

Longwood University Student Activism Guide

Longwood University sits in historic Prince Edward County and the town of Farmville. Activism is the heart of our community. Much of the American Civil Rights Revolution started feet from our campus at the Robert Russa Moton High School. Continuing this tradition is important to students of the campus. The University Center and Student Activities office has compiled this guide to help students better focus their attention and passion to communicate and advocate for change.

- 1) Find your Passion
 - a. Think long and hard about what you want to do.
 - b. Why is it important to you?
- 2) Educate
 - a. Educate yourself on the passion area.
 - b. Research what has been done and the history of the issue.
 - c. Find others like you on campus or in your local area with similar interest/passions
- 3) Find your goal!
 - a. What changes do you want to make/see?
 - b. What are you hoping to happen by your advocacy?
 - c. Come up with short and long term goals on what changes you can make and how to organize your fellow activists.
- 4) Figure out what resources are available to you
 - a. Do not go into this blindly.
 - b. Utilize connections on and off campus to help
 - i. Campus Offices:
 1. Citizen Leadership and Social Justice Education Department - <http://www.longwood.edu/clsje/>
 2. Lancer Link - <https://longwoodorgs.campuslabs.com/engage/>
 3. Student Government Association - <http://www.longwoodsga.com/>
 4. University Center and Student Activities - <http://www.longwood.edu/studentunion/>
 5. The Rotunda
 6. The Weekly Email
 - ii. Local Connections:
 1. Moton Museum - <http://www.motonmuseum.org/>
 - iii. Collaborate
 1. Connect with other student organizations!
 - a. Utilize Lancer Link to connect with other organizations.
 - b. <http://lancerlink.longwood.edu>
 2. Connect with departments
 - a. Many departments have staff that have local and area connections.
 3. Utilize WMLU, the campus Radio Station
 - a. <http://www.wmlu.org/>
- 5) Develop Your Plan!
 - a. Sit down with your group and develop a plan
 - i. What do you want to convey?

- ii. Are you planning a standing or walking event?
 - iii. How are you going to advertise?
 - iv. What type of protest are you planning?
 - v. What other things do you need to consider?
 - b. Are you a Recognized Student Organization (RSO)?
 - i. **Only RSOs can reserve space or advertise on campus.**
 - 1. <http://www.longwood.edu/studenthandbook/>
 - 2. **This can provide policies related to reserving space, gatherings, and demonstrations.**
 - ii. Like to start your organization on campus? Go to: <http://www.longwood.edu/lancer-life/clubs-organizations/>
 - iii. All events and protests must be registered with the University if taking place on University grounds.
 - 1. Make sure to contact Conference and Event Services to reserve your space and time: <http://www.longwood.edu/eventservices/>
 - 2. Looking to hold it off campus? Check with the local government offices for any requirements!
 - iv. Connect with Campus Police
 - 1. This will ensure a safe and open environment.
 - 2. <http://www.longwood.edu/police/>
 - c. Looking to hold a local event or protest?
 - i. Make sure you connect with Local and state officials and offices to ensure you have the proper permits and space reserved.
 - ii. Sit down and connect with Jen Cox the Director of Local & Community Relations.
 - 1. <http://www.longwood.edu/governmentrelations/>
 - d. Connect and sit down with the Citizen Leaderships and Social Justice Education office to help develop your plan.
- 6) Implement your plan
 - a. Garner Attention
 - i. Advertise your cause
 - 1. Use social media and campus advertising outlets!
 - a. Weekly Email and Table Tents
 - b. <http://www.longwood.edu/studentunion/news/articles/advertising-on-campus.php>
 - c. Lancer Link
 - i. [Lancerlink.longwood.edu](http://lancerlink.longwood.edu)
 - d. Rotunda
 - i. <http://www.therotundaonline.com/>
 - ii. Do not go extreme and remain calm
 - 1. Talk your ideas through with an advisor or staff member
 - 2. Ensure that everyone in your group is under control
 - iii. Be open to conversation
 - 1. People will push back, be willing to discuss your viewpoint calmly
 - b. Follow Campus Policies
 - c. Get people involved
 - i. Connect with Student Government, offices, faculty, staff and alumni!
- 7) Assess your activity

- a. Example Questions
 - i. How did the event go?
 - ii. What could you do better next time?
 - iii. How can you market it better?
- b. Sit down with your advisor and group to discuss and assess the event.
 - i. Be open to feedback
 - ii. Make changes based on the feedback.

Based on <http://www.accreditedschoolsonline.org/resources/student-activism-on-campus/>

Formulated by the University Center and Student Activities office for Longwood University Students.

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