

**ESM 442 - Grassroots Organizing, Outreach & Campaigning**  
**Bren School of Environmental Science and Management**  
**University of California, Santa Barbara**  
**Winter 2017**

Time: Tues/Thurs 4:00-5:15pm  
Instructor: Celia Alario (she/her)  
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Room: 1510  
Office: Bren 4021  
Office Hours: Tues/Thurs 12:00-1:30pm  
& Wednesdays by appointment

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**Official Course Description:**

ESM442 reviews the role and effectiveness of grassroots environmental efforts on local, statewide, and national scales. Students will explore organizing strategies and tactics based on various theories of change, addressing topics such as community outreach and collaboration, policy campaigning and more.

“First they ignore you, then they laugh at you, then they fight you, then you win.” – M. Gandhi

“Activism is my rent for living on the planet.” – Alice Walker

“There are three critical ingredients to democratic renewal and progressive change in America: good public policy, grassroots organizing and electoral politics.” – Senator Paul Wellstone

“Our lives begin to end the day we become silent about things that matter.” – Martin Luther King, Jr.

“There must exist a paradigm, a practical model for social change that includes an understanding of ways to transform consciousness that are linked to efforts to transform structures.” — [Bell Hooks, \*killing rage: Ending Racism\*](#)

“If you look at the science that describes what is happening on earth today and aren't pessimistic, you don't have the correct data. If you meet people in this unnamed movement and aren't optimistic, you haven't got a heart.” — [Paul Hawken, \*Blessed Unrest: How the Largest Movement in the World Came into Being and Why No One Saw It Coming\*](#)

“The basic building block of good communications is the feeling that every human being is unique and of value.” - Unknown

“Don't get stuck in old ideas. Keep recognizing that reality is changing and that your ideas have to change.” - Grace Lee Boggs

“An effective social movement needs people who are more interested in developing the leadership of others than in being leaders themselves.” - Ella Baker

“Communication without compassion is brutality.” - Sharon Johnson

## Course Welcome:

Welcome to ESM 442. In our brief time together we will investigate the theory and practice of grassroots organizing, outreach and campaigning. This class will offer you an exploration of civic engagement and public action of all sorts. We will develop a deeper understanding of the communications strategies and tactic behind a variety of campaigns to create environmental justice and improve sustainability practices, ranging from electoral politics and policy efforts, to corporate accountability and corporate social responsibility work, to gritty grassroots activism and community-based people-powered campaigns for a for just and livable future. We'll discover some of the leading mobilization and social movement models, and dissect a number of historical and contemporary environmental, environmental justice, climate justice and sustainability campaigns to see how these models come alive in the field. We'll also get grounded in the foundational principles of advocacy communication and social movement theory as a lens for exploring a suite of remarkable case studies.

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## Intended Learning Outcomes:

- ***Role of Grassroots Organizing and Outreach in Achieving Sustainability and Environmental Management Goals:***  
In this course you will strengthen your understanding of the critical role that grassroots public engagement plays in advancing sustainability initiatives and environmental management goals. You will explore the role of civil society people-powered movements in campaigns for environmental stewardship, and appreciate the vital and powerful interactions between civil society mobilizations and legal, scientific and business efforts for environmental protection.
  - ***Theories of Change, Power and Social Movement Models:***  
In this course you will clarify and cultivate your own personal theories of change, and explore theories of change driving the strategies of a number of environmental and sustainability campaigns. You will also become familiar with a variety of social movement and organizing models. Additionally, you will explore the pivotal role that power plays in fostering or inhibiting effective environmental management and sustainability initiatives, and investigate remarkable campaigns that look to shift power and foster democracy as a means for ensuring environmental safety.
  - ***Communication and Grassroots Organizing:***  
This course provides an exploration of the intersection of communication strategy and grassroots organizing, and will afford you the opportunity to reflect on the ways a variety of communication efforts are utilized in order to harness and mobilize grassroots involvement in a variety of environmental, environmental justice and climate justice campaigns.
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“An effective social movement needs people who are more interested in developing the leadership of others than in being leaders themselves.” - Ella Baker

## **Course Readings:**

For this course we will use two main texts and a series of shorter readings that discuss communicating for social impact and different organizing models. In addition, there will be a number of required articles and videos posted in GauchoSpace. Please complete readings and video viewing *prior* to the class meeting they are associated with. Main texts:

[\*Re:Imagining Change - How to Use Story-Based Strategy to Win Campaigns, Build Movements and Change the World\*](#), Patrick Reinsborough & Doyle Canning, PM Press

[\*Doing Democracy: The MAP Model for Organizing Social Movements\*](#)

By Bill Moyer, JoAnn McAllister, Mary Lou Finley & Steven Soifer (New Society Publishers)

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## **Course Assignments and Grading:**

Here is some initial information on the course assignments. Additional details and submission instructions are available on GauchoSpace:

### **In-Class and Online Participation:** (25% of final grade)

Attendance and participation in class sessions and online forums and other GauchoSpace activities accounts for 25% of your grade. Keeping up with the readings and videos is essential for full credit here. This is my way of formally inviting you to participate in creating a lively and rich conversation in the class, honing your verbal communication skills and sharing your insights on the materials.

