

PORTFOLIO #5:
Chapter 5 of CHANGE! and Reader

For Portfolio 5, each student needs to complete only one of the three research sections (i.e., historical analysis, target analysis, or power mapping). In order to do this, please divide your group into three teams, and each team completes one section (i.e., historical analysis, target analysis, or power mapping). If you are working in teams of 2-3, you can turn in one section together. In addition, your section needs to include a minimum of 5 outside sources. Please cite, using ASA or APA.

HISTORICAL ANALYSIS:

- 5.1 What have you learned from previous campaigns in the book and reader (both from students in previous social action classes and the walking tour) about historical analyses? How might this information help your campaign?
- 5.2 Please provide a minimum of a 3-5-page historical overview of the history of your issue with five citations of outside sources. In other words, how has the social problem played out over the past 50-100 years, and what attempts have been made to solve the problem?
3. What individuals and/or organizations have been working to solve your problem both currently and during the past 50-100 years? What were their solutions? Is your demand and target similar to, or different from, these other individuals and organizations? What were their wins?
4. What have you learned from doing this historical analysis that will help you get your decision-maker to agree with your demands, especially if s/he is lukewarm or opposed to them?
5. Collectively, create a 1-page PowerPoint slide that summarizes your historical analysis, which you can use to educate possible recruits and the community.

POWER ANALYSIS

- 5.6 Please provide a minimum of a 3-5-page power map with five citations of outside sources. In your analysis, answer the following questions:
- a) What have you learned from previous social action campaigns (reader and book) about power maps? How might this information help your campaign?
 - b) How much power does your group possess, and where do you get it from?
 - c) Who are the other stakeholders (both potential allies and opponents) in your community who are concerned about this issue, how much power do they have, and where do they get it from? Please discuss the people you have talked to in order to arrive at your conclusion.
 - d) Will your potential opponents actively oppose your demands? Again, discuss the people you talked to in order to arrive at your conclusion.
 - e) In light of your group's power and the power of your opponents, do you need more power to win? If yes, how might you adjust your recruitment plan to recruit even more members, and what groups might you ally with so as to increase your group's power?
7. What have you learned from this power map that will help you get your target to agree with your demands, especially if they are lukewarm or opposed to them?
8. Collectively, create a 1-page PowerPoint slide that summarizes your power map, which you can use to educate possible recruits and the community

TARGET ANALYSIS

9. Please provide a minimum of a 3-5-page target analysis with five citations of outside sources. In your analysis, you should answer the following questions:
 - a) What have you learned from previous social action campaigns (reader and book) about target analyses? How might this information help your campaign?
 - b) Who is your target? (Include a photo of them in your visual presentation.)
 - c) What does your decision-maker care about?
 - d) What are their interests?
 - e) What is the political lens that your target sees the world from?
 - f) How might the decision-maker's social class, race, and gender affect how they see the world
 - g) What is the target's position on your issue, and is it a priority?
 - h) What other policies is your decision-maker interested in?
 - i) Are any of the policies that the target is promoting connected to your issue? If so, how?
 - j) Does it seem like the decision-maker is open to changing their mind, and what would need to happen to make this occur?
 - k) Which individuals and organizations does your target listen to?
 - l) What boards do the decision-maker sit on, and what professional organizations do they belong to?
 - m) How much power does your target have, and where do they derive it from?
 - n) Under what conditions does the decision-maker give in, and how do they counterattack?
10. Is there a secondary target that can pressure or persuade the primary target?
11. What have you learned from this target analysis that will help you get your target to agree with your demands, especially if they are lukewarm or opposed to them?
12. Collectively, create a 1-page PowerPoint slide that summarizes your target analysis, which you can use to educate possible recruits and the community (make sure to have a large image of your target in the slide).