



# SERC



*Social Emergency Response Center*

# MANUAL

*Design Studio for Social Intervention*



# WELCOME

## ***Thank you for your interest in leading a Social Emergency Response Center!***

We are excited to see this social intervention become a reality in so many communities across the United States and the world. Our goal is for communities to be able to self-organize SERCs whenever they feel like they need them. We imagine a people-led public infrastructure sweeping the country! Thank you for joining us in beginning to make this happen.

As you read this manual and begin to collectively roll out your SERC, feel free to be in touch with us with any questions you might have. You can always reach us at [serc@ds4si.org](mailto:serc@ds4si.org).

If you're not familiar with the Design Studio for Social Intervention, our mission is to change how social change is imagined, developed and deployed across the United States. The Studio is a space where activists, artists, academics and the larger public come together to imagine new approaches to social change and new angles to address complex social issues. We design and test social interventions with and on behalf of marginalized populations, controversies and ways of life. If you'd like to learn more about us, come see us at [ds4si.org](http://ds4si.org) or at our home in Roxbury, Massachusetts.

***Thanks!***

***The DS4SI SERC team of staff and volunteers***



**Stay in touch**  
[serc@ds4si.org](mailto:serc@ds4si.org)

**Stay updated**  
[ds4si.org/interventions/serc](http://ds4si.org/interventions/serc)

[facebook.com/serc2017](https://facebook.com/serc2017)

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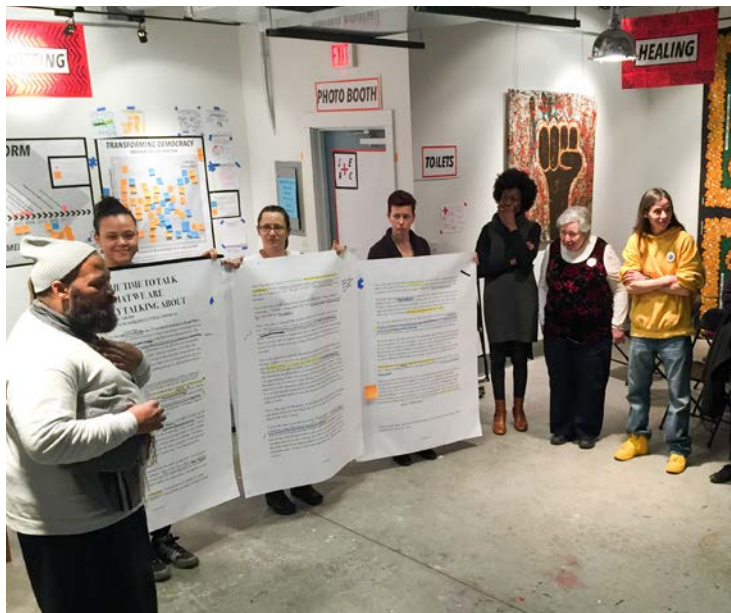
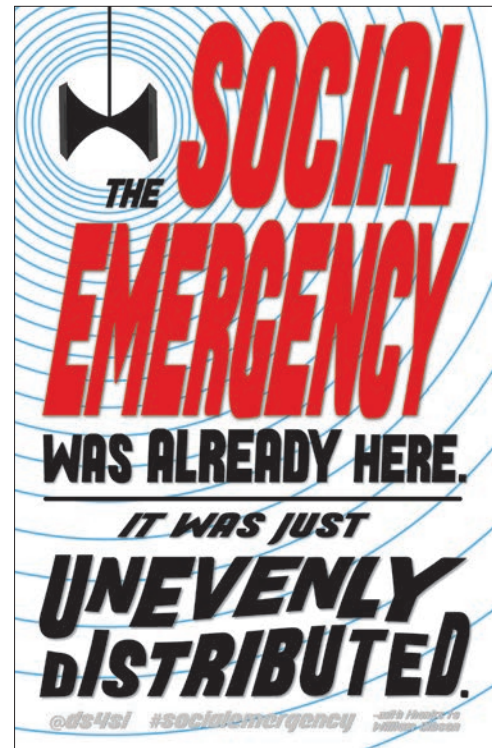
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# WHY A SERC?

*The social emergency was already here.  
It was just unevenly distributed.*  
(To paraphrase William Gibson.)

Throughout 2016, signs of the current social emergency continued to increase—state sanctioned violence against the Black community, gentrification, the Dakota Access Pipeline, privatization, Flint Water Crisis, etc. Then the horrifying Trump win underscored the reality that we are all living in a state of social emergency, even if it affects each of us differently.

In emergencies like hurricanes and tornadoes, emergency response centers exist to coordinate evacuations or provide services like temporary housing, food, and shelter. SERCs re-imagine this form to take on the real and pressing social emergency that we are facing today. They help us pivot out of despair, rage and hopelessness into collective, creative and radical action. They create a space that brings people back into their bodies, into community with each other, and into imagining how to build a stronger, more just democracy.





# WHAT IS A SERC?

**Social Emergency Response Centers are:**



Temporary, emergent and creative spaces co-led by activists and artists



Pop ups in response to a new attack on a population or to a long-standing injustice



Spaces for everyone from highly engaged frontline activists to folks who identify as concerned allies to engage the social emergency in new and creative ways

**SERCs function as both an artistic gesture and a practical solution.**

**As such they aim to find the balance between the two, answering questions like:**



How will we feed people--and their hunger for justice?

How will we create a shelter--where it's safe to bring your whole damn self?

What will reconstruction--of civil society--look like?

**SERCs create opportunities for social intervention, collective healing, art-making, and cooking, as well as performances, political workshops, and more.**

# FREQUENTLY ASKED QUESTIONS

## ***How long should our SERC run?***

SERCs can run for a day, a weekend, a week or longer. It really depends on what makes sense to your setting, your budget and your team. We ran our first SERC over two weekends, but a youth program might choose to do it every afternoon, or a conference might run it for the weekend, a gallery might do it every Friday night for a month, and a college might do it for a semester. We look forward to hearing what works! That said, our hunch is anything less than a day or two might lack the depth and momentum that a SERC can offer.

## ***What kind of space can a SERC be in?***

SERCs can run out of community centers, art galleries, homes, city halls, book stores, youth programs, health centers, even outdoors--the possibilities are just beginning to be explored. Two things we think are important: 1) an open space, such that folks can flow from one type of activity to another, without having to self-select what they came for or what kind of person they are, and 2) a space open to the public without barriers--no metal detectors, fees, etc. Ideally the space will be wheelchair accessible.

***See p.7-8 for more about space.***

## ***How much does a SERC cost?***

We are actively fundraising so we can continue to provide the SERC Kits free of charge. Expenses you might have in running the SERC could range from almost nothing (free space, all volunteers, donated supplies) to thousands of dollars (staff time, space rental, artist compensation, materials, etc.) ***See p.27 for sample budget scenarios.***

## ***Who should staff a SERC?***

Folks "staffing" the SERC should not look different from folks participating in the SERC. The lines should be porous--someone could come to participate and end up offering to facilitate a new activity. So the leadership of the SERC should feel like something that reflects the community it's in, and something that folks can easily step into. That said, there are particular skills that are useful beyond just content areas: facilitation, radical welcoming, listening, and mediation in case the need arises.

## ***How do we get a SERC Kit?***

If you are interested in running your own SERC, please contact us at [serc@ds4si.org](mailto:serc@ds4si.org) for your SERC Kit. The Kit includes full color signage, the SERC Manual, tips, swag and more.

***You can always reach us at [serc@ds4si.org](mailto:serc@ds4si.org) for any questions about SERC***

# THE SERC SPACE

SERCs can happen at all different scales and in all sorts of spaces. We've heard interest from spaces as diverse as a tiny bookstore to a health center, store front art gallery, community organizing program and college.



