

STRATEGIC CONCEPTS IN ORGANIZING & POLICY EDUCATION

Ending Structural Barriers to social & economic opportunities for poor & working communities



✓ **Grassroots Organization (AGENDA)**

✓ **Regional Alliances (L.A. Metropolitan Alliance)**

✓ **Strategic Research & Analysis**

✓ **Training & Capacity Building**

✓ **Civic Participation**

✓ **State & National Alliances**

WHAT IS POWER?

the ability or capacity
to achieve a
collectively agreed
upon goal.

BASIC ASSUMPTIONS OF POWER ANALYSIS

- 1. Power relationships in our society are unequal, and this is one of the primary reasons for the conditions of oppression and other problems our communities face.**
- 2. There is a conscious political, economic, and social agenda at work causing these problems, and power is being actively exercised to promote and implement that agenda. We must develop strategies that address these realities.**
- 3. A more systematic way of understanding power is essential in our efforts to work for and win social change.**

PURPOSE AND USES OF POWER

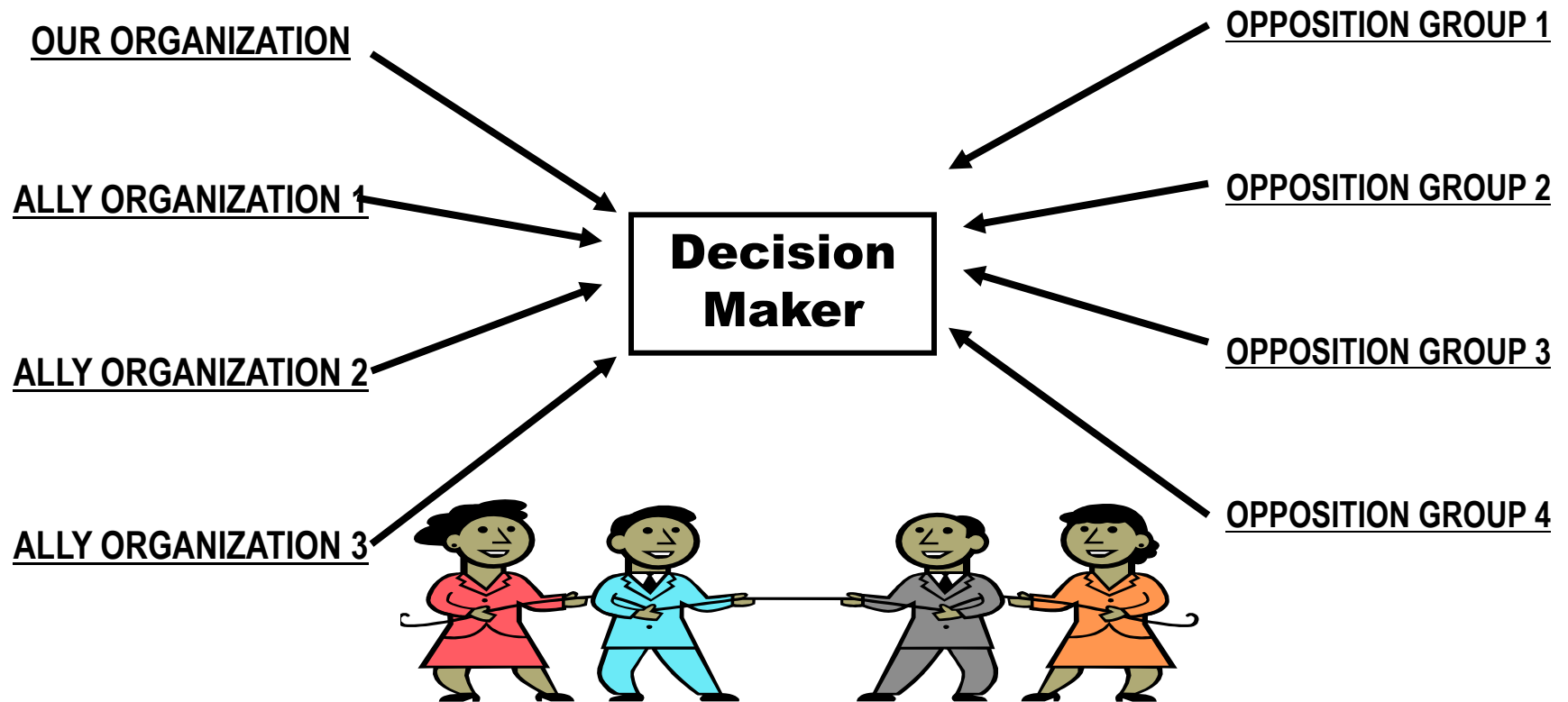
- 1. To create a picture of the political/power landscape in order to understand how & by whom power is exercised to cause and maintain problems we seek to change.**
- 2. To develop more effective strategies for...**
 - Winning progressive social change.
 - Permanently altering power relationships in favor of the people suffering from the problems & conditions we seek to change.
 - Selecting issues & campaigns that both help build power and win social change.
 - Tracking and refining campaign strategies.
- 3. To provide political education and training for grassroots leaders, members and allies.**

