



Developing an Action Plan

CCCC 16

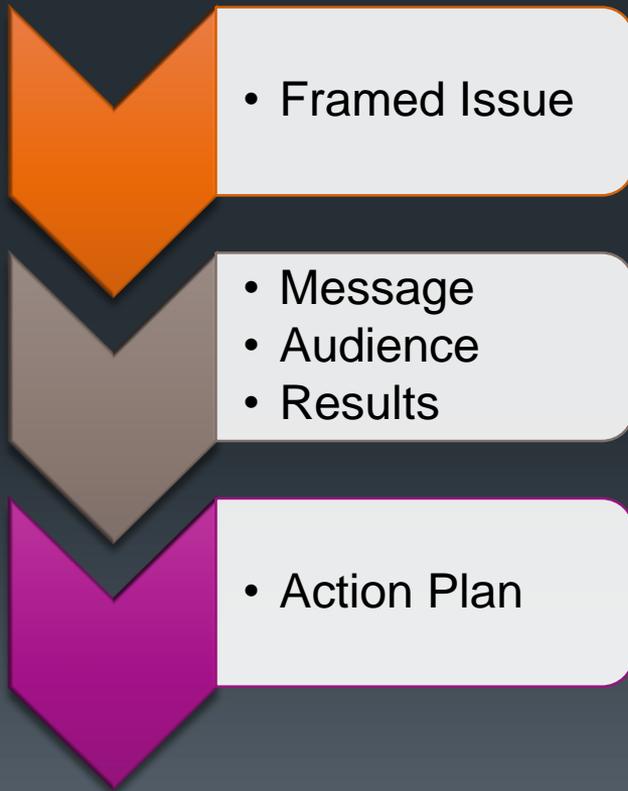
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Workshop Goals

- Understanding the importance of an action plan for advocacy work
- Learn the components of an action plan
- Create a plan for your chosen issue

Why an action plan?



- Moving beyond a “tactics-only” approach
- Seeing advocacy as a process
- Anticipating, recalculating, evaluating

Basics of an Action Plan





Strategy vs. Tactics

Strategy:

How you effectively tell **x message** to **y audience** to achieve **z result**.

Tactics: specific steps and activities to implement the plan



Strategy (Part 1): The Message

- What is it you want others to know?
- How can you cut or frame it to reach the people you need to reach?
- What is the context for your issue/message?
 - Shifting nature of context
 - Community Building and Capacity



Strategy (Part 2): The Audience

- Who are the decision makers for your issue?
- Are those decision makers the main audience?
- Is there a secondary audience that would be important to reach?
- Who are your allies in this work? Opponents? Undecideds?
- How will you need to shape your message to reach these various groups?



Strategy (Part 3): The Results

- What is the result you're hoping for? (the long-term goal)
- What are the intermediate and short-term goals to consider along the way?
- How will you know you're successful?
- What is your timeline?



