



A Union of Professionals

CAMPUS EQUITY WEEK 2017

mAsk4CampusEquity
Action Guide



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AFT Higher Education

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Our Mission

The **American Federation of Teachers** is a union of professionals that champions fairness; democracy; economic opportunity; and high-quality public education, healthcare and public services for our students, their families and our communities. We are committed to advancing these principles through community engagement, organizing, collective bargaining and political activism, and especially through the work our members do.

INTRODUCTION

Since the 2016 national elections, our country has seen drastic changes to domestic and foreign policy as well as the advancement of a frightening legislative agenda. The resulting chaos and outrage have been overwhelming. We've had to fight back on many fronts, including against the threats to higher education posed by the appointment of Betsy DeVos as secretary of education—someone without qualifications who is willing to trash the human and civil rights of students and faculty alike.

In the face of such threats to our democratic values, this year it's more important than ever for contingent faculty locals to prepare for October's Campus Equity Week. Since 2000, our national campaign has used Campus Equity Week to actively draw attention to the inequities contingent faculty face daily on campuses across the country. Nothing protects our democracy more than ensuring the high quality of American education. Given the general intensification of political discourse and action we have seen in 2017, this year's Campus Equity campaign could have a bigger impact than ever before.

Grass-roots planning for an arts-based week of action at the end of October has been underway for a year. The arts give us disarming and potent ways to address complex, polarizing political issues. They help us envision change by exploring current realities and imagining new ones. This year, our Campus Equity demonstrations will exploit the unique power of the arts to provoke awareness and inspire change.

Artist activists in our movement have designed collaborative projects around the theme **mask4CampusEquity**. **Our theme captures our need to both disguise and declare the complex identities we have as members of the precarious academic workforce.** The website built for this campaign, campusequity2017.com, provides many resources to help anyone (not just artists) incorporate the arts into their activities. It features:

- A list of 11 different kinds of projects;
- Downloadable graphics for fliers and bookmarks; and
- A virtual store where buttons and stickers can be ordered from a union shop.

Bring this campaign to your campus. Masks, costumes and images afford greater freedom of expression and theatrical impact. During the last week of October, especially on Oct. 31, let's take collective action that incorporates the arts—to communicate our unified commitment to resist the inequitable employment practices undermining our campus communities and the profession as a whole. Get started now!

This guide is divided into four parts:

1. Sample Ideas to Inspire Action
2. A Four-Step Guide for Planning & Executing Your Action
3. Instructions for How to Take the Photo
4. Sharing a Photo that Gets Noticed and Other Immediate Follow-up Steps

SAMPLE IDEAS TO INSPIRE ACTION

Visit the campaign website (campusequity2017.com) for more information about ways to use artistic media in the **Campus Equity Week 2017 campaign**. This site includes project ideas, a toolkit for artwork, examples, downloadable graphics for posters or bookmarks, order information for buttons, and other resources.

The AFT is excited to offer seven \$500 grants to our adjunct or contingent faculty affiliates that have developed campus engagement plans for Campus Equity Week 2017. Applications will be considered in the order they are received. To apply for a grant, please fill out this survey: <https://leadernet.aft.org/webform/campus-equity-week-2017>.

Follow the Twitter handle [@2017CEW](https://twitter.com/2017CEW) and visit the Campus Equity Week 2017 Facebook page.

The list below offers sample ideas that can be implemented singly or, as resources permit, combined into a progressive thread for a week or even a month. If possible, schedule an event to take place on Oct. 31.

1. Hold a community "print-in" or other interactive art-making event: Work with leaders on your campus—staff, students, faculty, etc.—to host an interactive arts event where you can talk about the issues on your campus, how the community can respond to them, and what campus equity means for everyone. Give community members the opportunity and guidance to produce a piece of art that will be displayed during the week: a mask, a bookmark, a T-shirt, a quilt square for a banner, a song lyric, a dance move, a poem, a photo—anything creative is fair game.

2. Display aspects of inequity: In addition to or in lieu of a traditional action, you can highlight the reforms needed on campus by displaying visual representations of the issues through installations or exhibits (e.g., evidence of the number of classes taught by contingent faculty; photographs or silhouettes of and/or statements by all the people not eligible for benefits, service on the faculty senate or campus awards, etc.; an altar that pays homage to knowledge and scholarship, where viewers can leave a token of their educational experience). If gallery space is not available, book campus

office, hallway or lobby space. You may even have to book space off-campus.