***We recommend you consider the following elements when choosing a space for a SERC:***

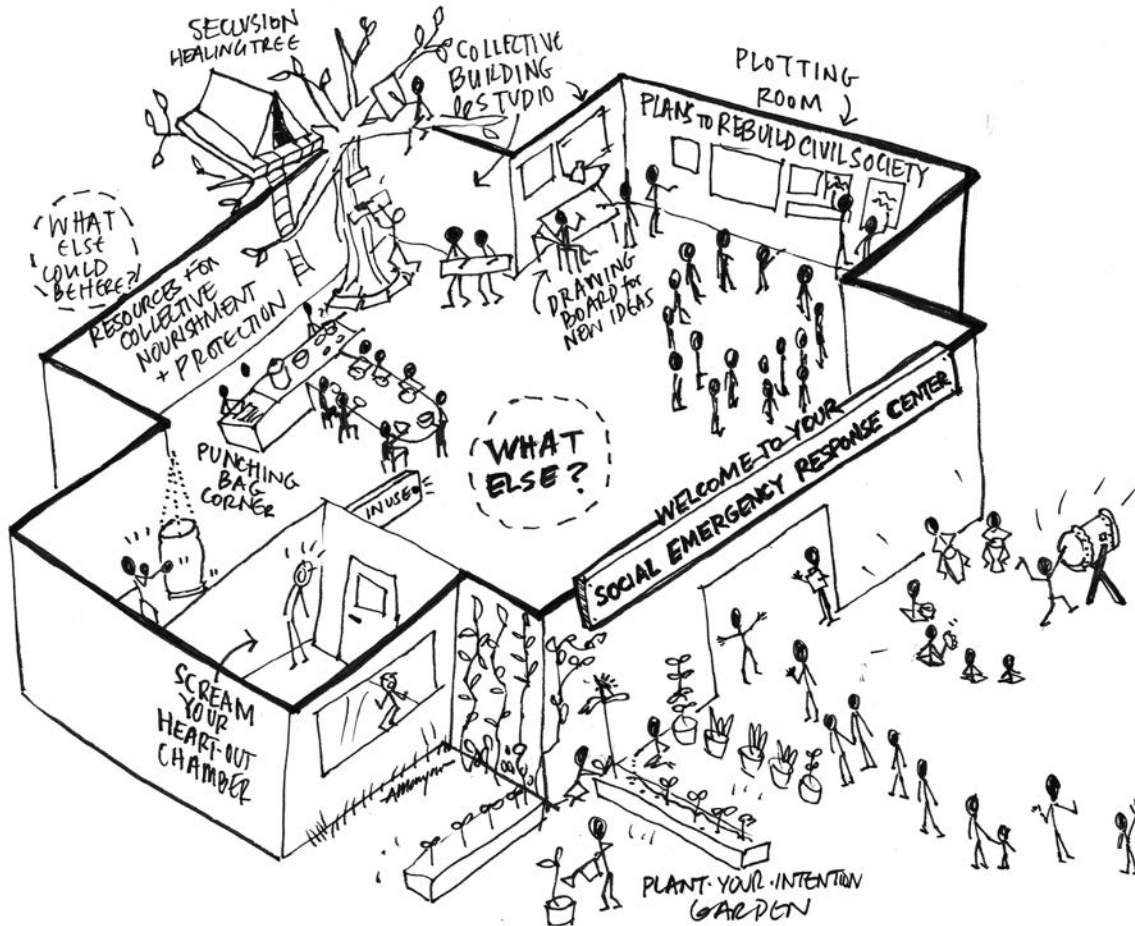
- **Accessibility**
  - Location near public transit
  - Accessibility for folks with physical disabilities
- **Visibility** and accessibility from the street so that folks can come even if they didn't know about it ahead of time
- **Welcoming** Space that feels welcoming to people of all ages and backgrounds, feels family friendly and has a history of being open to all; not a space that requires someone go through a metal detector, show ID, pay admission or other restrictive measures
- **Open space** Ideally a space that has visibility across all Four Quadrants, so that participants can come in and get a sense of all that is going on. That way folks can slide into things they don't expect, rather than having to self-select as someone who needs healing, or sees themselves as an artist, etc. Additionally, if there are nooks or areas that can have their own activities going on, that can help multiple things happen at the same time and can help the Healing space feel more calm and quiet.
- Finally, having a space that you have access to in advance to be able to do some planning is useful.

## ***Indoor vs. Outdoor Spaces***

We prototyped our SERC in the dead of winter in New England, so outdoors wasn't really an option. That said, many folks are interested in exploring either mixed indoor/outdoor spaces or outdoor SERCs this spring and summer. This adds some exciting and challenging new twists--like how do you welcome everybody? How do you hang signs or show movies? Keep us posted about what you learn as you explore doing SERCs outdoors!



**Here's a fun sketch of what a SERC could look like that we used to get our ideas flowing:**



**A SERC sounds like** a drum circle, a boxing class, a documentary, the voices of a story circle and the steady hum of conversation. A SERC is as loud as an interactive taiko performance and as quiet as a breathing class.

**A SERC smells like** fresh ink on paper from printmaking, the sweat of the dance class and the homemade cooking on the stove. It tastes like fried yucca, tamales, and moceca from the potluck.

**A SERC feels like** your friend's house that surprised you by feeling like home away from home even though you didn't know most of the people who came to the party. It feels like the first time you went to that radical bookstore or met someone who'd overthrown a dictator or learned that you had a labyrinth built into your hand.



# COMMITMENTS FOR DOING A SERC

We are in a social emergency. We at DS4SI are responding by doing our best to make a newly imagined public infrastructure—the Social Emergency Response Center—available to all who want it. If you are interested in running a SERC, we will do all we can to support you. **In return, we ask that you make the following commitments to the SERC:**

## ***We are in a social emergency.***

Understand that it is unevenly distributed, so participants will be experiencing it in their lives and bodies in different ways.

## ***Everyone is a participant-- a learner and a teacher.***

Don't visually separate "staff" or "volunteers" from participants.

## ***The SERC represents the community it is in.***

Make sure your space reflects the cultural diversity of the community, as well as having planners and facilitators who include diversity across age, race, gender expression, physical ability, etc.

## ***Everyone is welcome and can bring their whole damn self.***

Welcoming is a radical act. Think through what will make your SERC feel welcoming and safe for all.

## ***The SERC secret sauce is in its nonlinear nature.***

Create a space that includes healing, making, plotting and cooking and where participants can flow to wherever they need to be.

## ***The SERC is co-led by artists and activists.***

It functions as both an artistic gesture and a practical solution. Holding the balance is important.

## ***Everyone deserves a***

***SERC.*** Document your SERC and spread the word about the social emergency, whether it's in your community, on social media, or back with us so we can pass it on!

# SERC'S ORIGIN STORY

Before developing the SERC, DS4SI worked with the concept of social emergencies in many ways.

## A Case for Social Emergency Procedures (Paper, DS4SI, 2014)



In November 2014 a grand jury failed to indict Darren Wilson, the cop who shot and killed Michael Brown in Ferguson, Missouri. At that point, we knew we were in a social emergency. Just as fire drills train us for how to act and what to do in case of a physical emergency, we realized that the public needed drills and steps for how to act when there's a social emergency. We made a case that clear social emergency procedures would help the general public both recognize a social emergency and respond in useful ways. *You can read the full paper at [ds4si.org/writings](http://ds4si.org/writings)*

## Recognizing a Social Emergency & Stop, Drop and Roll (Installation, DS4SI, Summer 2016)

With encouragement from our colleagues at the University of Orange in Orange, NJ, we forged ahead in developing some more specific procedures. We prototyped two visuals—based on familiar emergency procedures—to help people recognize and respond to social emergencies. We began to test them with artists and activists at the World Social Forum in Montreal during the summer of 2016.



## Social Emergency Response Centers (Social Intervention, DS4SI and others, 2017 and beyond)

Throughout 2016, signs of the current social emergency continued to increase—state sanctioned violence, gentrification, privatization, Dakota Access Pipeline, 'Trumped-Up' Isms, Flint Water Crisis, etc. We realized that in emergencies like hurricanes and tsunamis, emergency response centers pop up to coordinate evacuations or provide services like temporary housing, food and water. We decided to reimagine a response center that would take on the real and pressing social emergencies we were now facing.

We thought we'd be running SERCs as a way to help people understand that even though Trump lost, we were still in a social emergency. And then he won. We prototyped the first SERC on the two weekends following Trump's inauguration, and 300 neighbors, artists, activists and visitors of all ages attended, coming together for activities as diverse as they were. Together we pivoted out of despair, rage and hopelessness into collective, creative and radical action.

The emergency is on-going, but the rebuilding of a stronger—more socially just—democracy has begun. We aim for SERCs to become a collective infrastructure that people in communities across the country can create whenever they need to.

# APPRECIATIONS



In emergencies, people often find their best selves—from sharing critical resources, to tending to those hardest hit, to taking in friends and strangers. The SERC feels much the same. We are tremendously grateful to the many, many volunteers who have made every element of the SERC happen!

In this case, folks shared their time, their skills, their connections and their resources. From taking hundreds of photos, to braving Boston traffic to pick up donated food and supplies, to sneaking into their workplaces to make color copies, to whipping up incredible amounts of incredible food, to leading amazing workshops and activities, volunteers made SERC and the SERC Kit possible!

## *Special thanks to all of our...*

### **SERC teams**

Our cooks, makers, healers and plotters, and our documenters, communicators, welcomers and planners!

### **Commissioned artists**

Local drummers, yoga instructors, dancers, spoken word artists, painters and more who made SERC even better than we imagined.

### **Photographers**

Photos in this Manual are a mix of over 12 photographers who shared their time and photos.

### **SERC Kit team**

The spreading of the SERC across the country and around the world wouldn't be possible without their help with writing and editing, layout, printing, swag-making and more!

### **Funders and partners**

From everyone who loaned supplies, donated food, put money in the basket or donated on [gofundme.com/serc2017](https://www.gofundme.com/serc2017), to our Fairmount Cultural Corridor partners and funders, to SERC's first national funder, the Kellogg Foundation.

# THE KEY COMPONENTS OF A SERC

We initially framed the four elements of a SERC based on the key things offered by an emergency response center:

**SHELTER FOOD & WATER HEALING (FIRST AID) INFORMATION**

What a *social* emergency response center could offer came out of collectively brainstorming with our group, and we recommend you take the time to do this as well. The process led to a widely shared leadership, with volunteers stepping up to coordinate whole quadrants (healing, making, cooking, plotting), lead specific activities, start our SERC facebook page, or recruit others—their friend who taught boxing, their roommate who loved to cook, their professor who led story circles, etc. This led to having many different ideas, skills and communities in the SERC.