- ✓ I know that life happens! If you are ill or need to miss class please email to alert me that you'll be absent, and review all lecture materials to stay caught up in the course!

### **Weekly Reflections:** Due **Fridays by 5pm** Weeks 2, 3, 4 and 5 (10% each; 40% total)

This is an informal free form writing piece, 800-1200 words (minimum) with insights, ideas, reflections and outstanding questions you have on the reading and course content, including analysis of campaigns we are exploring in class.

- ✓ Reflections are due via upload to GauchoSpace by 5pm Fridays January 20<sup>th</sup>, January 27<sup>th</sup>, February 3<sup>rd</sup> and February 10<sup>th</sup>. Two points will be taken off for each 24 hour period the assignment is late.

### **Final Project:** Due **Thursday February 23<sup>rd</sup> by 5pm** (35% of final grade)

You will have the opportunity to choose an issue of your choice and explore and analyze existing grassroots organizing, outreach and campaigning models being implemented to address this issue, evaluate their relative success and strategic merits and offer alternatives based on what you have learned in the course.

- ✓ Upload your Final Project to GauchoSpace by Thursday February 23<sup>rd</sup> at 5pm.
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## Course Activities:

### Tuesday January 10<sup>th</sup>:

**Course Welcome and Overview; Strategic Communications and the G.A.M.E**

### Thursday January 12<sup>th</sup>:

**Theories of Change: Surfacing Underlying Assumptions and Making Meaning on the Path to Deep Democracy**

- ✓ *Assignment Due Thursday: Personal TOC Inquiry Questions for Discussion in class*

### Tuesday January 17<sup>th</sup>:

**Grassroots Organizing 101: Movement Models, Story-Based Strategy, Points of Intervention, and the Basics of Communicating to Mobilize**

### Thursday January 19<sup>th</sup>:

**Multi-Stakeholder Engagement for Moving Mountains (Landfills, Specifically!)**

[Leslie Wells](#), Collection & Materials Manager, [Santa Barbara County Resource Recovery & Waste Management Division](#)

- ✓ *Assignment Due Friday 5pm – Weekly Reflections (Upload to GauchoSpace)*

### Tuesday January 24<sup>th</sup>:

**The Power of Networks and Chapter Organizations: Case Studies in Doing Justice with the Oldest Civil Rights Organization in the Nation**

[Jacqueline Patterson](#), Director of the [Environmental and Climate Justice Program](#), [NAACP](#) (National Organization for the Advancement of Colored People)

### Thursday January 26<sup>th</sup>:

**Case Studies in Creative Collaboration: Bears Ears National Monument Campaign**

[Natasha Hale](#), Native American Program Manager, [Grand Canyon Trust](#); and Mathew Gross, Media Director, [SUWA](#) (Southern Utah Wilderness Alliance)

- ✓ *Assignment Due Friday 5pm – Weekly Reflections (Upload to GauchoSpace)*

**Tuesday January 31<sup>st</sup>:**

**Case Study: Engagement and Outreach Strategies to Build a New Transportation Reality in Los Angeles**

[Tafarai Bayne](#), Commissioner, [City of Los Angeles Transportation Commission](#); Strategist, [CicLAvi](#); and Founder, [EMH Creative Group](#)

**Thursday February 2<sup>nd</sup>:**

**A Tour of Tactics From Art to Instagram: Contemplating Culture in Communicating for Change**

✓ *Assignment Due Friday 5pm – Weekly Reflections (Upload to GauchoSpace)*

**Tuesday February 7<sup>th</sup>:**

**Case Study: Organizing and Storytelling to Build Youth Movements**

[Daniel Jubelirer](#), Coordinating Body of [SustainUS: US Youth for Justice and Sustainability](#); and Youth Council Mentor for *Earth Guardians*  
[Kailiea Frederick](#), First Nations Writer and Photographer; member of the Coordinating Body of [SustainUS: US Youth for Justice and Sustainability](#)

**Thursday February 9<sup>th</sup>:**

**Putting It All Together: Parting Thoughts On What Really Matters**

✓ *Assignment Due Friday 5pm – Weekly Reflections (Upload to GauchoSpace)*

**Thursday February 23<sup>rd</sup>:**

✓ *Final Project Due by 5pm in GauchoSpace*

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“Effective communication is 20% what you know and 80% how you feel about what you know.”  
- Jim Rohn

“The single biggest problem in communication is the illusion that it has taken place.”  
- George Bernard Shaw

“The only way to deal with an unfree world is to become so absolutely free that your very existence is an act of rebellion.” - Albert Camus

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**How We Roll:**

In my classroom I believe: Black Lives Matter; Women's Rights Are Human Rights; No Human is Illegal; Science is Real; Love is Love; and, Kindness is Everything!

All students have the right to learn and participate in a classroom environment free of intimidation, harassment, and discrimination based on characteristics such as gender, race, age, sexual orientation, disability, religious or political beliefs and affiliations. I will address any related issues that surface immediately; please help me to cultivate a positive classroom environment by communicating any concerns that you have.