3. Hold a procession: Get people moving on campus! Organize a mobile performance event that includes students and other campus community members. For example, it could be a historical re-enactment or adaptation of a memorable protest that begins in one place, gathering participants as it travels through campus, and ends up at a central location. Carry a banner. Read a petition aloud and post it on a prominent campus bulletin board. Hold a candlelight vigil with participants standing silently, or singing, or sitting in place for 30 minutes with locked arms to demonstrate their solidarity with adjunct faculty. Please Facebook Live the event and have a handful of people prepared to speak.

4. Perform street theater: Get people's attention! Perform a puppet show or skit—such as a mock funeral to eulogize what has been lost to the corporatization of the academic workforce. Build a temporary wall or fence on campus (possibly using materials that have been created at an earlier art event) to show the economic and cultural barriers created by administrative policies. Read oppressive administrative memos aloud. Host a casino night where people play games of chance with "adjunct food stamps" (see campusequity2017.com for downloadable graphics). Wear masks and costumes to emphasize characteristics that illustrate your message.

5. Hold a sit-in: If your campus has previously demanded action from your administration, you can use this day to escalate the pressure on them to commit to equitable employment for all community members. Recruit a group of people to hold a sit-in in the administration building until you're given an answer about whether your campus will raise salaries or improve job security—and if not, why not. Consider tactics that both illustrate unity and protect the identity of those concerned about endangering their ongoing employment.

6. Bring it into the classroom: Consider incorporating a lesson about academic inequality into your teaching that week if your curriculum can accommodate it. Many of us teach to the theme of inequality in some form, and academic inequality can serve as a useful example. See the Classroom Projects description under the Project Ideas tab at campusequity2017.com. Be aware that broaching this topic in the classroom is not protected by academic freedom unless it is clearly relevant to the course material, but faculty can also talk with students about campus issues outside of class time.

7. Deliver a petition/letter: Draft a petition or letter demanding equitable terms and conditions of employment for all faculty, and have a group of faculty, students and other campus community members deliver it to the administration.

There's a sample letter in the additional resources packet. Be prepared to Facebook Live the delivery and have people read the petition or letter out loud at your destination.

A FOUR-STEP GUIDE FOR PLANNING & EXECUTING YOUR ACTION

STEP ONE: LAUNCH

Start your planning. Get the action rolling!

1. Bring together your team. It's more fun to work together. Call up friends, co-workers on your campus, and anyone else you think would want to get involved.

2. Register on our website. When you've got your team in place and decided on a basic idea, register your action on our website so other people can find you and join in: campusequity2017.com.

3. Use Facebook and AFT Action Network. Once you register the action, make a Facebook event to invite more of your friends to join you. Post your action on the AFT Action Network so members of the campus community can RSVP: https://actionnetwork.org/event_campaigns/campus-equity-week-2017-mask4campusequity

4. Recruit, recruit, recruit! Set a goal for how many people you'd like to see at your event(s) and create a plan for reaching 10 times that number of people (assuming that only 10 percent of the people you contact will show up). Some good ideas include sending emails through listservs, going through your Facebook friends who are faculty members at your campus, and reaching out to other student and community leaders with strong networks.

STEP TWO: MEET

You can use this sample agenda. You may need to hold the same meeting on a couple of different days and at various times to accommodate to people's schedules. Write up notes of the meeting(s) and share them with potential participants. Remember, just because someone doesn't attend a meeting doesn't mean he or she doesn't want to participate.

1. Set some goals for your action. To figure out how you can make your voices heard through action, ask these questions:

- **What** message do you want to convey? Make sure you can articulate it in about 10 words that can be easily

remembered and reiterated by participants. (The talking points for the downloadable bookmark may give you the words you need.)

- **How** do you want to convey your message? Which artistic medium or media will you use? How can your planned action clearly embody your message about the reform of the employment practices on your campus?
- **Where** will you hold your action? Is there an easily accessible location where people can meet? What symbolic locations can be incorporated (e.g., an area where students have traditionally exercised free speech and where a demonstration of the academic freedom constraints imposed on precarious academic workers would resonate)?
- **When** will your action take place? What time will each phase begin and end?
- **Who** will create the petition, letter and/or press release? Who will post the action to the campusequity2017.com website and the AFT Action Network?