Here is the sketch we used to get our ideas flowing:

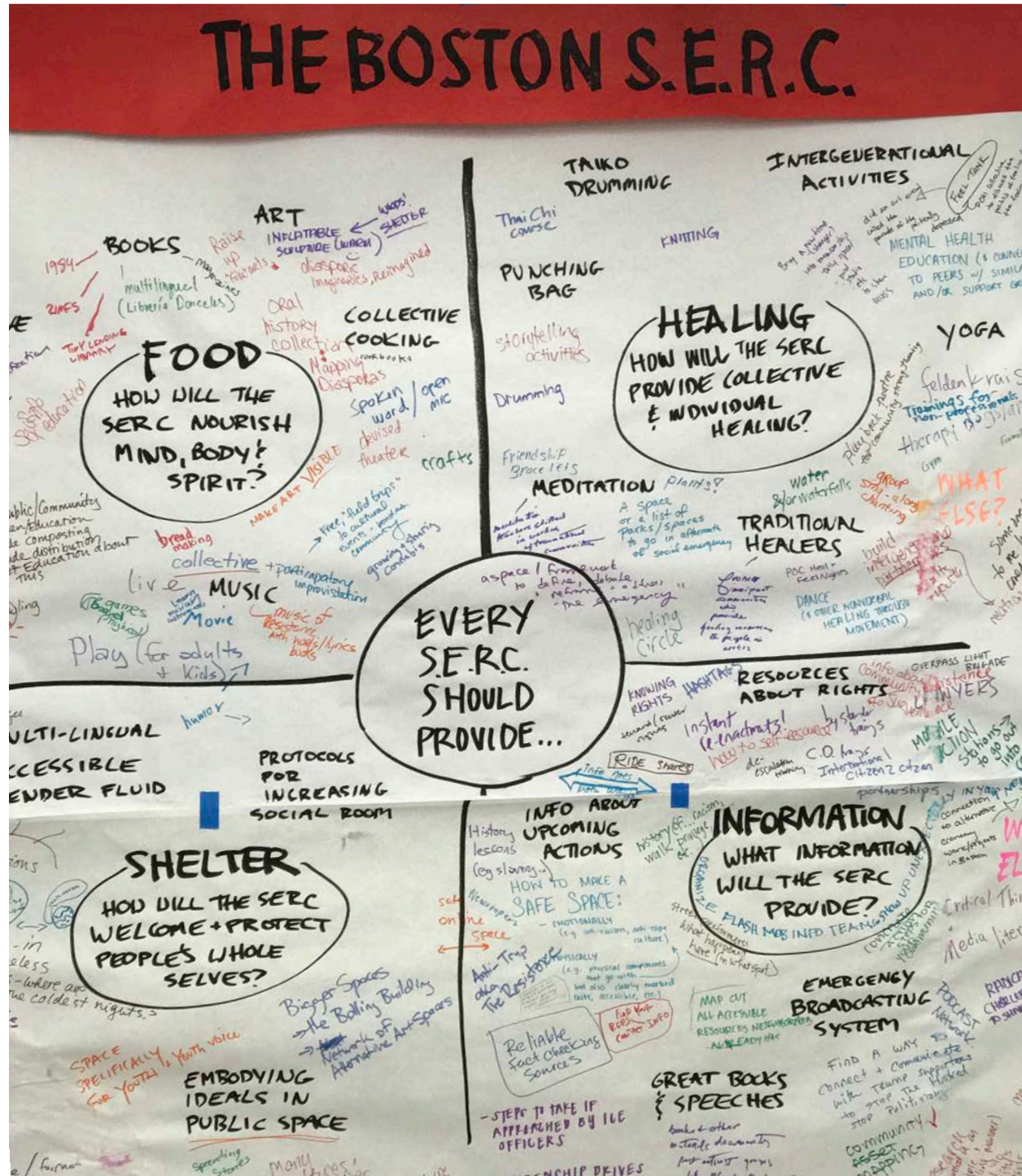


In the end, the **Four Quadrants** morphed into:

**MAKING**
**PLOTTING**
**HEALING**
**COOKING**



This is how it looked after we used it as a brainstorming tool with about 50 volunteers:



# PLAN YOUR SERC COLLECTIVELY

Your planning process will vary depending on the scale of your SERC and the number of planners you have involved. That said, an important element of the SERC is its collective planning process. **It is not about an organization providing a service to a community but about a community coming together to co-create a new temporary infrastructure that meets its needs.**

After our initial brainstorming based on the Four Quadrants (see p.13), we broke into planning teams. To see more about the teams and their responsibilities:

- |                               |            |                      |            |
|-------------------------------|------------|----------------------|------------|
| <b>Radical Welcoming Team</b> | See pg. 15 | <b>Making Team</b>   | See pg. 16 |
| <b>Logistics Team</b>         | See pg. 24 | <b>Healing Team</b>  | See pg. 18 |
| <b>Documentation Team</b>     | See pg. 25 | <b>Plotting Team</b> | See pg. 20 |
| <b>Outreach Team</b>          | See pg. 26 | <b>Cooking Team</b>  | See pg. 22 |

## SUGGESTED SERC PLANNING TIMELINE

MEETING 1	MEETING 2	TEAM MEETINGS	MEETING 3	SERC!	MEETING 4
Vision & Planning	Outreach & Planning	TEAM MEETINGS	IN THE SERC LOCATION	SERC!	DEBRIEF
<ul style="list-style-type: none"> <li>✓ Recruit diverse planning group of artists, activists, local residents, youth, etc.</li> <li>✓ Welcome participants with Intake Forms.</li> <li>✓ Go around--have participants share how the social emergency is impacting them</li> <li>✓ Use the Four Quadrants to collectively brainstorm ideas for the SERC</li> </ul>	<ul style="list-style-type: none"> <li>✓ Team planning, then present backs for more ideas from other teams</li> <li>✓ If your group is large, meet with team leaders ahead of time</li> <li>✓ Make an outreach plan: how will everyone spread the word?</li> </ul>	<ul style="list-style-type: none"> <li>✓ Confirm space and dates</li> <li>✓ Work on Schedule</li> <li>✓ Press &amp; public outreach</li> <li>✓ Source and collect materials and donations</li> <li>✓ Commission local artists</li> </ul>	<ul style="list-style-type: none"> <li>✓ Post flyers around locally, make sure community knows</li> <li>✓ Confirm logistics</li> <li>✓ Confirm schedule</li> <li>✓ Layout the space</li> <li>✓ Make a set-up plan to install</li> </ul>	<ul style="list-style-type: none"> <li>✓ Install</li> <li>✓ Document</li> <li>✓ Have fun!</li> <li>✓ Take down space</li> </ul>	<ul style="list-style-type: none"> <li>✓ Reflect and debrief</li> <li>✓ Celebrate with the team and give thanks!</li> <li>✓ Write thank you cards to those who donated materials, food, time</li> <li>✓ Tell us how it went! Email us at <a href="mailto:serc@ds4si.org">serc@ds4si.org</a> or post on <a href="https://www.facebook.com/serc2017">facebook.com/serc2017</a></li> </ul>



## Radical Welcoming Team

Our Radical Welcoming Team set out to underscore our message that everyone was welcome in the SERC. The Team included a fantastic youthworker, a radical Grandma, a Social Emergency Puppet, an extroverted 12 year old, bilingual activists, and more. We welcomed each person to the SERC, invited them to fill out the voluntary In-take Form, offered a tour of the space and a flyer of the day's activities, and highlighted what the Cooking Team had to share. We wanted people to feel welcome, oriented to the space and clear that the SERC was for them.

- Create schedule to make sure there are always a diverse group of 2-3 welcomers at the entrance
- Print Welcome Space materials (Intake Forms, schedules, flyers, etc.)
- Set up your Welcome Space
  - Create outdoor welcome sign with schedule, if possible
  - Set up a table with intake forms on clipboards, schedules of the day or weekend, etc.
  - Create your Welcoming Wall (see Kit) and hang markers so people can add to it
- Keep materials stocked

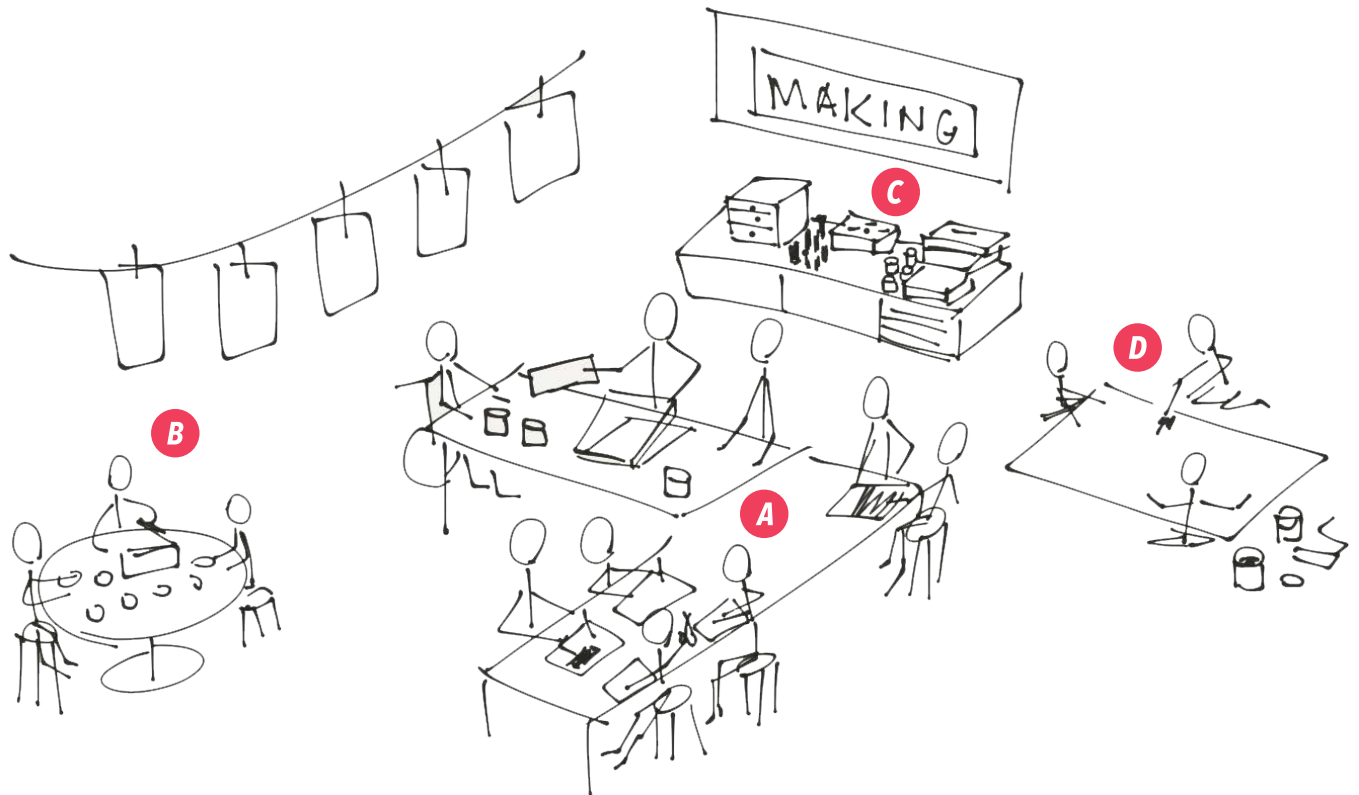


# MAKING

We prioritized art making activities that were:

- A** *Simple to do and easily intergenerational*
- B** *Easy to take home & make multiples:* button making, printmaking, weaving, etc.
- C** *Affordable materials:* so folks could continue to do them at home
- D** *Healing:* involving self-expression and/or meditative work

**SERC Swag Making:** In order to create a new community infrastructure, it was important to continue to spread the concept of the social emergency and the SERC. With the SERC button making, mask making and armbands (see Kit), there were always easy-to-do activities that encouraged participants to spread the message that we were in a social emergency and that we had a place for people to gather!





## Making Team

- Recruit and coordinate diverse group of makers and making activities
- Secure (buy/collect) making materials
- Set up the Making space
- Integrate on-going SERC-spreading activities inside the space (button making, mask-making, etc.)
- Work with Plotting Team to decide on things that can be made and then deployed to spread the word about the social emergency (banner drops, social emergency drills, lightboards, etc.)
- Work with Logistics Team to integrate activities into overall schedule



### **YOUR SERC KIT Includes**

- Making Sign
- Mask samples
- Buttons and templates
- Stencils
- Making Zine

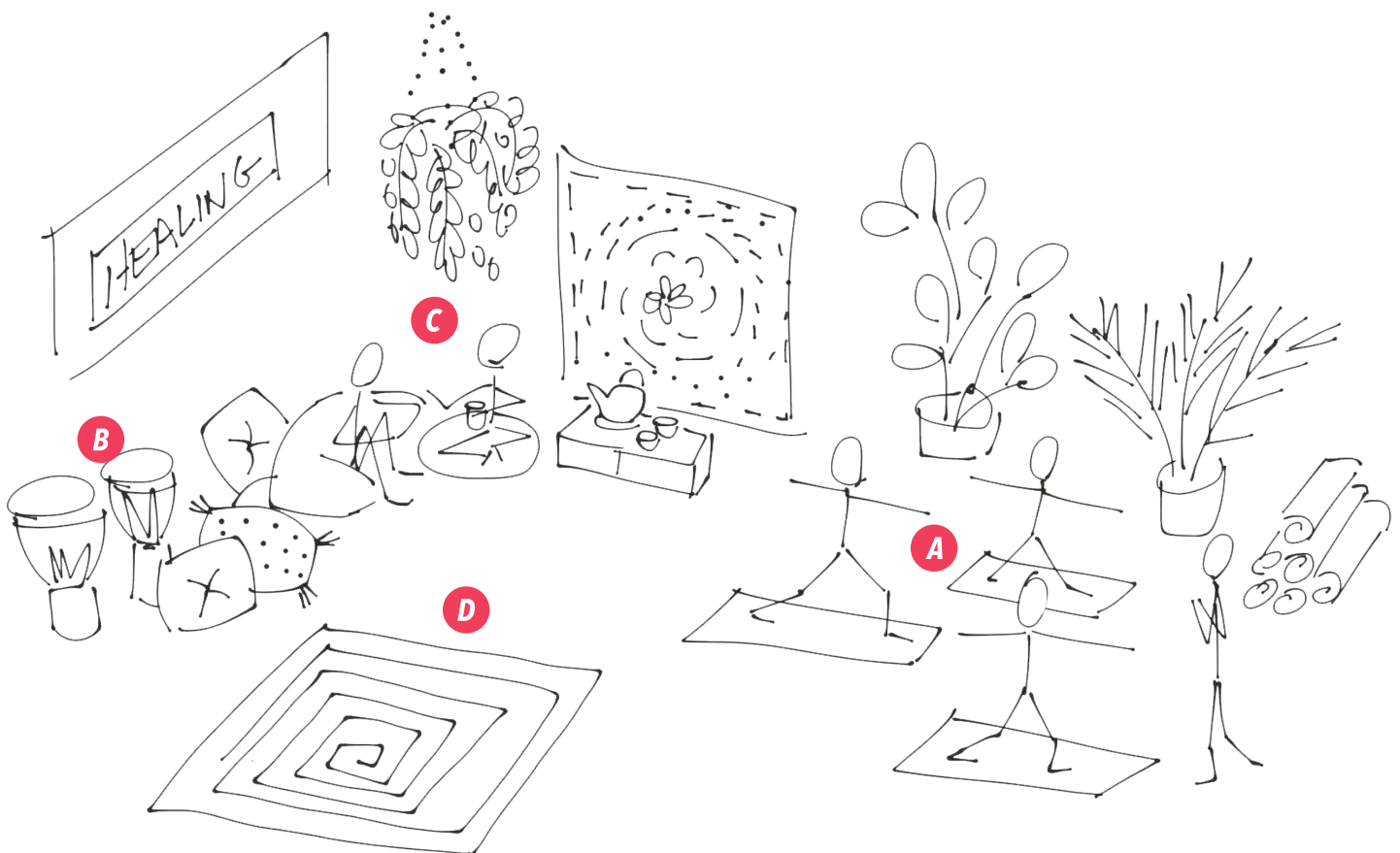


# HEALING

We thought of healing broadly--what would it take to help participants get back into their bodies? How could we involve various senses, various healing communities, and keep in mind both individual and collective healing?

In the end, our first SERC included elements like:

- A Body work:** including workshops on yoga, breathing, meditation, reiki, labyrinths, self-defense, drumming and other somatic practices (like Alexander technique)
- B Cultural work:** including performances (dance, spoken word, drumming, singing) as well as workshops like interactive taiko drumming, sound circles, dance classes, and drumming circles
- C Spiritual work:** including having people of various faith communities ready to listen, pray and talk about the social emergency from a spiritual perspective
- D A healing space:** even within an open layout, we used a nook for the healing space such that participants could just take time out, including pillows, a floor labyrinth and a small healing library





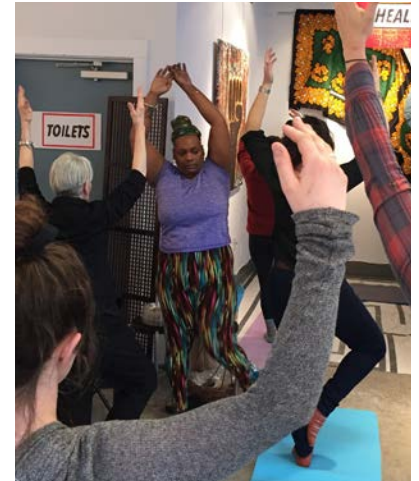
## Healing Team

- Recruit and coordinate diverse group of healers, healing activities and performances
- Get supplies loaned or donated (yoga mats, pillows, labyrinth, books, plants, candles?)
- Create the Healing space
- Work with Logistics Team to integrate overall schedule (including making sure that activities don't conflict if you need quiet, or coordinating performers)



### YOUR SERC KIT Includes

- Healing Sign
- Healing Zine



# PLOTTING

It was important that the SERC involved an element of reconstruction--similar to how a community would begin reconstruction after a storm. Some of the elements of the plotting included:

- A** **Radical Library**--including many books on loan by volunteers and our Giant Text Posters for collective reading and annotating (see Kit.)
- B** **Interactive Elements**--including Tracking the Storm timeline, Transforming Democracy Diagram (See Kit), and photo booth activities that can be facilitated by volunteers.
- C** **Community Information Board**--including local resources relevant to the social emergency, information about upcoming actions, social justice groups, etc.
- D** **Workshops and Documentaries**--We curated these ourselves, inviting specific presenters and choosing the topics of discussions and documentaries. Others might choose to offer an open call. For us, it was important to use this space to offer a wide variety of ideas, inspiration and tools. We offered things that would be new perspectives for both frontline activists and relative newbies. (See our sample schedule in RESOURCES p.19)
- E** **Social Emergency Broadcasting System**--We imagined but didn't pull this idea off! Based on the old radio Emergency Broadcasting System (complete with the beeeeeeeep), we imagined a lo-fi or online Social Emergency Broadcasting System that would include pre-recorded music, speeches, live sounds from SERCs across the country, political comedy sketches, Democracy. Now pieces, whatever felt useful for the social emergency. Please let us know if you pilot a SEBS!





