**SOCIAL JUSTICE 101 LAYING THE GROUNDWORK**

**FROM THE DESK OF THE DEAN**

**THE INCUBATOR & SOCIAL JUSTICE CAUSES**

**TOPIC 1**

Social Justice Incubator

Paths4life Institute is committed to enriching and developing positive Social Justice activism in a collaborative constructive fashion for both students and adults. We strive to promote self-efficacy and sufficiency while teaching those who are DOERS in society to take one's passion for Social Justice and develop a game plan to make a True difference in one's community, city, state, region and or nationally.

It is imperative that each participant in the Social Justice Incubator learn how to create a solid organization that has a very strong foundation in order to endure the ups and downs that occur daily. The student and or adult may want to create a brand new organization or partner with a successful one; nevertheless, the activities to accomplish either or are the same. We will teach, coach and mentor each student through the basics of Non-Profit Entrepreneurship, Leadership, Marketing, Finance and Roll Out into the Marketplace.

What makes us better is our secret sauce - working with each student one on one through our online courses, phone (FaceTime, Skype or Zoom) meetings, collaboration with other students in our network and the help and guidance experts in the world of Influencers.

Our Incubator students will work both individually and in small groups focusing on the goal of creating multiple delivery models to achieve the goal of making institutional change in society.

Just a few objectives:

* Select a Social Justice Cause
* Learn the basic non-profit business terminology
* Take several Personal Inventories - Social/Cultural, Values Based, Personal Interests
* Create a Mission and Vision (if one partners or starts new this is a staple)
* Learn how to create and deliver an Elevator Pitch
* Develop the (Logo, Tagline) Marketing Message with an Action Plan
* Figure out how to finance the organization or program
* Decide on Social Media approaches and develop each with consistent messaging
* Organize the guts of the Social Justice pursuit
* Test and deliver all the approaches to an audience of both peers and professionals
* Rework approaches after feedback and launch new ones
* Start a nonprofit if needed
* Create a team if needed and set roles
* Pilot test roll out
* Reflect on the good, bad and ugly
* Fix and move forward

**SOCIAL JUSTICE CAUSES**

**Do Something**

The phrase social justice may sound simple, but it covers a pretty diverse scope of issues affecting our society. These include religion, income equality, race, sexual orientation, and gender, among many others. Additionally, social justice describes a redistribution of wealth, access, and, therefore, power to those who have been excluded and marginalized.

There are numerous issues that should be addressed concerning the social issues in America; however, there are some that keep popping to the top of the list whenever the conversation comes up. Below is a rundown of several we are going to focus on:

**Voting Rights**

Exercising the right to vote is one of the social justice issues prioritized in 2020 and beyond.

**Environment and Climate Change**

Today’s world is changing fast, and Mother Nature is at the forefront. With all the massive storms that are becoming more frequent, and the record droughts and floods across the nation, there is no doubt that something has shaken up our natural world. But what can we do about it? Environmental effects must be addressed, including everything from the crumbling infrastructure of bridges and roads to the fact of climate change, and how it is affecting everything from farming to fishing. What individuals can do to help alleviate problems for the environment should also be seriously considered.

**Discrimination and Racism**

It seems like this issue should have gotten better, but if anything, it has gotten worse. Racism flares up quite a bit lately, especially in terms of people of color, in what might be anything from simple misunderstandings to true corruption. Places like Ferguson, Missouri and Florida are hotbeds of the problem. Discrimination doesn’t just stop with color, it extends to religious beliefs, such as the backlash against Muslims in the country, as well as sexual preference as seen with numerous incidents of gay and lesbian couples facing social problems and even violence.

**Obesity**

*America is one of the unhealthiest countries in the world. The rate of obesity has skyrocketed in recent decades and shows no signs of slowing down. As a result, Americans are dealing with the problems that are often related to obesity, such as high blood pressure, heart disease, diabetes, and other ailments that put a strain on the healthcare system.*

**Equality Between Men and Women**

It seems like this issue should have been put to rest long ago, but it still comes up and still makes big waves. From women in the workplace making less than men to the problems of men wanting to take time off for parenting but finding that their traditional roles hold them in a place that frustrates them, there are problems on both sides of the gender. Add in the problems with violence against women and the backlash against men, even those who do not deserve it, and you have a discussion just waiting to happen.

**Sexuality and Gender**

Beyond discrimination based on age, other hot topics both currently and historically are gender and sexuality. In recent years, gender has morphed into a complicated topic that goes beyond the binary designations of male and female.

**Bullying**

Obesity can also have an impact on another important social issue: bullying. The data indicates that obesity and other appearance issues are among the top reasons children report being bullied.

Despite recent anti-bullying initiatives, more than 20% of American students report being bullied. A third of those being bullied report that it happens at least once or twice each month. Additionally, 24% of middle school students report they have been victims of cyberbullying, or bullying conducted online.

**TOPIC 1**

**DISCUSSION QUESTION 1**

In order for our team to clearly understand you, the student, it is critical that we get your candid responses to Interest, Values and Social/Cultural Inventories we have created. In Topic 1 there are No wrong answers. So be frank and honest.

Below is a sample (Personal Inventory) of the questions from the first of three inventories. We would like you to answer in 1-5 sentence answers after downloading the documents from our site. In response, please answer on the templates or on a separate document with the question above your answers.

What's something that inspires you and why?

What's your best quality and why?

What's is your greatest strength outside of school and explain why?

What's one of your weaknesses you would like to improve upon and why?

What are you most proud of and why?

Who is your mentor or person you look up to and why?

**DISCUSSION QUESTION 2**

What is your dream job and why?

What does a perfect day look like from waking up to bedtime and why?

What is your favorite subject in school and why?

What is your least favorite subject in school and why?

If you could live anywhere in the world as an adult where would that be and why?

What is the best thing that has ever happened to you and why?

What is the worst thing that has ever happened to you and why?

**DISCUSSION QUESTION 3 with the Dean**

**PLEASE SET UP A PHONE CALL OR ZOOM CALL WITH THE DEAN FOR 15-30 MINUTES.**