

# Strategies To Create Social Change

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## *Purpose*

People must work together to achieve desired change. But there are so many different ways in which we can work together to create that positive change - taking into consideration our skills, interests, and related efforts.

By assessing community needs and taking individual skills and interests into consideration, participants will examine several strategies that can be used to achieve desired change.

Assess the options presented through the Social Change Wheel model, discuss possible ideas and steps needed for developing and implementing projects, and explore possible action items.

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## Facilitator:

As the Director of WV Campus Compact, Kelli Jo McNemar works with campuses and communities across West Virginia to develop meaningful partnerships, share research and resources, and better prepare college students for careers and society through civic engagement and social change efforts. Kelli Jo earned a Master of Public Administration from West Virginia University. Her Bachelor of Arts degree in Human Resource Management, with a minor in Leadership, was attained at Marietta College. Kelli Jo is an AmeriCorps Energy Express and City Year alumni.

## West Virginia

Population 2013 = 1,853,595  
Under 18 = 20%  
Over 65 = 17%  
High School Graduates = 84%  
Bachelor's Degree or Higher = 18%  
Veterans = 159,448  
Person's Below poverty = 18%  
Children in poverty = 27%

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**Service-learning** programs are intended to ensure equal focus on BOTH the service being provided and the learning occurring. Areas for

- personal and interpersonal development is enhanced
  - cultural understanding is increased
  - academic learning is enhanced
  - ability to apply learning is increased
  - greater demonstrated ability for problem solving and critical thinking
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# Social Change Wheel

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Citizens work to achieve their goals in multiple ways, taking into consideration their own skills and interests, other related efforts, and strategies that seem most likely to achieve the desired change.

**Advocacy** - supporting an idea or cause through public and private communications – includes the collection of evidence to support one's position

**Charitable Volunteerism** – addressing immediate needs – most often through social service agencies, churches or schools

**Community & Economic Development** – acting to provide economic opportunities and improve social conditions in a sustainable way

**Community-Based Participatory Research** - conducting research in partnership between traditionally trained researchers and members of a community with an intention to benefit the community

**Community-Building** - strengthening through interpersonal connections, the capacity of local residents and associations to identify priorities and opportunities to work individually and collectively

**Community Organizing** - bringing people together to act in their shared self-interest

**Deliberative Dialogue** - public interaction in which groups exchange and weigh ideas and opinions about a particular issue

**Informal Associations & Mutual Aid** - unpaid, collaborative work or sharing of resources by citizens with a common passion and vision to improve their collective quality of life

**Philanthropy** – Donating money to increase the well-being of humankind

**Protests & Demonstrations** - visible, non-violent public disagreement with a situation or policy

**Social Entrepreneurship** - using entrepreneurial principles to organize, create, and manage a venture to make social change

**Socially Responsible Daily Behavior** - acting on your values, doing what is right, as opposed to what is easy, in one's personal and professional life

**Voting & Formal Political Activities** - voting, running for public office, participating in a campaign