## Plotting Team

- Solicit and collect book loans for Radical Library
- Solicit, collect and create information for Community Info/ Resource Board
- Set up the on-going activities in the Plotting space, including:
  - Radical Library
  - SERC interactive posters (See Kit)
  - Transforming Democracy activity & supply table
  - Photo Booth
- Recruit and coordinate diverse set of presenters and plotting activities: movies, talks, workshops, etc.
- Work with Logistics Team to integrate into overall schedule.
- If you have the right people, create and implement the Social Emergency Broadcasting System (p.20)



### **YOUR SERC KIT Includes**

- Plotting Sign
- Radical Library Sign

#### **Posters:**

- Giant Text Posters
- Transforming Democracy Diagram
- Tracking the Storm Timeline
- "What to do in a social emergency"
- "How to spot a social emergency"
- Dot stickers and stickies

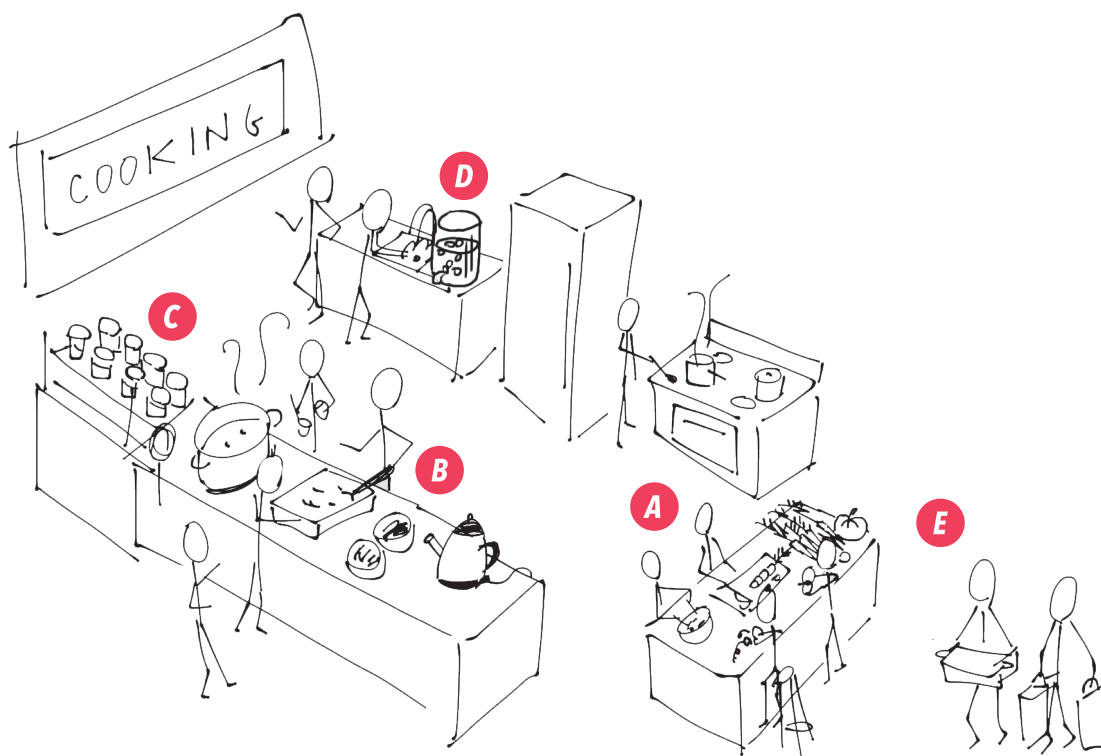


# COOKING

Breaking bread together is critical--it can be the most important making going on, the most healing thing a participant does, and the work that our hands are doing as we build the community that deepens our trust for the plotting ahead. It will vary depending on your space, but as much as possible, it should feel collective rather than service oriented. Some possibilities that we tried out included:

- A** Doing **collective cooking** in the space (even with crockpots and microwaves)
- B** Doing a **modified potluck**, with folks bringing homemade food and making it there
- C** Getting **donations** of hot food (mostly soup) and bread
- D** Offering a **homemade** "Social Emergency Cooler" (non-alcoholic beverage)
- E** Having a local Honduran **restaurant cater** a performance event

**Cooking in the space was ideal**--collective and tasty, but all of the varieties of having food in the space added to the sense of community, gave people a reason to mingle and helped people stay longer.





## Cooking Team

- Coordinate the food/drink plan including:
  - Decide on donations and/or cooking on site, potluck, etc.
  - Get food/beverage donations
  - Buy food/beverages and serving stuff
  
- Make a cooking/serving schedule for the event including:
  - People schedule
  - Food schedule (coordinate with logistics team if you're planning cooking activities)
  
- Prepare and serve food and beverages
  
- Clean up each day



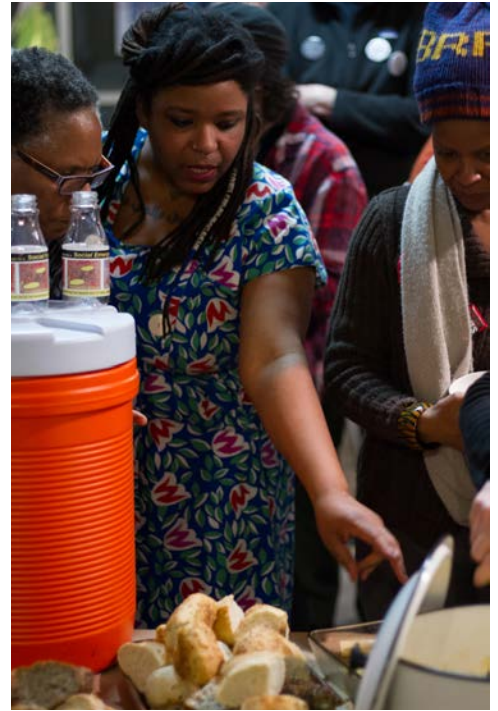
### YOUR SERC KIT Includes

- Cooking Sign
- Cooking Zine
- Food Label Stickers



### What are you hungry for?

Our cooking team prototyped this activity, putting stickers on our donated soup bowls and asking guests, "What are you hungry for?"





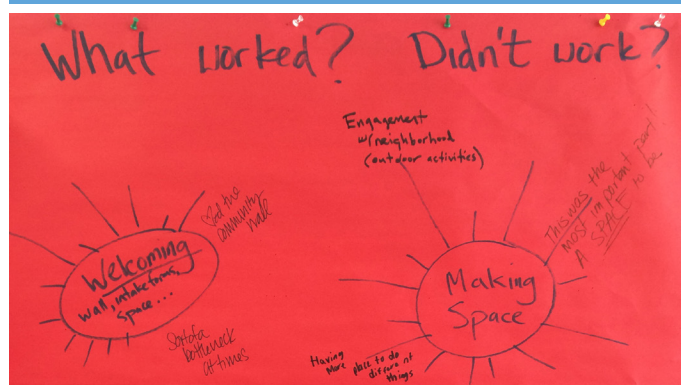
**Logistics Team** (in our case a mix of staff and volunteers)

The Logistics Team held everything from the big picture to the nitty-gritty details. It did some work on its own—like securing an accessible space, but it did a lot of work with the other groups, like coordinating the overall schedule for each day, making sure a guest speaker didn't present at the same time as a high energy dance class, for example.

- Facilitate SERC planning meetings
- Scout and secure the space
- Set SERC dates and times
- Create the overall schedule of SERC event
- Coordinate translation services as needed (outreach, materials in space, etc.)
- Curate, coordinate, and communicate with artists and performers
- Coordinate volunteers (in advance and during the SERC)
- Lead SERC installation and take down
- Raise and oversee SERC budget
- Follow up
  - Thank yous to volunteers, donors, artists, food donations, etc.
  - Event debrief with planners, facilitators/artists and interested participants



CALENDAR OF EVENTS: FEBRUARY 3-5		Social Emergency Response Center	
Location: Dorchester Arts Collaborative, 157 Washington Street, Dorchester, 02121			
<b>FRIDAY</b> <b>FEB 3rd</b>	5-5:45PM 5:45-6PM 6-6:30PM 6:30-7:15 7:15-7:45 7:45-8:15 8:15-8:30	<b>Food and Mask Making</b> Live painting by Wilton Tejeda (on-going) Welcome by host Amah Edoh Performances by Sophie Canon, Danielle Georges and Ashley Rose Presentation and Discussion led by Amah Edoh Performances by Obehi Janice and Mckersin Previlus Steel Drum Band with Tabby and brothers Close	
<b>SATURDAY</b> <b>FEB 4th</b>	12-1PM 1:2-00PM 1:2-30 2:30-4PM 3:30-4:30PM 3-3:30PM 3:30-4PM 4-5:30PM 4:30-5:30 5:30-6PM	<b>Light board making!</b> On-going throughout Saturday <b>Platform: Collective Crochet Project</b> <b>Labyrinth walking meditation</b> with Kai Nazy'at <b>Yoga class</b> with Nicole Flynt <b>Printmaking workshop</b> with Taina Vargas <b>American Revolutionary</b> (film about Grace Boggs) <b>Weaving workshop</b> Bethany Strohm and Taina V. <b>Social Emergency in the Global Context</b> Presentation & Discussion with Tarso Ramos <b>Taiko Drumming</b> activity with Genki Spark <b>Dance class</b> with Smallie Michelle <b>Bookmaking workshop</b> with Bethany, Taina and Kai <b>People's Movement Assemblies:</b> New Formations for Governance, with Project South <b>Radical Kids' Story Time</b> with Alison Goldberg Closing Convocation	



## Documentation Team (in our case a mix of staff and volunteers)

The SERC is a newly imagined public infrastructure. It didn't exist until 2017. As such, the better we can all document it, the more people will get to see it as something they can bring to their community. Setting up a Documentation Team ahead of time will help you really capture and share what the experience was like at your SERC.

