

PORTFOLIO #7:
Chapter 7 of CHANGE! and Reader

This portfolio evaluates your knowledge of the text, and how well you can apply it to your campaign. For each question, you should address two areas: (1) ideas and concepts from the readings (book and reader), and (2) how these ideas and concepts connect to your campaign. This integration of text and action provides an in-depth analysis; thus, do not respond with 1 or 2 sentences to any question. There are no exams in social action, so the portfolio is where you demonstrate your knowledge of the reading, and your ability to apply it. Lastly, you can discuss the Portfolio question with your group members, but you must use your own words when writing up responses.

7.1 To win a campaign, you must take a series of actions. What two to three tactics might your campaign use in the next several months, ranging from low to medium, and possibly high heat). From the book, what have you learned about these tactics? How do your tactics connect to strategies?

7.2 From the book and reader, what other social action campaigns have used these same 2-3 tactics, and what did you learn from these campaigns about how to utilize them?

7.3 What insights from your research (i.e., historical and target analyses and power map) can be used to maximize the effect of your tactics?

7.4 Finally, choose one tactic (i.e., action), and write up a detailed plan on how your group might actually do this action. Please provide the pre-planning that will need to be done to complete the action (i.e., tabling, classroom presentations, fliers, working with the press, etc.), as well as an in-depth plan on how the action will unfold on the day it is held.

Your Portfolio will be evaluated using the below grading criteria:

- A: You have a strong understanding of the ideas and concepts from the readings, you provide an excellent analysis, and you integrate your social action with the *READER* and *CHANGE*, lectures, and videos.
- B: You have a good understanding of the ideas and concepts from the readings, you provide an above average analysis, and you integrate your social action with the *READER* and *CHANGE*, lectures, and videos.
- C: You have a general idea of the ideas and concepts from the book, you provide an average analysis, and you sometimes integrate your social action with the *READER* and *CHANGE*, lectures, and videos.
- D: You do not have a good understanding of the ideas and concepts from the reading, and never integrate your social action with the *READER* and *CHANGE*, lectures, and videos.
- F: You have no understanding of the ideas and concepts from the *READER* and *CHANGE* and provide no integration, and think “The Cave” is a tavern downtown