



## Pre-Summit Equity Institute, Wednesday, March 5<sup>th</sup> 1-4pm

Join a diverse group of community leaders from across the country for an exciting afternoon of peer exchange and skills building. Equity Institute sessions address important issues related to strengthening and advancing regional equity. **Sessions are limited to 30 people and pre-registration is required;** participation is on a first-come, first-served basis, so register right away.

### Regional Equity 101

This training institute is a primer for summit participants who are interested in learning more about regional equity issues, those who want to get a better grasp of the concepts of equitable development, and/or participants who have not attended a previous summit and would like to learn how to make the most of the summit experience. Participants will better understand and articulate equity issues in a regional context. Hear from delegates of the 2005 summit who used the summit as a launching pad for regional equity networks in their home regions. A moderated conversation will explore strategies for sustaining the summit momentum into the future.

#### Trainers

- Dwayne Marsh, *Associate Director, PolicyLink*
- Kay Fernandez Smith, *Senior Associate, PolicyLink*

### Making the Case for Regional Equity 201

Reliable information and research findings, when put to use as part of a well-thought out strategy, are essential elements of any effort to bring about new policies or change large institutions. This intermediate workshop will examine the ways in which research methods become valuable parts of campaigns and initiatives for change. Several prominent advocates and researchers will speak from experience about important cases in health, environmental justice, housing, and other fields to illustrate how new information and analysis have shaped a reform agenda, supported organizing, informed policymakers, and educated the public.

#### Trainers

- Judith Bell, *President, PolicyLink*
- Victor Rubin, *Vice President, Research, PolicyLink*

### Parcel Data for Equitable Development

Parcel data—data on individual properties such as land value, ownership, land use, zoning, tax liens, and vacancy, and more—is crucial for understanding neighborhood real estate markets and how they are changing over time. Participants will learn about useful property data sources and how communities have used these data to drive equitable development strategies such as code

enforcement, development monitoring, affordable housing preservation, and foreclosure intervention.

#### **Trainers**

- Kathryn L.S. Pettit, *National Neighborhood Indicators Partnership, The Urban Institute*
- Sarah Treuhft, *Senior Associate, PolicyLink*

#### **Communications Fundamentals**

This institute will provide participants with the fundamentals needed to build a successful communications effort, from media to publications to web outreach, to public events and speaking. Presented by the PolicyLink senior communications team, the session demonstrates the important role of communications in advocacy for policy changes no matter the organization's size and budget. Trainers will offer suggestions for effectively using communications to advance your goals. Participants will also share experiences and learn from one another about what works, what doesn't, and why.

#### **Trainers**

- *PolicyLink Senior Communications Team*

#### **Beyond the Choir: Using Film and Story for Policy Change**

Do you ever feel like you're talking in an echo chamber? Are your communication tactics sounding jargon-y and insular? Are you dealing with nuanced issues that require more than a yes/no or right/wrong solution? Would you like some practical tools that reach people BEYOND THE CHOIR? Active Voice, a media strategy team, can help you use film to initiate more productive discourse with people who don't necessarily share perspectives on the specifics of regional equity policy issues. Filmmakers are experts at capturing the complex human drama behind the tough issues of our day, and provide a more inclusive tool to help diverse and divided audiences understand social and political issues from a "common text." In this workshop, we will lay out a series of different scenarios, constituencies and opportunities to use documentary film to build cross-sector alliances and to reach Beyond the Choir to affect policy change across a range of equity issues.

#### **Trainers**

- Ariel Bierbaum, *Consultant, Active Voice*
- Shaady Salehi, *Program Manager, Active Voice*

#### **Introduction to E-Advocacy**

The Internet continues to revolutionize the American political environment. Advocates are harnessing the power of technology—including blogs, mapping, video, audio, email outreach, and real-time data integration—to mobilize constituents, reach out to potential supporters, fundraise, and engage individuals in the political and policymaking process. Learn about common pitfalls to avoid, discover diverse and powerful e-advocacy examples, and realize how it can maximize your efforts for policy change.

#### **Trainers**

- Arnold Chandler, *Program Associate, PolicyLink*
- Allen Gunn, *Executive Director, Aspiration*

#### **Building Strategic Relationships to Increase Impact**

Some of our nation's most complex social problems have been positively impacted through engaging diverse sectors. However, effectively working with coalitions can be both rewarding and challenging. This session will focus on the skills needed to create and sustain strong, effective, and productive coalitions. It will also identify challenges and barriers in moving forward to build momentum and to achieve lasting impact.

**Trainers**

- Mildred Thompson, *Senior Director and Director, Center for Health and Place, PolicyLink*
- Manuel Pastor, *Professor of Geography and American Studies & Ethnicity, University of Southern California*

**Breakthrough Communities: Building Leadership Skills for Sustainable Regions**

This leadership workshop is for organizers, advocates, and professionals who are moving their organizations towards a regional perspective. This interactive multi-media workshop is based on twelve case studies featured in the forthcoming M.I.T. publication (2008) *Breakthrough: Stories and Strategies for Building Sustainable Metropolitan Communities* (edited by Dr. Paloma Pavel). Contributing authors will participate.

**Trainers**

- Carl Anthony, *Senior Ford Foundation Fellow, University of California*
- Dr. Paloma Pavel, *Executive Director, Earth House Center*