- Coordinate who will help you document your event, including photography and/or videography, as well as note-takers as appropriate
- Coordinate how they will share the documentation they collect (Google folder, Dropbox, etc.)
- Coordinate photography for Photo Booth with Plotting Team
- Work with Communications Team to think about use of documentation for outreach (blog posts, facebook updates, media, etc.)
- Make sure the Photo Release poster is visible in the SERC space (See RESOURCES p. 19)
- Please add photos to [facebook.com/serc2017](https://facebook.com/serc2017) and/or share them with us directly at [serc@ds4si.org](mailto:serc@ds4si.org)



## Outreach Team (in our case a mix of staff and volunteers)

If we're in a social emergency, we need to know where our nearest SERC is! The role of the Outreach Team is to spread the word far and wide, both before and during the SERC.

- Create flyers/posters, making sure that materials reflect languages of the community you're in .  
(See RESOURCES p.19)
- Print and distribute flyers/posters. Post or wheatpaste around the neighborhood, in local businesses, at local programs, schools, etc. Ask other teams to help distribute online and in person.
- Design and carry out social media plan in advance and during SERC (facebook, twitter, instagram, etc.)
- Create Media Alert or Press Release and reach out to local media sources (especially ones in the immediate community of the SERC)  
(See RESOURCES p.19)
- Feel free to use SERC videos [ds4si.org/interventions/serc](http://ds4si.org/interventions/serc)
- Please update SERC facebook: <http://facebook.com/serc2017>
- Make sure to use the hashtag #socialemergency. We want SERCs to be a portal into understanding and spreading this larger phenomenon.





# SAMPLE SERC BUDGETS

Below are three sample SERC budgets. We offer them just as a way to help you think about the scale and cost of your SERC. They are not prescriptive!

## WELL FUNDED BUDGET

Expenses		Notes
Staff Time	\$2,250	90 hours @ \$25/hr
Paid Programming	\$2,000	Estimated \$100 to each guest artist (20)
Art & Office Supplies	\$200	Paper, markets, paints, tape, etc.
Food	\$500	Food will be primarily paid for, rather than donations
Food Supplies	\$65	Utensils, cups, servingware, etc.
Printing	\$350	Full color, high quality posters and signage
<b>TOTAL</b>	<b>\$5,365</b>	

## MID-RANGE BUDGET

Expenses		Notes
Staff Time	\$750	30 hours @ \$25/hr
Paid Programming	\$500	Estimated \$100 to each guest artist (20)
Art & Office Supplies	\$100	Paper, markets, paints, tape, etc.
Food	\$125	Food will be primarily paid for, rather than donations
Food Supplies	\$40	Utensils, cups, servingware, etc.
Printing	\$150	Cheaper printed posters and/or donated prints
<b>TOTAL</b>	<b>\$1,665</b>	

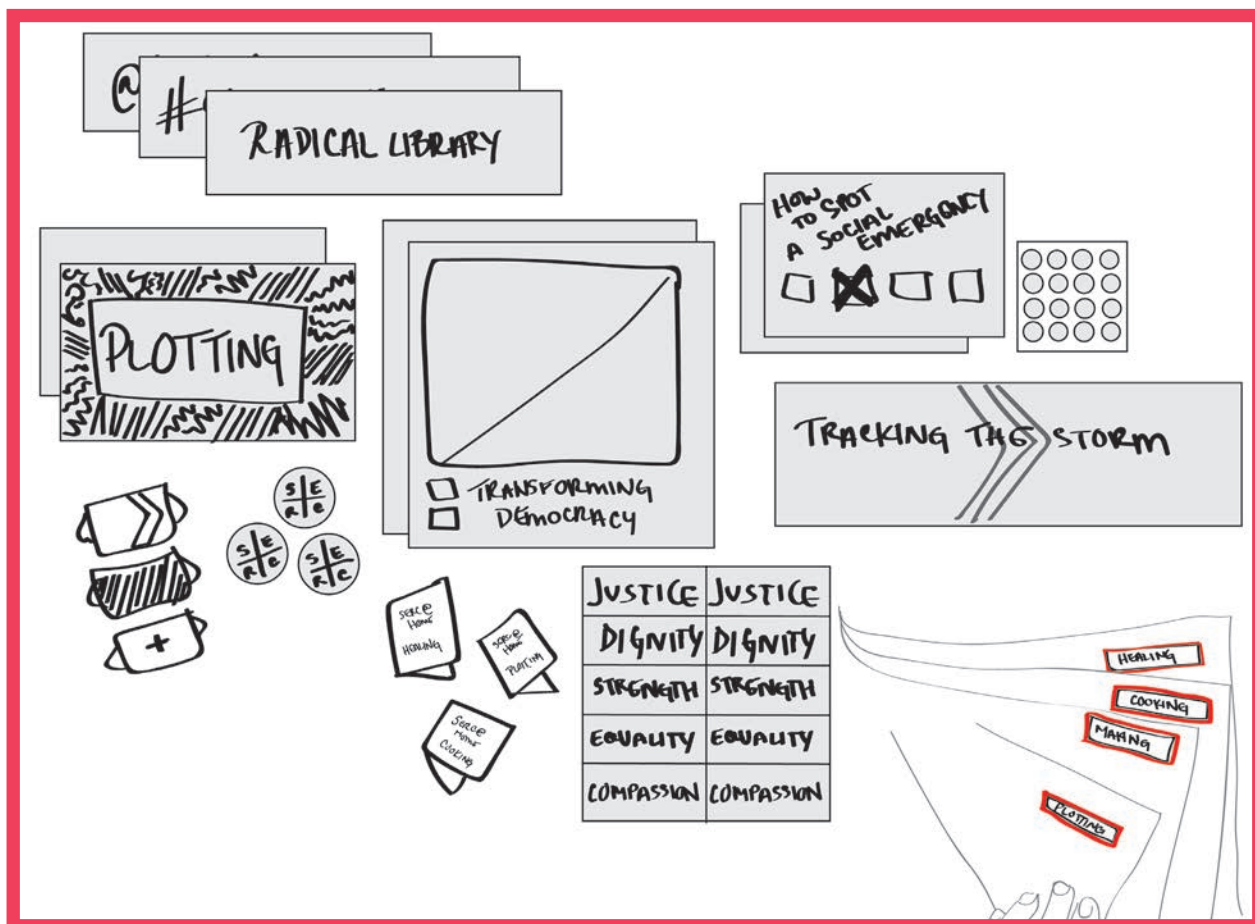
Other possible expenses you might bump into could include:

- space rental
- truck/van rental
- outdoor permits
- equipment rental: mic, speakers, wireless hotspot

## LOW BUDGET

Expenses		Notes
Staff Time	0	All volunteer run
Paid Programming	0	All volunteer artists and performers
Art & Office Supplies	\$50	Paper, markets, paints, tape, collected donations
Food	\$75	Mostly donations
Food Supplies	\$40	Combination of bought & reusable dishes and utensils
Printing	\$50	Black and white prints only, get a lot of donations
<b>TOTAL</b>	<b>\$215</b>	

# SERC KIT



**EMAIL US TO GET YOUR SERC KIT**  
**SERC@DS4SI.ORG**

# RESOURCES

## FOR OUTREACH:

1. SERC full page logo
2. SERC Description One-pager
3. Sample Media Advisory
4. Flyer for event
5. Sample Schedules

## FOR SERC SPACE

6. Crowd photo release
7. Intake form

## MAKING AREA

8. SERC Swag Activity Instructions  
(fold in half to make a table tent)
9. Printable templates for 2.25" diameter buttons
  - SERC logo
  - We are in a Social Emergency
  - Estamos en una Emergencia Social

## PLOTTING AREA

10. Transforming Democracy Activity Instructions  
(fold in half to make a table tent)
11. Transforming Democracy worksheet

## COOKING AREA

12. Cooking Zine

## HEALING AREA

13. Healing Zine

**EMAIL US FOR A LINK  
TO ALL ONLINE  
RESOURCES**

[serc@ds4si.org](mailto:serc@ds4si.org)



***SOCIAL EMERGENCY***

**S E  
+  
R C**

***RESPONSE CENTER***

# WE ARE IN A SOCIAL EMERGENCY

We have witnessed and experienced the effects of state sanctioned violence, gentrification, privatization, Dakota Access Pipeline, 'Trumped-Up' Isms, Flint Water Crisis, and other crises that constitute a social emergency to different degrees.

To paraphrase William Gibson, "**The social emergency is already here, it's just unevenly distributed.**"

The horrifying Trump win underscores the reality that we are all living in a state of social emergency.

In emergencies like hurricanes and tsunamis, emergency response centers exist to coordinate evacuations or provide services like temporary housing, food, and water. We want to reimagine response centers to take on the real and pressing social emergencies we face today.

## **We need Social Emergency Response Centers**

to provide the necessary space for people to come together, respond, and empower each other to act in new and creative ways.

- What if in social emergencies like state-sanctioned violence we could coordinate an evacuation of the police?
- What if in gentrification emergencies we could provide permanent rights to housing?
- What if the Dakota Access Pipeline had a Deconstruction Volunteer Corps?

## **We imagine Social Emergency Response Centers (SERCs) as ...**

- Temporary, emergent, and creative spaces co-led by activists, artists, and designers
- Pop-ups in response to a new attack on a population or to a long-standing injustice
- Spaces for everyone from highly engaged front-line activists to folks who identify as concerned allies to respond to the social emergency in new and creative ways.



**WANT TO HELP US  
DESIGN,  
TEST,  
FABRICATE,  
DISSEMINATE  
A SERC?**

What would be inside it?  
How would you carry it around?  
How would you install it in urban or rural areas?

