

New Orleans Social Justice Organizing Conference

February 28th, 2014 - March 2, 2014



Schedule

Thursday, February 27, 2014: Arrivals and Registration!

** the bulk of the action starts Friday, but we want you to arrive safe! For long-distance drives, housing Thursday night will be included with participation in the conference. You're welcome to arrive any time of night - we'll be on standby with our cell phones to let you in!*

Open Registration all day

3:00 p.m. Arrivals begin!

Icebreakers, Meeting everyone

Dinner and Social Evening

9pm All ages Nightlife Options:

Rollerskating

Documentary Screening: Maquilopolis

Friday, February 28

Open Registration all day

8am Breakfast and coffee available.

9:30 am -10:30 Breakout Session Timeslot A -
Workshops Options coming soon!

11:00 - Noon Breakout Session Timeslot B
Workshops Options coming soon!

Noon - Lunch provided - Free time until 2pm

2pm Kickoff! Hear the exciting victories of what students are winning! Get to know everyone!
Victory Report Back and Pump up!
Ice Breaker Games
Safe Space, Ground Rules

3pm History of Student-Labor Organizing Victories. Learn about how students and workers have collaborated to change the garment industry. United Students Against Sweatshops has held corporations like Russell, Nike, and Adidas accountable to garment workers, and has pressured the industry to create the world's first living-wage unionized college apparel factory!

3:30 pm: Understanding Corporate Targets Case Study: Global Garment Industry Power Maps, the "Pressure Sandwich," and the Race to the Bottom. Map out the garment industry. Who has the power in the global garment industry? Where do students have leverage? Where do workers have leverage?

4pm Energizer! Do the Jubilee All!

* Energizers are quick, fun, physical breaks to keep our minds alert and spirits high. Through a series of Energizers, we'll explore the music and dance history of New Orleans and briefly discuss racial dynamics and cooptation in popular culture music.

4:30 Slow Escalation and Campaign Schematics. The "Secret Sauce" of how to run a winning campaign!

Energizer! Big Freedia Ass Everywhere: Bounce Music and the True History of Twerking



6:00 Alta Gracia: Living-Wage, Union-Made Apparel: A Tool to transform the Garment Industry. Learn about how decades of collaboration between students and garment workers created Alta Gracia- the only factory of its kind- which pays workers a *living wage over three times the local minimum* and treats them with dignity and respect. Learn how it's being used to change the garment industry!

6:30pm Dinner

7pm Live video chat with union leaders in the garment industry at Alta Gracia and others fighting for their rights in the garment industry!

8pm What is the Worker Rights Consortium? How can my school be affiliated? Learn about the country's *only* independent labor-rights watchdog.

Art Share! Open Mic! Free time.

Saturday, March 1



8:30am Wake-Up Call, Breakfast

9am Wake up and Rally! Ice Breaker Game!

9:30am Quickie Review of Slow Escalation

10am Coalition Building. Organizing Conversations and Tabling Tactics- Role Plays! How to involve an array of people in your campaign, and create and mobilize a diverse coalition of student and community members.

Noon - Lunch!

Administrative Tactics and Bargaining Power. What do you expect in a meeting with your university president? How do you answer tricky questions in meetings?

Administration Meeting Role Plays

Energizer - Soccer for Suckers!

3pm Direct Action vs. Education Brainstorm

When is it necessary to educate and raise awareness? When is direct action necessary? *What exactly makes a direct action a direct action?* How to plan and organize direct actions that are strategic in your slow escalation campaign.

3:30pm Media Training Workshop Press Releases, Press Advisories, When and how to get media attention.

4:30pm Worker Panel Hear direct testimonies from workers who are fighting for respect on the job.

5pm Solidarity Action!

Dinner

Energizer - Solidarity Poems!

8pm Collective Liberation Personal Story Maps in breakout groups.

9:30pm (Optional) All ages Historical Walkabout of New Orleans

Nightlife options:

Chill at the spot and Watch Life and Debt

Walkabout evolves into park-drinking and exploring

**All Ages Benefit Party - Planning in progress*

Sunday, March 2

8:30 a.m. Wake up call! Breakfast.

9am Organizing Love Letters! Goal Setting!

10am Developing Strong New Leaders How to identify new leaders, and tips to move them into leadership positions.

11am Breakout Session Timeslot C What social justice issues are you excited to organize around? What campaigns are you interested in?

***Mardis Gras Option:** For \$17 a night - cheaper than any hostel town! - that directly benefits our local co-sponsor the [Center for Eth](#) are welcome to stay late Sunday, Monday, or Tuesday nights and enjoy the New Orleans Mardis Gras festivities. Housing Friday and Saturday during the conference is free/included with your donation.*



in
you
on