Rochester Branch NAACP
Strategic Focus Areas

Economic Sustainability
Education
Health
Public Safety and Criminal Justice
Voting Rights and Political Representation
Expanding Youth and Young Adult Engagement
NAACP
Rochester, Minnesota Branch

• Founded in 1909 in response to the ongoing violence against Black people around the country, at a time when lynching was horrifically commonplace, the NAACP (National Association for the Advancement of Colored People) was established to address social justice issues. We are the largest and most pre-eminent civil rights organization in the nation.
• We have over 2,200 units and branches across the nation, along with well over 2M activists.

Our mission is to secure the political, educational, social, and economic equality of rights in order to eliminate race-based discrimination and ensure the health and well-being of all persons.
History

Civil Rights Leaders

- W.E.B. Du Bois
- Medgar Evers
- Charles Hamilton
- Myrlie Evers-Williams
- Oscar Micheaux
- Houston
- James Weldon Johnson
- Harry T. and Harriette Moore
- Mary White Ovington
- Martin Luther King, Jr.
- Roy Wilkins
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- Roy Wilkins

- During the Great Depression of the 1930s, which was disproportionately disastrous for African Americans, the NAACP began to focus on economic justice. Some notable achievement included establishment of Fair Employment Practices Committee (FEPC) which contributed to the Equal Employment Opportunity Commission today.

- Involved in helping advance integration of armed forces in 1948
- Involved in securing goals of Brown v Board of Education (1954) which outlawed segregation
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Economic Sustainability

- Increase minority hiring at local employers, schools, healthcare institutions and DMC
- Housing
- Financial Education
- Increase visibility and support of minority owned businesses
- Strategic collaborations and partnerships
- Board Representation
Education

- Elimination of racism within Rochester Public Schools, and area public schools.
- Hiring/retention of minority teachers and professional staff
- Professional Development of Underrepresented students that increased quality employment.
- Increased mentorship programs
- Develop strategic partnership to support education in our community, with targeting of underrepresented communities.
Health

• Reduce systemic barriers and addressing health disparities
• Build strategic partnerships and collaborations with health care organizations.
• Education of Systemic Barriers and Health Disparities
• Increase minority hiring and retention, advancement at local healthcare workers
Public Safety and Criminal Justice

- Eliminate harsh and unfair sentencing practices that are responsible for mass incarceration and racial disparities in the prison system
- Increase trust and public safety by advancing effective law enforcement practices.
- Eliminate Racial Profiling
- Advance policies that require data collection for all police encounters and full transparency of such interactions
- Increase support for community policing strategies
- Restoration of voting rights of formerly incarcerated people and the removal of barriers to employment.
- Advancing polices that will shift resources to addressing violent crimes
Voting Rights and Political Representation

• Protect and enhance voting rights and fair representation
• Increase democratic participation and civic engagement
Expanding Youth and Young Adult Engagement

- Expanding the presence of youth consciousness in NAACP.
- Expand capacity, education and opportunities of minority youth.