Want to help us run a Social Emergency Response Center near you?  
Or fund the first round of prototypes?  
**Join us!**



#socialemergency  
@ds4si

For more information, contact:  
Kenneth Bailey, Sector Organizing + Strategy Lead  
serc@ds4si.org | 617-515-2848

**ds4si**  
Design Studio For Social Intervention



\*\*\*MEDIA ADVISORY\*\*\*

**FOR IMMEDIATE RELEASE**

Date: January 24, 2017  
Contact: Lori Lobenstine  
Telephone: 617-412-8217  
E-mail: [lori@ds4si.org](mailto:lori@ds4si.org)  
Website: <http://ds4si.org>

## **Boston Hosts Inaugural Social Emergency Response Center**

- Who:** Artists, activists and community members in collaboration with the Design Studio for Social Intervention (DS4SI)
- What:** Social Emergency Response Centers (SERCs) are temporary, emergent, and creative pop-up spaces co-led by activists and artists around the US. They include creative action, healing, collective making, performances and more. Boston is hosting the first SERC.
- Where:** Dorchester Arts Collaborative, 157 Washington Street, Dorchester, MA 02121
- When:** January 27-29 and February 3-5  
Fridays 5-9 PM  
Saturdays and Sundays 12-6 PM
- Why:** We are in a social emergency. In natural emergencies like hurricanes or floods, emergency response centers provide food, shelter, and healing. Social Emergency Response Centers (SERCs) re-imagine these centers to take on the real and pressing *social emergency* that we are facing today. They help us pivot out of humdrum time, through despair, rage and hopelessness into collective, creative and radical action.
- SERCs will function as both an artistic gesture and a practical solution, creating opportunities for social intervention, emotional healing, collective art-making, performances, political workshops, collective cooking and more.
- Photo Ops:** Diverse community members of all ages engaged in printmaking, spoken word, boxing, taiko drumming, dialog, drum circles, performances, storytelling, and more. Full schedule at <http://ds4si.org/interventions/serc>

###





**we are**

**in a**

**social emergency**

AP Photo/Jeff Roberson

#socialemergency

@ds4si



**estamos**


**en una**

**emergencia social**

#socialemergency

@ds4si





***estamos  
en una  
emergencia social***

*Centros de respuesta de emergencia social (CRES) son espacios emergentes codigirida por el activista y artista Únase a nosotros para la acción creativa, la curación, la creación colectiva, actuaciones y mucho más.*

*El Centro de Respuesta de Emergencia Social de Boston ahora abierto a todos*

*27-29 de enero y 3 a 5 de febrero*

*Dorchester Arts Collaborative, 157 Washington Street, Dorchester, 02121*



**ds4si DAC**

Más información en [ds4si.org/interventions/serc](http://ds4si.org/interventions/serc)  
[facebook.com/serc2017](https://facebook.com/serc2017) @ds4si #socialemergency





AP Photo/Jeff Roberson

**we are  
in a  
social emergency**

*Social Emergency Response Centers (SERCs) are pop-up spaces co-led by activists & artists  
Join us for creative action, healing, collective making, performances, and more*

*Boston's Social Emergency Response Center is Now Open to All*

*Jan. 27-29 & Feb. 3-5*

*Dorchester Arts Collaborative, 157 Washington Street, Dorchester, 02121*



**ds4si D.A.C**

More info at [ds4si.org/interventions/serc](http://ds4si.org/interventions/serc)  
[facebook.com/serc2017](https://facebook.com/serc2017) @ds4si #socialemergency

# CALENDAR OF EVENTS: FEBRUARY 3-5

## Social Emergency Response Center

Location: Dorchester Arts Collaborative, 157 Washington Street, Dorchester, 02121

**FRIDAY** 5-5:45PM  
**FEB 3rd**

5:45-6PM  
6-6:30PM  
6:30-7:15  
7:15-7:45  
7:45-8:15  
8:15-8:30

**Food and Mask Making**  
**Live painting by Wilton Tejeda** (on-going)  
**Welcome by host Amah Edoh**  
Performances by **Sophie Canon, Danielle Georges and Ashley Rose**  
**Presentation and Discussion** led by Amah Edoh  
Performances by **Obehi Janice and McKersin Previlus**  
**Steel Drum Band** with Tabby and brothers  
Close

**SATURDAY** 12-1PM  
**FEB 4th**

1-2:00PM  
1-2:30  
2:30-4PM  
3:30-4:30PM  
3-3:30PM  
3:30-4PM  
4-5:30PM  
4:30-5:30  
5:30-6PM

**Light board making!** On-going throughout Saturday  
**Platform: Collective Crochet Project**  
**Labyrinth walking meditation** with Kai Nazy'at  
**Yoga class** with Nicole Flynt  
**Printmaking workshop** with Taina Vargas  
**American Revolutionary** (film about Grace Boggs)  
**Weaving workshop** Bethany Strohm and Taina V.  
**Social Emergency in the Global Context**  
Presentation & Discussion with Tarso Ramos  
**Taiko Drumming** activity with Genki Spark  
**Dance class** with Smallie Michelle  
**Bookmaking workshop** with Bethany, Taina and Kai  
**People's Movement Assemblies:** New Formations for Governance, with Project South  
**Radical Kids' Story Time** with Alison Goldberg  
Closing Convocation

**SUNDAY** 12-1PM  
**FEB 5th**

12-1:30  
1-2:00  
12-2:30PM  
1:30-3:30PM  
2:30-4PM  
2:30-4PM  
3:30-4:30  
4-5:00PM  
5-6PM

**Boxing/self-defense** with Alexandria Petteruti  
**Discussion on Migration** with Naoko Maruyama  
**Book Club** (collective reading) with Kenneth Bailey  
**Yoga class** with Michelle Mendes  
**Collective Art Making** activity  
Film and discussion: **How to Start a Revolution** (about Gene Sharp)  
**Storytelling into weaving** activity with Catherine Tutter & Cheyenne McCarter  
**Writing & healing activity** led by youth community organizers from Alternatives for Community and Environment (ACE)  
Roxbury Environmental Empowerment Project (REEP)  
**Gene Sharp and the Serbian Revolution:** Presentation & Discussion with Pedja Stojicic and Maureen White  
**Storytelling: Resistance/ Assistance** with Dennis Friedler  
**Children's activity with Wee the People:**  
**"To Islam with Love"** (location TBA)  
**SERC CLOSING and next steps!**

**FREE & OPEN TO ALL!**  
**UPDATED!**



ds4si D.A.C

More info at [ds4si.org/interventions/serc](http://ds4si.org/interventions/serc)  
[facebook.com/serc2017](https://facebook.com/serc2017) @ds4si #socialemergency

# **CROWD NOTICE /RELEASE**

**Please be aware that by entering this event, you consent to being videotaped and/or audiotaped and/or photographed. Footage could be used to promote SERC online or in SERC kits.**

**If you do not wish to be photographed or videotaped, please wear an armband indicating that, and we will do our best.**



# SOCIAL EMERGENCY RESPONSE CENTER INTAKE FORM

Name: \_\_\_\_\_

Email: \_\_\_\_\_ Date: \_\_\_\_\_

## How has the social emergency impacted you? What are your symptoms? (Check all that apply.)

- |   |  |
|---|--|
| <input type="checkbox"/> Depression                     | <input type="checkbox"/> Loss of work                              |
| <input type="checkbox"/> Insomnia                       | <input type="checkbox"/> Experienced violence to self or loved one |
| <input type="checkbox"/> Increased anger / irritability | <input type="checkbox"/> Loss of housing                           |
| <input type="checkbox"/> Heightened anxiety / fear      | <input type="checkbox"/> Experienced bullying                      |
| <input type="checkbox"/> Increased guilt, paralysis     | <input type="checkbox"/> Incarceration                             |
| <input type="checkbox"/> Sense of helplessness          | <input type="checkbox"/> Poor health care                          |
| <input type="checkbox"/> Increased desire for community | <input type="checkbox"/> Increased suspicion                       |
| <input type="checkbox"/> Increased activism             | <input type="checkbox"/> Other: _____                              |
| <input type="checkbox"/> Other: _____                   | <input type="checkbox"/> Other: _____                              |

## What do you bring to the SERC? (Check all that apply.)

- |   |   |
|---|---|
| <input type="checkbox"/> Enthusiasm                             | <input type="checkbox"/> Art/design skill: _____        |
| <input type="checkbox"/> Healing skill: _____                   | <input type="checkbox"/> Open-mindedness                |
| <input type="checkbox"/> Social/media skill: _____              | <input type="checkbox"/> Cooking skill: _____           |
| <input type="checkbox"/> Patience                               | <input type="checkbox"/> Humor                          |
| <input type="checkbox"/> Good with children                     | <input type="checkbox"/> Radical welcoming skills       |
| <input type="checkbox"/> Mediation / conflict resolution skills | <input type="checkbox"/> Community organizing skills    |
| <input type="checkbox"/> Love                                   | <input type="checkbox"/> Wisdom                         |
| <input type="checkbox"/> Hopefulness                            | <input type="checkbox"/> Broadcasting/ A/V skill: _____ |
| <input type="checkbox"/> Event planning skills                  | <input type="checkbox"/> Other: _____                   |
| <input type="checkbox"/> Other: _____                           | <input type="checkbox"/> Other: _____                   |

## What else do you want us to know?

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Make a beautiful mask to protect  
yourself or a friend from the  
noxious fumes and lies of the  
social emergency.

**SERC FACEMASK**

**SERC FACEMASK**

Make a beautiful mask to protect  
yourself or a friend from the  
noxious fumes and lies of the  
social emergency.

**SERC ARMBANDS**  
Decorate and wear a SERC armband  
so that others will know there is a  
Social Emergency Response Center.

**SERC ARMBANDS**

Decorate and wear a SERC armband  
so that others will know there is a  
Social Emergency Response Center.



Make and rock your  
own SERC button!  
Let others know we are in  
a social emergency

# **SERC BUTTONS**

# **SERC BUTTONS**

Make and rock your  
own SERC button!  
Let others know we are in  
a social emergency

***we are in  
a social  
emergency***

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it and grow it.

