

Action Plan Part 2

Perhaps the most important part of this course is the action plan. What can you do to change the world? Perhaps your little piece seems like nothing...

...but in fact, each piece that you contribute adds to the millions of other pieces that people around the world are contributing.

A. Evaluate your refined topic and decide where you go from here...

1. Learn about the issue/challenge, including the cause and other individuals and programs that have tried to address it. If you are not familiar with the issue, this may take a little research on your part.

A. What is the history of this issue and how has it been dealt with?

2. Ask yourself: "What needs to happen to effectively address this issue?"

A. Brainstorm a list of actions that could help solve this problem.

3. What are your constraints? Constraints are those factors that are going to be obstacles or keep you from completing your action plan. They might include lack of time, money, education about the issue, volunteers, etc.

A. Brainstorm a list of possible restrictions that you are aware of

4. What resources do you need? What do you have?

B. Develop a Mission Statement

Now that you have developed a more thorough understanding of the issue/challenge, you can now work to refine the purpose of the action plan and the project it will initiate. The Mission (or Vision) Statement aims to be a broad and concise description of your purpose for creating an action plan to address the problem. what the problem is and generally how it will be addressed.

An example Mission Statement from an action plan to address the effects of poverty in a high school might state:

"Recognizing that some students on campus are coming to school without breakfast or without coats in cold weather, I am committed to changing the situation for them by providing food and coats for free."

Other ideas:

- How can we plan a campaign to raise awareness among young people in our community on the importance of voting?
- What recommendations and actions would we make about how to improve the local creeks and walkways in our local parks?
- How could we design a safe bicycle path for the local elementary school?
- How can we raise awareness and support for children who live in orphanages?
- How can we share the resources we have with others in another country that does not have clean drinking water?
- How can we build a website to share information and opinions about what it is like for young people in hospitals who have a life-threatening illness?



C. Create Goals

Goals function as a kind of thesis statement or purpose for the action plan. They explain exactly what the intended tasks will be in order to fulfill the mission. Keep in mind that effective goals are action oriented, clear (who, what, where, by when), and are related directly to the problem. Use the SMART goals as your guide:



Here are a few examples of how to show measurement and documentation:

- Data collection through photos, videos, PowerPoint presentations, speech scripts, text reports, charts, research notes, images, drawings, and other visual media
- Surveys taken "before" and "after" in the local community can show measurement

Example 1:

If your goal is to reduce the number of teenage drunk drivers in your community, you might want to find out the number of annual teenage drunk driving arrests before you start, by interviewing someone in the police department.

Example 2:

If your goal is to clean up a local playground by removing graffiti, trash, and other problems, you may want to take photos of the site before you start and even quantify how much trash and graffiti is in the area.

D. Plan Your Steps and then Take Action

Now you've arrived to the most crucial part of the action plan: the action steps. Essentially, the action steps are a realistic list of solutions and activities that will address the challenge, thus fulfilling the goals and working to achieve the mission.

Example action step chart for the school poverty plan:

What?	By Whom?	By When?	Expected Outcome
Meet with the principal.	All of the volunteers and me	By the end of April of September.	We will get approval for the project.
Contact local grocery stores and food banks.	Josh and Carrie	By mid-October.	We will get regular donations for a breakfast program once a week.
Advertise the coat drive/swap with posters and announcements.	Me and Carrie	By the end of May.	Students will bring used and outgrown coats to the English portable.

- you may want to create a chart as such to keep yourself organized.
- make sure you set up a timeline
- Make sure each member of the team knows what role they have
- You may need to revise your plans as you go
- Make sure you document your steps

Here are a few examples of how you could take action and evaluate:

Goal: Lower the amount of junk food and soda in the school lunch program to create awareness around healthy eating habits.

Indicators:

- Half of the freshman class participated in before and after taste tests revealing they felt better not drinking so much sugar.
- By the third week of the school semester, the contract with the local soda company was changed to replace soda with vitamin-enhanced water.
- Team members felt determined, and with a lot of patience they achieved their goals.

Goal: Research the issue of the best way to create an advocacy and fundraising campaign around human trafficking and choose a Partner Organization to help guide your team to the impact you hope to achieve.

Indicators:

- The increase in the number of community partners working together to use the same texting mobile number for raising funds.
- The amount of money given to the Project from public donations.
- The number of people involved in the Project resulted in inspiring many others to take action and make a contribution.
- Stories of how the Team felt more confident about their ideas and ready to take on a new project.
- Teamwork and organizational skills were exceptional.

Goal: Hold a special event to create awareness around the issue of clean drinking water for the people in a village in Niger.

Indicators:

- 75 people attended a special event held at a local jewelry store to hear about our mission to educate the community.
- 20 of the people who attended gave money to the event, and 35 signed up to receive more information and said they would be willing to help with our campaign.
- 15 people said they would post our photos on their Facebook pages and tell people to Like Us.
- Our entire Team committed to reaching out to our local grocery store to see if they would sponsor a day of shopping and contribute 10% of the receipts to our Social Action Project.
- The local news station interviewed our Team Coordinator as the spokesperson to tell our story on camera

and to tell where to learn more about our Social Action Project.

E. Evaluate your action plan

Once your plan has been completed go back and evaluate and reflect on what happened. Answer these questions:

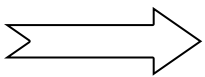
- Did your Social Action Project mission statement reflect the outcomes you achieved?
- How did the people benefiting from your Project feel about the outcomes?
- Are your Team members happy with the outcomes of the Project?
- How many people benefited from your Project and will the benefits continue and increase?
- Do those affected by the Project value the outcomes? How and why?
- What obstacles or challenges occurred and how did you overcome them?
- In what ways did the Team learn more information about their Project and its effect on the community or the people they were trying to help?
- What outcomes are the Team, the Team Members, and the Mentor most proud of?
- What skills did your Team learn while conducting your Social Action Project?
- What can you tell others who might want to conduct a Project like yours?
- What is the most important thing you would like to tell others about your Social Action Project's outcome?
- How did your Social Action Project benefit your community or a community around the world?
- Were community partners involved with your Project and how did they feel about the outcomes?
- What were successful milestones and what could you have done differently?
- Were there unintended consequences during your Project?
- What did you learn as a team?
- What did you learn as an individual team member?



F. Present your action plan for evaluation

Your evaluation and grade for your action plan, will be based on your presentation. For your presentation you should include:

- o The document of your action plan (this needs to be a detailed account of what you did, step by step). 30%
- o Visual description (see next page) 30%
- o A reference letter from someone who witnessed or benefited from your action plan. 10%
- o Your verbal explanation of your action plan. This should include a brief summary of your document, an explanation of your experiences, anecdotal successes or failures, an explanation of your beliefs that led to this project, and a possible future application of your action plan. 30%



Overall, your Action Plan is worth 20% of your final mark.

The presentations of your action plan will take place in June.

Your presentation should be 15-20 minutes long and be a multi-media presentation



Visual Description portion of the Presentation

Your presentation should tell the story and, most importantly, show the impact of your Project in a way that describes and documents the creation, conduct, and outcome of the Project.

It should include an inspiring visual description of the Project, which could be in one or more of these formats

- A captivating video of the most compelling parts of the Project (4-5 minutes)
- A striking collection of photos, a photomontage, or other photographic display
- A powerful PowerPoint presentation as a storyboard summary (20-30 slides)
- A fascinating written narrative about the entire Project, including a brief Project summary and any helpful charts, graphs, photos, drawings, or other visual media

Keep a record of the progress of your Project from start to finish – with video, photos, written notes, or other media – and use this documentation to create your presentation!

Rubric will be coming...I promise :)