transcribed interviews, written or photo essays, a biographical sketch of a grassroots leader-as long as your work portrays the theme of community organizing. Be creative!**

**SW 400 Generalist Practice III  
Spring 2003**

**Dr. Susan Letteney  
Course Calendar**

The following assignments (described in detail in your course syllabus) are due on the assigned dates. Please allow yourself ample time to conduct the research and reading necessary to complete each assignment.

<b>Date</b>	<b>Lecture</b>	<b>Assignments/Quizzes</b>
1/27	Units 1,2: Introduction, Defining Communities	
2/3	Library Research/Understanding US Census Data	
2/10	Unit 3: Dimensions of Communities	
2/24	Unit 4: Action Research Methods	Quiz # 1 (units 1-3)
3/3	Unit 5: Models, Theories & History of Organizing	Paper # 1 due
3/10	Unit 6: Issues in Organizing	
3/17	Unit 7: Leadership & Membership Development	Quiz # 2 (units 4-6)
3/24	Unit 8: Meeting & Group Work Skills in Organizing	
3/31	Unit 9: Strategies and Tactics	Paper # 2 due
4/7	Unit 10: Building Coalitions & Forging Collaborations	
4/14	Unit 11: Negotiation and Publicity	Quiz # 3 (units 7-10)
4/28	Unit 12: Program Planning & Community Development	
5/5	Units 13, 14: Diversity and Ethics in Organizing	Quiz # 4 (units 11-14)
5/12	Unit 15: Integrating Organizing into Generalist Practice	