Draw or describe how we could test

Find an idea you like on the Wall.

**DEMOCRACY**

**TRANSFORMING**

**TRANSFORMING**

**DEMOCRACY**

Find an idea you like on the Wall.

Draw or describe how we could test

it and grow it.

**An idea that I think would strengthen democracy is:**

---

**Here's how we could prototype it:**

**#socialemergency**



SERVE UP  
AND  
FEAST!

MEANWHILE, we  
clean off the table for  
our feast, and make  
a quick salad. Pour some  
wine. Noodles boil quick,  
couple minutes til they  
float.



Another friend starts  
the salty water for boiling



We'd cut noodles to desired  
shape, or use my atlas  
pasta machine

A few loved ones would  
make the sauce, um.



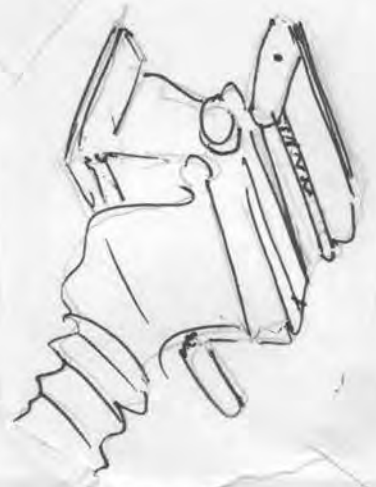
after the pasta is  
rolled out, it's time to  
cut sheets into noodles.



HOW MAKING  
SOME NOODLES  
BROUGHT US  
TOGETHER

A.O.

Collaborative pasta  
making is one way  
food brought us  
together.  
What's your favorite  
collaborative meal?

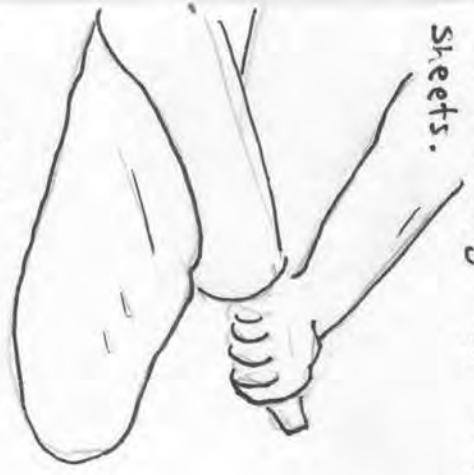


WHAT MADE IT SO:  
FLOUR FOR DOUGH + DUSTING  
EGGS  
WATER  
STUFF FOR SAUCE  
SALAD INGREDIENTS  
WINE, several bottles  
8-15 loved ones

WE  
MADE DOUGH BY HAND  
OR FOOD PROCESSOR  
AND LET REST FOR A  
BIT



Friends started rolling  
out the dough into thin  
sheets.

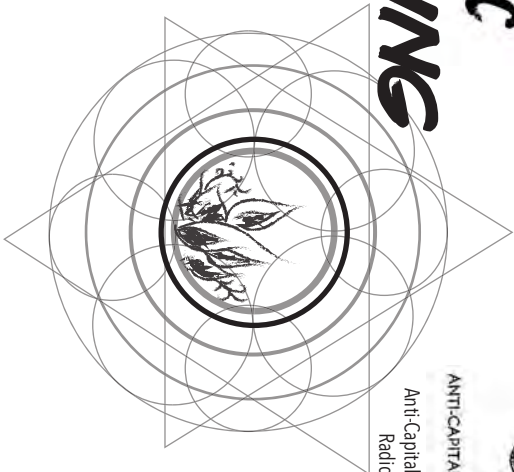
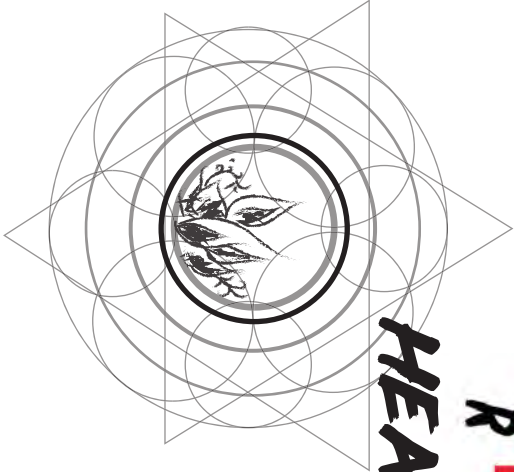


wine bottles made great  
rolling pins, too!

WANT SOME  
NOODLES?

~~~~~





# HEALING S + E R + C

ANTI-CAPITALIST LOVE NOTES  
Anti-Capitalist Love Notes by  
RadicalEm Prints



You are worth  
so much more  
than your productivity.

**TAKE A SHOWER**

**GO OUTSIDE**

**EAT SOMETHING**

**DRINK WATER**

**POETRY:**

**NAYYIRAH WAHEED**

**RUPI KAUR**

**Yrsa Daley-Ward**



I fell apart many times.  
So, what does that say about me besides,  
I live through wars.

-Nayyirah.Waheed

**PACIFICA**  
online, ipad/iphone

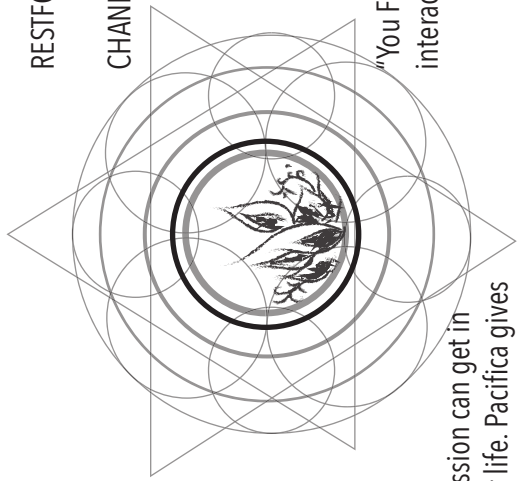


Stress, anxiety, and depression can get in the way of you living your life. Pacifica gives you psychologist-designed tools to address them based on Cognitive Behavioral Therapy, mindfulness meditation, relaxation, and mood/health tracking.

**ONLINE RESOURCES:**

RESTFORRESISTANCE.COM

CHANI NICHOLAS.COM



"You Feel Like Shit" an interactive self care guide :  
<http://philome.la>

WAI  
I AM

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**The Ultimate Cheatsheet for Critical Thinking**

global digital citizenship.org

Want to exercise critical thinking skills? Ask these questions whenever you discover or discuss new information. These are broad and versatile questions that have limitless applications!

| Who                                                                                                                                                           | What                                                                                                                                                                                              | Where                                                                                                                                                                                                                                         | When                                                                                                                                                                                                  | Why                                                                                                                                                                                             | How                                                                                                                                                                                                                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ... benefits from this?<br>... is this harmful to?<br>... makes decisions about this?<br>... is most directly affected?<br>... deserves recognition for this? | ... are the strengths/weaknesses?<br>... is the best/worst case scenario?<br>... is most/least important?<br>... can we do to make a positive change?<br>... is getting in the way of our action? | ... can we get more information?<br>... are there similar concepts/situations?<br>... do we go for help with this?<br>... in the world would this be a problem?<br>... is there the most need for this?<br>... are the areas for improvement? | ... will we know we've succeeded?<br>... has this played a part in our history?<br>... can we expect this to change?<br>... is the best time to take action?<br>... should we ask for help with this? | ... should people know about this?<br>... has it been this way for so long?<br>... is this the best/most scenario?<br>... are people influenced by this?<br>... is there a need for this today? | ... does this benefit us/others?<br>... does this harm us/others?<br>... do we see this in the future?<br>... can we change this for our good?<br>... will we approach this safely?<br>... does this disrupt things?<br>... is this similar to _____? |

**SC + R + C**

**PLOTTING**

2017 nabeela vega  
nabeelavega.com

WHAT THE FUCK JUST  
HAPPENED TODAY.COM

**READING LIST**

**ART/Social Practice**  
Boyd/Mitchell -  
Beautiful Trouble: A Toolbox for  
Revolution  
Gregory Sholette  
Dark Matter: Art and Politics in the  
Age of Enterprise Culture

**this and that**  
Naomi Klein  
The Shock Doctrine  
Frantz Fanon  
Black Skin, White Masks

**READING LIST**

**Anarchy/Chance/Manifesto**  
Hannah Arendt -  
On Revolution  
Cindy Milstein -  
Anarchism and its Aspirations  
- Maia Ramnath -  
Decolonizing Anarchism

**Black Power**  
Assata Shakur - Assata  
Martin Luther King Jr -  
Where do we go from here  
Baratunde Thurston -  
How to be Black  
bell hooks -  
where we stand: class matters  
Angela Davis -  
women, race and class

**DIY GUIDE TO FEMINIST  
CYBERSECURITY**  
hackblossom.org/cybersecurity

**SCALLS: MAKE YOUR VOICE  
HEARD**  
Scalls.org

**RESISTANCE MANUAL**  
resistancemanual.org

**& INDIVISIBLE GUIDE**  
indivisibleguide.com

**OH CRAP WHAT NOW  
SURVIVAL GUIDE**

**BLACK LIVES MATTER  
SYLLABUS**  
blacklivesmattersyllabus.com

**ISLAMOPHOBIA  
SYLLABUS**  
bit.ly/islamophobia syllabus

**STANDING ROCK  
SYLLABUS PROJECT**  
bit.ly/publicseminarNODAPL

**#PUISICORLANDO  
SYLLABUS**  
bit.ly/orlandosyllabus



# **Social Emergency**