TRADITIONAL POWER ANALYSIS

US

VERSUS

THEM



What if there is more than one Decision-Maker?

Are all our Allies equally invested?

Are all Opposition equally opposed?

POWER ANALYSIS GRID

**SOCIAL JUSTICE
AGENDA**

Competing Agenda,
Positions, Policies, etc.

**STATUS QUO/
OPPOSING AGENDA**

10

Decisive Decision
making Power or
Influence

8

Active Participant
in Decision-
making

6

Power to have
Major Influence
on decision-
making

4

Taken
into
Account

3

Can Get
Attention

2

Not on
Radar

Vertical Axis:
Amount of
Power

Horizontal Axis:
Position or
Perspective on
competing Agendas

+3

Die Hard

+2

Active Support

+1

Inclined Towards

-1

Inclined Towards

-2

Active Support

-3

Die Hard

STEPS TO DEVELOP A POWER ANALYSIS

Social Justice

Opposing Agenda

STEP 2: Sketch the Competing Agendas. The agenda of those who are causing or perpetuating the problems, and your agenda (the conditions you want to bring about)

STEP 4: Sketch the major centers of Decision-makers over the problem conditions



STEP 1: Define the major Problems or Conditions which are negatively impacting primary constituencies

State Legislature

Board of Supervisors

City Council

STEP 3: Sketch Major Issue/Policy s related to problem conditions are going on

STEP 5: Sketch major organized Opposition

STEP 8: Analyze the picture, develop strategies for changing the equation

STEP 6: Sketch Organized Progressive Groups

STEP 7: Sketch key unorganized social sectors

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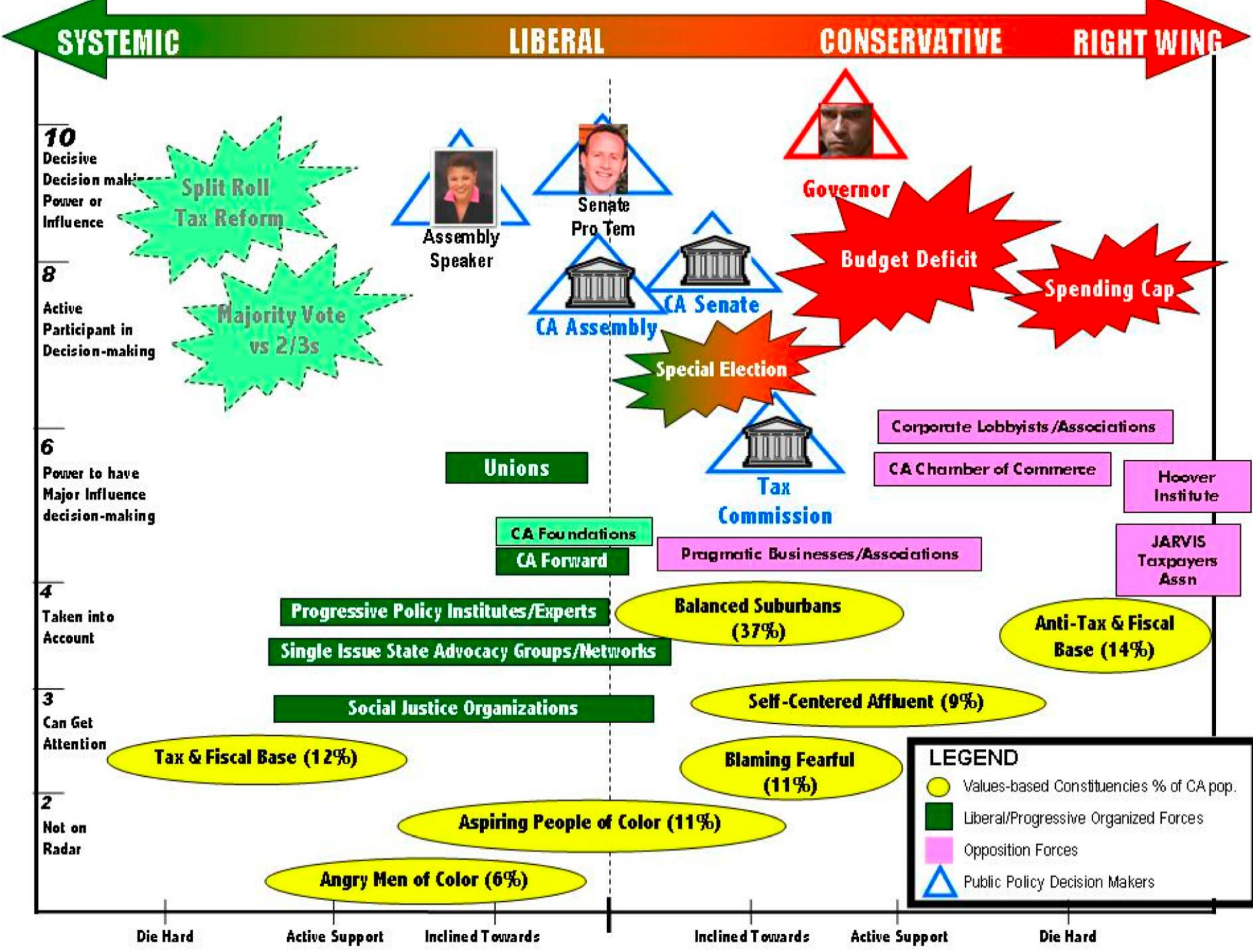
Inclined Towards

Inclined Towards

Active Support

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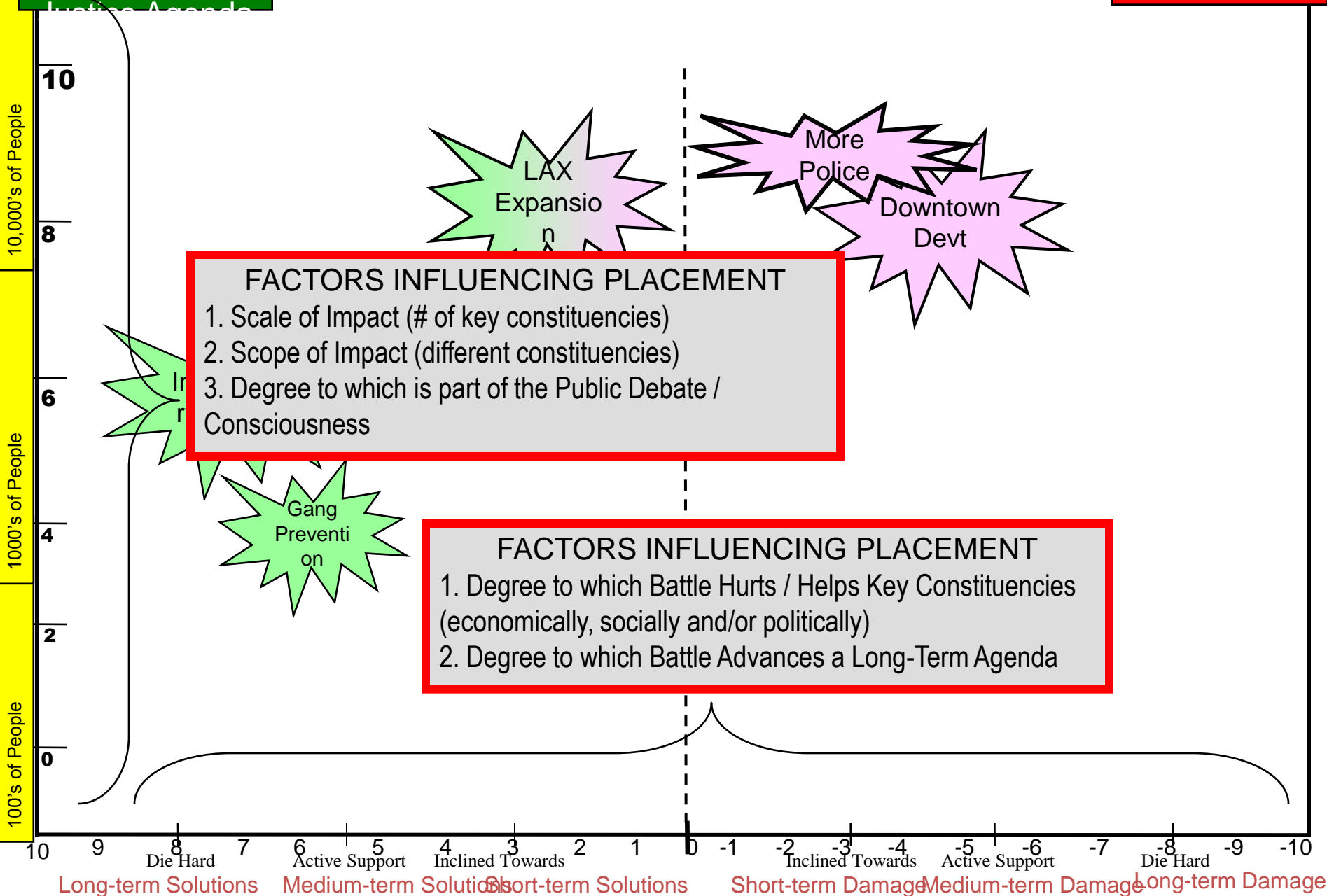
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Social & Economic Justice Agenda