2. Designate team roles. Brainstorm all the things you will need to do before the action and everything that will happen at the action. Here are some potential roles to keep in mind. Divide up speaking roles and make sure the flow of the event makes sense to you. Filling as many of these roles as possible will help your event run smoothly:

- **Action leaders**—Run the overall program of the action (two people)
- **Logistics facilitator**—Makes sure you have everything you need for the action, including:
 - » Materials that need to be printed
 - » Sound system and megaphones
 - » Signs and banners (see campusequity2017.com)
 - » Sign-in sheets
 - » Any other materials you come up with, such as a petition to be circulated
- **Social media team**
 - » One person to Facebook Live the action. (There is a simple guide to how to go viral on Facebook Live in the supplemental resources.)
 - » People to live-tweet and to livestream the action on Facebook. Include #2017CEW so we can track the actions.
 - » Official photographer and videographer
 - » Person to write a blog post for the AFT blog Voices on Campus after the action and include photos of the event. Contact Virginia Myers, vmyers@aft.org, to get your blog post included in Voices on Campus.
- **Art coordinator**—Makes fliers, posters, banners, and other artwork around the theme your local selects, and coordinates others to help
- **Recruiter**
 - » Confirms people who have said they want to attend

- » Creates an outreach plan to get even more people to the action

STEP THREE: TAKE ACTION

Demand campus equity! On the days when events take place, gather your supporters and action materials and get out in the streets. A group of people should be assigned to walk around signing everyone in at any event. Make sure all speakers know the key messages you're trying to send; refer to the generic talking points on the Adjunct Facts page on the campusequity2017.com website. And don't forget to document with photos and video!

STEP FOUR: DEBRIEF AND REPORT

Report back and keep organizing. After the event, we're asking everyone to send in photos and videos to help us create a shared story. After your media has been uploaded, take a breath and celebrate with your team. Be sure to thank everyone who helped and plan a follow-up meeting as soon as you can. Assess what went well, identify where you could have improved, and start planning your next steps for building the movement.

INSTRUCTIONS FOR HOW TO TAKE THE PHOTO

1. Make sure you have a camera! If you only have a phone camera, that's fine. Phone cameras are probably best since we want to get these photos up online quickly. Check your battery level before the event.

2. Gather your people. It's crucial that you gather everyone together at your action for your photo. This is how we can show the community and the campus administration just how big this movement is. Think about a location where you'll be able to capture a photo of everyone present; the location should be scaled to the size of the crowd you expect.

3. Show your action. Be sure to capture signs, banners, people, street theater or whatever else your action uses. We will use your photos to tell the story of why campus equity is so desperately needed in this moment.

4. Show us where you are. If possible, include local landmarks or typical surroundings of your area in your picture. If you're in the administration's office, show the nameplate of the president on the door, or if you're creating a human procession or gathering on campus, try to show the campus sign so people know where you are. Make sure everything in the picture is big enough.

5. Take more than one picture! It's easy to take a few shots of groups and to take them from different angles and distances. This will allow you a choice so you can select the best images. Be creative with some of your shots!

6. Check the pictures. Make sure your pictures look okay before everyone goes home.

7. Immediately: Post the best photo on social media (Facebook, Twitter and Instagram) with the hashtags #2017CEW, #mask4ce, and #2017AFTCEW

8. Afterward, email us your best image. We ask that you submit your best photos as soon as you can. You can get instructions on how to do that below. Good luck! We can't wait to see your images!

SHARING A PHOTO AND OTHER IMMEDIATE FOLLOW-UP STEPS

1. Post your photos to social media with the hashtags #2017AFTCEW, #2017CEW, #mask4ce, and send them to the Campus Equity Week 2017 Facebook page.

2. Send your highest-quality photo to highered@aft.org.

3. Email all the people who came to the action, thanking them for coming and sending them the links to digital sites for follow-up activities.

4. Debrief everyone who planned the action with you, talking about what went well and what you want to do better next time.

How to submit your photo

To submit your photos, just send an email to highered@aft.org and follow the instructions below. Add your photos as attachments, making sure not to exceed an individual photo size of 3 MB.

- Submit only one photo per email.
- Use your campus and state as the subject.
- The body of your email will be the caption for your photos. Include a compelling one-sentence description of your event and what is happening in the photo.
- Include any photographer credits in the email body/caption.
- Send your email to highered@aft.org in addition to anyone else you send it to.

If you have videos to upload or share, you can also email

us (though you might need to share it using Google Drive, DropBox or WeTransfer).



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