

Building power on campus:

How to maximize impact

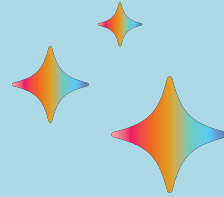


June 2024

**MN YOUTH
COLLECTIVE**

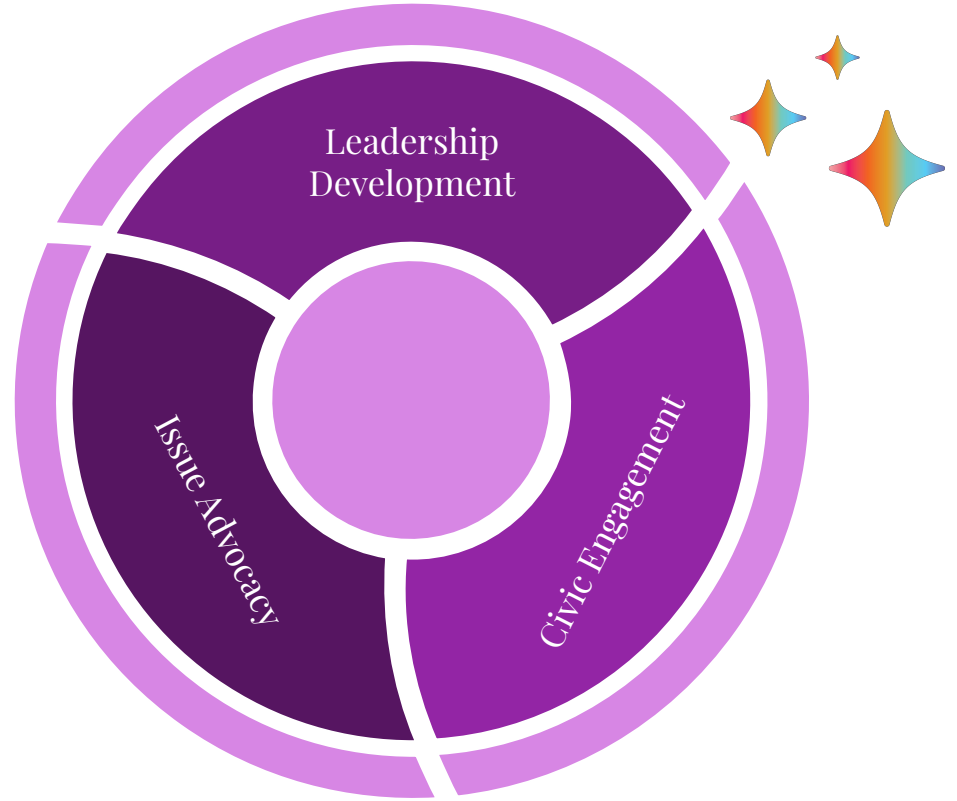


~the~
**Minnesota
Youth
Collective!!**

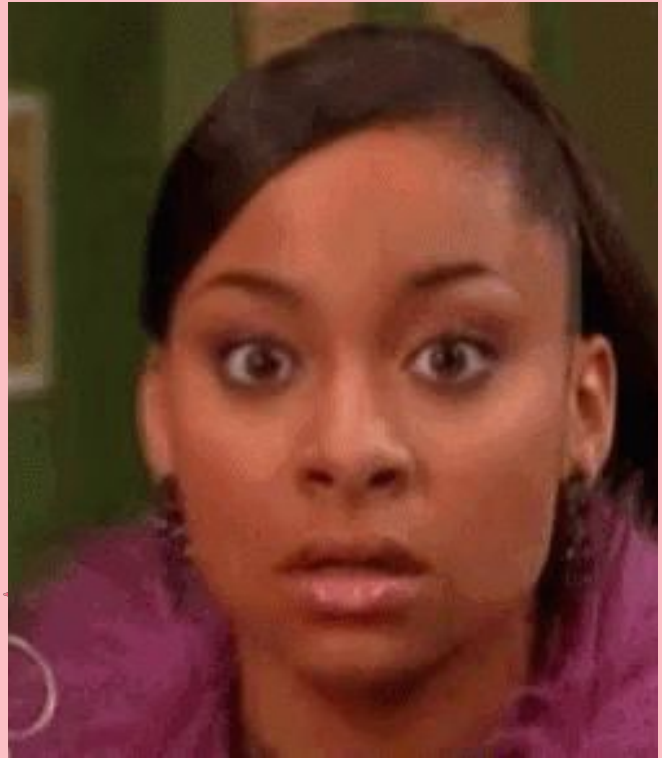


Our mission:

We organize & engage young Minnesotans to build power, develop and support movement leaders & fight for political and policy victories that will make a more equitable and just state.