Factors Influencing Placement of **BATTLES**

Corporate Agenda



Social & Economic

Factors Influencing Placement of **DECISION MAKERS**

Corporate
Agenda

- FACTORS INFLUENCING POWER**
1. Legal Power / Authority
 2. Demonstrated Influence (demonstrated success in moving their agenda)
 3. Institutional Positions (Committees, Boards, Offices)
 4. Base of Support
 5. Relationships / Allies (political, organizational, social)
 6. <District Composition (size of electorate, level of organization)>

- FACTORS INFLUENCING POSITION**
1. Explicit Agenda
 2. Demonstrated Action (voting record, history)
 3. Composition of Staff / Office
 4. Relationships / Allies
 5. <Politics of Electorate>



County Board of Supervisors



Boards & Commission
s



Other Regional Bodies



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10 9 8 7 6 5 4 3 2 1 0 -1 -2 -3 -4 -5 -6 -7 -8 -9 -10
Die Hard Active Support Inclined Towards Inclined Towards Active Support Die Hard

Social & Economic

Factors Influencing Placement of **ORGANIZED GROUPS**

Corporate
Agenda

FACTORS INFLUENCING POWER

1. Legal Positions / Authority
2. Financial Resources
3. Demonstrated Success
4. Ability to Influence Media / Public Consciousness
5. Electoral Power (ability to persuade / mobilize voters)
6. Coalitional Power (ability to mobilize other groups w/power to influence decision-makers)
7. Relationships (political, organizational, social)
8. Mobilizable Base
9. Expertise (access to information, research/analysis)

FACTORS INFLUENCING POSITION

1. Explicit Agenda
2. Demonstrated Action (voting record, history)
3. Composition of Board / Staff
4. Relationships (political, organizational, social)