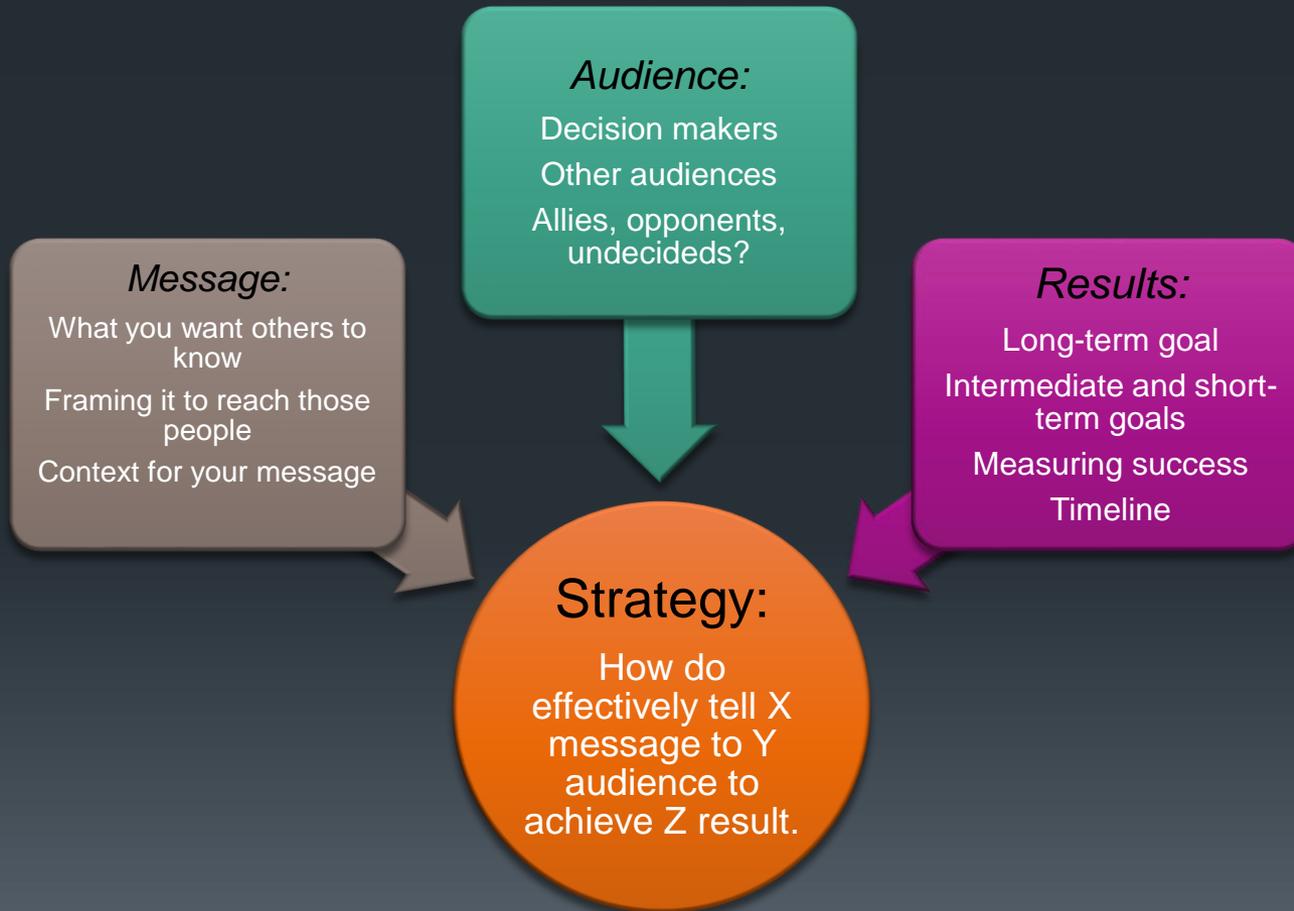
Tactics

- Depend on the strategy (message, audience, and results)
- Fit the context
- Directed toward short term, intermediate, and long term goals
- Designed to continue to build alliances and turn undecideds into allies

Tactics alone are not enough

For parents/students	For colleagues/administrators	For larger public	For decision-makers
Shared videos of classroom practice	Inviting colleagues into classrooms	Social media (e.g. Peter Smagorinsky, Centre County Writers, Writers Who Care blog)	Shared research studies in understandable language (URI project on standardized tests)
Book clubs	Inquiry groups, “Chalk and Cheese” sessions	Invitations to visit classrooms and outreach efforts	Invitations to visit classrooms and outreach efforts
Student led displays of work (Celebration of Student Writing, publication projects)	Student led displays of work (student panels, Celebration of Student Writing)	Student led displays of work	Letters, tweets, emails

Creating an action plan: strategy





Creating an action plan: tactics

What tactics might fit for each audience, frame, and goal (short-term, intermediate, long term)?

Goals	Audiences	Allies? Opposed? Undecided?	Cut/Frame	Tactics	Time Frame
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