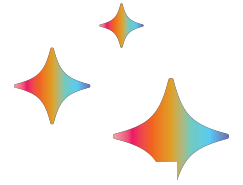
**We envision
powerful,
organized, and
engaged young
Minnesotans,
changing our
state; for
themselves and
our future**





***What do you think of
when you hear
“maximizing impact”
???***





col·lab·o·ra·tion

/kəˌlabəˈrāSH(ə)n/

noun

1. the action of working with someone to produce or create something.
"he wrote on art and architecture **in collaboration with** John Betjeman"

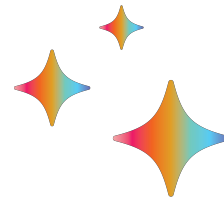


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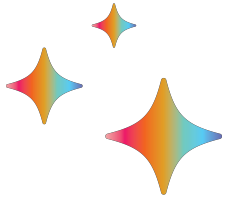
co·or·di·na·tion

/kōˌɔːrdnˈāʃ(ə)n/

noun

1. the organization of the different elements of a complex body or activity so as to enable them to work together effectively.
"both countries agreed to intensify efforts at economic policy coordination"

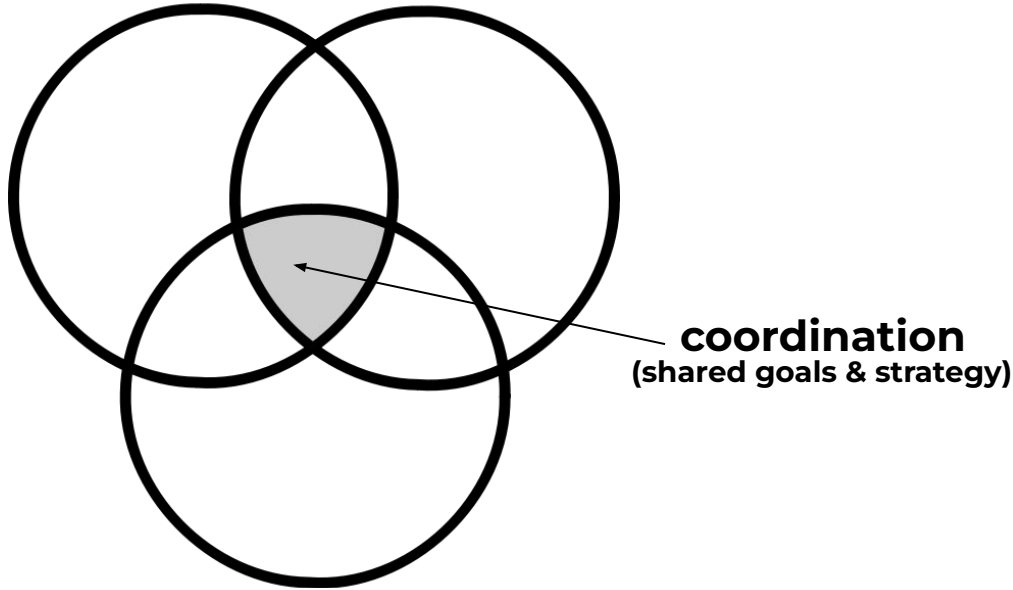
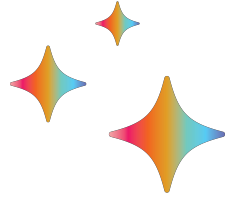
Before you can coordinate with others



Get clear on:

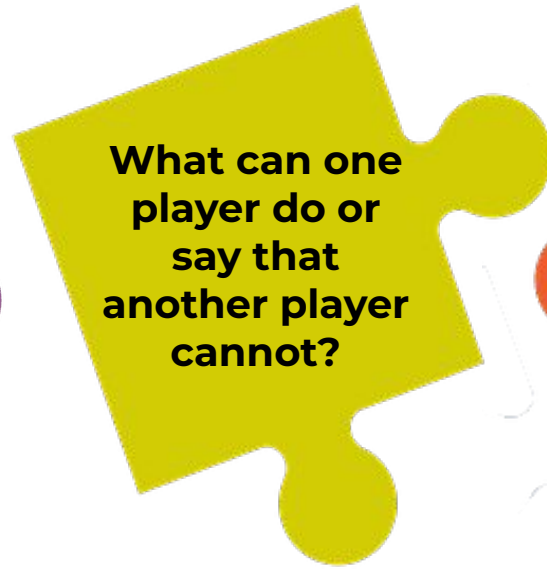
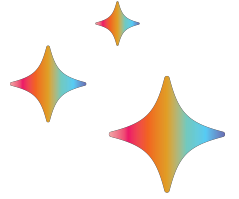
- What is your individual or organization's goal for this project / work?
- What are your non-negotiables or dealbreakers?
- Where are there opportunities & what is the need for coordination?

