

something about that. [...] We protested at football games,

meetings with the administration, etc. Our demands w

incoherent at that point--it basically was drop the Nike c

them to do the right thing. It was not quite clear to us at th

what the right thing would be.

This lack of coherence appears to have been common among st

activists at the time. In addition to being unsure of their exact den

they did not have a clear plan for pressuring the administrators

might organize a piece of street theater on campus to raise awareness about sweatshops, but they did not necessarily have a clear idea about how to turn this into a long-term plan for changing college policies.

Roughly ten years later, over the summer of 2005, a national anti-sweatshop group, United Students Against Sweatshops (USAS), organized a meeting which included people not only from other US anti-sweatshop groups but also activists from across the globe. Their goal was to come up with a strategy to force them to force major apparel companies to change their business practices in the fashion in which they outsourced their manufacturing, something that had exacerbated the problem of sweatshops. Their goal, in other words, was to develop a strategy to bring about major structural changes in the industry. The product of this meeting was the Designated Suppliers Program (DSP), in which companies de-

participating schools would be required to source a certain perce

for those schools--initially 25%, but eventually 75%--to particular