ESM 442 - Grassroots Organizing, Outreach & Campaigning
Bren School of Environmental Science and Management
University of California, Santa Barbara
Spring 2014

Time: Tues/Thurs 10:00-11:15am
Instructor: Celia Alario
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Room: 1520
Office: Bren 4011
Office Hours: Tues/Thurs 12:00-2:00pm & by appointment

Official Course Description:
Reviews the role and effectiveness of grassroots environmental efforts on local, statewide, and national scales. Leaders from several local environmental groups will train students on strategy, campaigning, working with community members, engaging in local politics, and tailoring their efforts to achieve different objectives.

“First they ignore you, then they laugh at you, then they fight you, then you win.”
  — Mahatma Gandhi

“There are three critical ingredients to democratic renewal and progressive change in America: good public policy, grassroots organizing and electoral politics.”
  — Paul Wellstone

“Our lives begin to end the day we become silent about things that matter.”
  — Martin Luther King, Jr.

“There must exist a paradigm, a practical model for social change that includes an understanding of ways to transform consciousness that are linked to efforts to transform structures.”
  — Bell Hooks, killing rage: Ending Racism

“If you look at the science that describes what is happening on earth today and aren't pessimistic, you don't have the correct data. If you meet people in this unnamed movement and aren't optimistic, you haven't got a heart.”
  — Paul Hawken, Blessed Unrest: How the Largest Movement in the World Came into Being and Why No One Saw It Coming
Course Welcome:
Welcome to ESM 442! In our brief time together we will explore the theory and practice of grassroots organizing, outreach and campaigning. We’ll explore some of the leading mobilization and social movement models, and dissect a number of historical and contemporary environmental, environmental justice, climate justice and sustainability campaigns to see how these models come alive in the field.

Course Readings:
For this course we use two main texts, each of which discusses different organizing models. In addition, there will be a number of readings, articles and videos posted in GauchoSpace. Please complete readings and video viewing prior to the class meeting.

*Doing Democracy: The MAP Model for Organizing Social Movements*
By Bill Moyer, JoAnn McAllister, Mary Lou Finley & Steven Soifer (New Society Publishers)

*The Starfish and the Spider: The Unstoppable Power of Leaderless Organizations*
By Ori Brafman and Rod A. Beckstrom (Penguin Publishers)

Course Assignments and Grading:
Here is some initial information on the course assignments. Additional details and submission instructions are available on GauchoSpace:

**In-Class and Online Participation:** (10% of final grade)
Attendance and participation in class sessions and online forums and other activities.

**Weekly Reflections:** Due Fridays by 5pm Weeks 2, 3, 4 and 5 (15% each; 60% total)
This is an informal free form writing piece, 700-1000 words (minimum) with insights, ideas, reflections and outstanding questions you have on the reading and course content, including analysis of campaigns we are exploring in class.

**Final Project:** Due Friday May 2\textsuperscript{nd} by 5pm (30% of final grade)
You will have the opportunity to choose an issue of your choice and explore and analyze existing grassroots organizing, outreach and campaigning models being implemented to address this issue, evaluate their relative success and strategic merits and offer alternatives based on what you have learned in the course.

Course Activities:

*Tuesday April 1\textsuperscript{st}:

Course Welcome And Overview
Thursday April 3rd:

What We Know: The Collective Knowledge In The Room

Tuesday April 8th:

Theories Of Change
Holly Minch, Founder, Lightbox Collaborative  [Www.Lightboxcollaborative.Com]

Thursday April 10th:

A Crash Course In Community Organizing
Liz Butler, Movement Strategy Center  [Http://Movementstrategy.Org/]

Tuesday April 15th:

Markets-Based Campaigns And Corporate Accountability Organizing
Jennifer Krill, Executive Director Of EARTHWORKS,  [Http://Www.Earthworksaction.Org/]
[Http://Www.Earthworksaction.Org/About/Staff]

Thursday April 17th:

Exploring Public Narrative: Story Of Self/Us/Now

Tuesday April 22nd:

Online Organizing And Campaigning In The Digital Age
Jamiah Adams, Director of Digital Media, NAACP,  [Http://www.naacp.org/]

Thursday April 24th:

Ballot Initiatives, Political Campaigns And The Grassroots
Bill Zimmerman, Political Consultant, President Of Zimmerman And Markman
[Http://Www.Zimark.Com/Company/]

Tuesday April 29th:

Putting It All Together

Thursday April May 1st:

Final Course Session: What Really Matters

Final Project Due Friday May 2nd by 5pm