Coordination: how to not reinvent the wheel

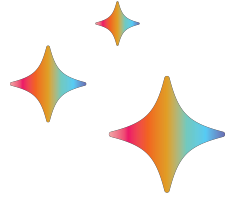


- Map the players in the space
 - Who are your people?
 - Where are your people at?
- Where are there overlaps with other players' people?

Coordination: figuring out pieces of the puzzle

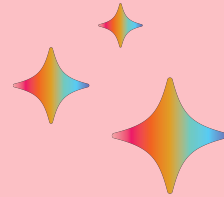


***Share out:
What lane do you
show up in?***



Who are the players on (+ around) campus?

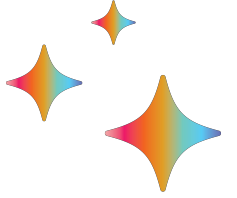
- **Student orgs**
- **Non-profits**
- **Campaigns**
- **Admin / staff / faculty**



Campus players: restrictions & opportunities

- Student orgs –
 - Restrictions: sometimes compete for same funding
 - Opportunities: are students..and know other students!! also can often reserve spaces for free on campus
- Non-profits –
 - Restrictions: c3 v c4 status & might not have connection to student orgs
 - Opportunities: money, resources, capacity
- Campaigns –
 - Restrictions: usually candidate specific (not c3 compliant) & lots of student orgs can't collab
 - Opportunities: can get access to dorms if candidate is present
- Admin / staff / faculty –
 - Restrictions: bureaucracy
 - Opportunities: capacity to create large-scale institutional change

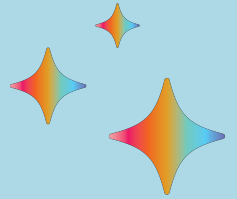




***Share out:
what are your own
restrictions or
opportunities?***



***Putting it all
together:
action planning!***



Setting the scene:

Sex education in Minnesota public schools are seriously lacking.

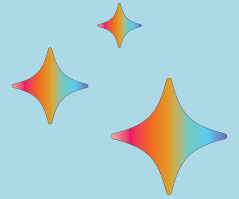
While schools are required to teach sex education, the only requirements are that instruction helps students abstain from sexual activity until marriage...but is not required to include instruction on sexual orientation, gender identity or consent...

***MN also has no regulation on medically accurate sex education*



Scenario:

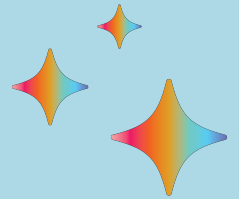
Students on your campus are organizing to require all first year students to take an honest sex education course, that centers consent, gender identity & expression, sexual health & more!



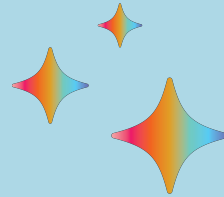
You've been asked to be a part of this work. What is your approach in building your coordination & reaching your goals?

Things to consider:

- How will you reach students on campus?
- Are there other student orgs you should bring in?
- How do current elected officials add value to your campaign?
- What do you need from future elected officials or campaigns?
- What do you need from admin?
- How will you get support / access from admin?

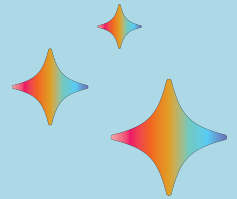


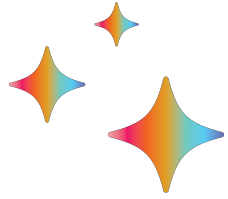
***How are yallz
approaching this
work?***



Takeaways:

- As you build out your campus voting plan:
 - Get specific on your goals & targets
 - Know your capacity & restrictions
 - Be clear on your opportunities & loopholes
- Get **coordinated!**





***Let's stay
connected!!!***

- ★ **Follow us on the socials !
@mnycollective**
- ★ **Fill out a pledge card to
get more involved !**
- ★ **Sign up for more info on
our honest sex ed
listening sessions !**