PROGR
GRO



BUSINESS
ASSOCIATIONS



MAJOR
CORPORATIONS



DEVELOPERS



BANKS

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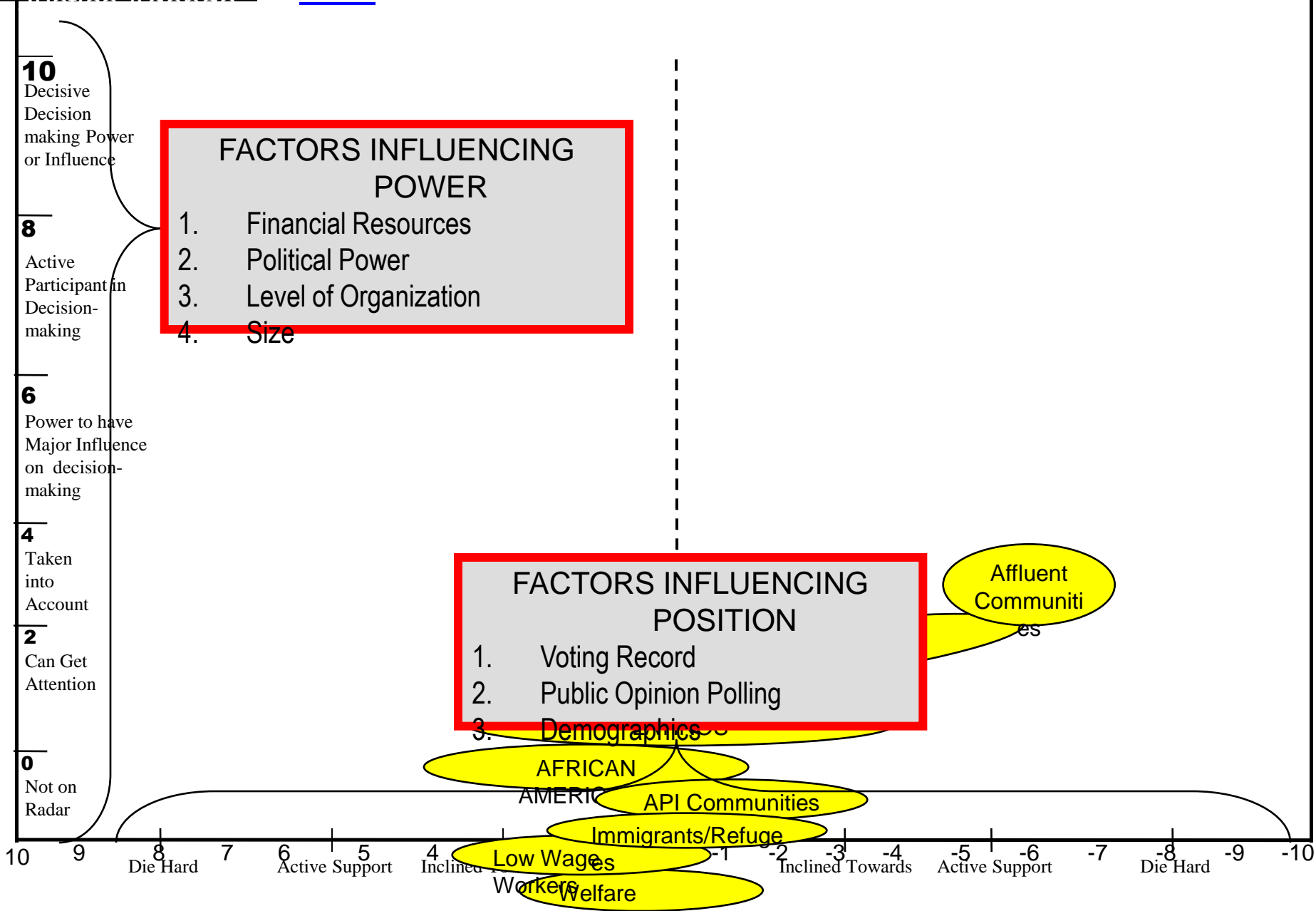
Active Support

Die Hard

Social & Economic Justice Agenda

Factors Influencing Placement of UNORGANIZED CONSTITUENCIES

Corporate Agenda



HOW WE USE THE POWER ANALYSIS TO INFORM COMMUNICATIONS



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Current parameters of debate:

1. Reforms that result in revenue neutrality
2. Stabilize state revenues & decrease volatility
3. Update the tax system to attract, retain, and expand businesses
4. Changes that can be easily implemented



Base (15%
of pop.)



Angry Fatalists (7%)



Balanced Suburbans
(27%)
**Aspiring People
of Color** (15%)

SYSTEMIC

LIBERA

CONSERVATIVE

RIGHT-WING