

NAACP
Proposed Strategic Priorities and Goals, 2002-2006

April 21, 2001

This document proposes ten strategic initiatives for the NAACP to undertake over the next five years. It is based upon the work of the NAACP Strategic Implementation Taskforces conducted over the past six months. The document is organized in traditional planning terms – from the general to the more specific. There are three elements to the recommendations:

- 1) Strategic Initiatives: The initiatives are broad directives that will focus the Association's efforts over the next five years.*
- 2) Goals: These represent what the Association will do in order to follow the new directives.*
- 3) Objectives: These are more detailed outcomes that will help us to track success toward achieving the proposed goals.*

The order of the Strategic Initiatives does not reflect any determination of their relative priority. Within each proposed Strategic Initiative, however, we have attempted to reflect the priority sequences proposed by the Strategic Planning Taskforces.

The purpose of this document is to provide the senior staff with a clear articulation of the strategic priorities of the National Board of Directors. Upon adoption, the document will be forwarded to the senior staff for development of a full strategic plan including time guidelines, budget estimates, and an evaluation plan. The document will also be forwarded to the Strategic Taskforce on Organizational Capacity to provide continued Board input and support for the strategic planning process. While the senior staff will consider all of the elements set forth in this document, they will need to pare down the proposed objectives in order to develop a challenging but feasible strategy for the NAACP. Further, it will be the task of the senior staff, with the support and assistance of the Strategic Taskforce on Organizational Capacity and the Strategic Implementation Steering Committee, to propose reallocation of existing resources and energies to shift the Association's focus to the new strategic priorities.

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CAPACITY BUILDING INITIATIVES

Strategic Initiative One: Building Membership

Goal 1.1: Increase NAACP membership over the next five years with the following annual growth goals: year one - 10%; year two - 20%; year three- 20%; year four 20%, year five 10%.

Objectives:

- ?? Develop a full public relations and marketing campaign to attract and retain new members, to increase the number of subscribing members, and to encourage fully paid life members to acquire higher membership levels.
- ?? Explore business and corporate collaborations that would permit the NAACP to offer new membership benefits -- such as discounts on goods or services or affinity cards -- that would add value to memberships and enhance the brand recognition of the NAACP.
- ?? Develop a program offering up to 100,000 free memberships to college students, young professionals and other young adults with the goal of securing their long-term involvement in the NAACP.
- ?? Develop a new membership category for persons who are incarcerated.
- ?? Extend the college membership rate until a student reaches age 25.
- ?? Develop an incentive and recognition program for units to meet membership goals. After one year, evaluate the incentive program and, depending on the results, explore development of a program awarding up to 100,000 free memberships to units that excel in bringing in new members.
- ?? Explore the reintroduction of corporate life memberships with varying levels comparable to adult life plateaus, targeting both large corporations and small businesses, and with a separate plan for managing relationships with the Association's largest corporate sponsors.
- ?? Explore the creation of a new category of membership for low-income senior citizens.
- ?? Use state of the art technology to improve membership processing and coordination between units and the national office.
- ?? Improve and expand volunteer recruitment training programs.

Goal 1.2: Integrate membership recruitment efforts with all of the Association's departments and related entities.

Objectives:

- ?? Maximize efforts to use national broadcasts of the Image Awards and the ACT-SO competition for membership recruitment.
- ?? Develop membership solicitation strategies to work in conjunction with voter empowerment, WIN, and all other appropriate NAACP activities.
- ?? Coordinate with the Development, Convention Planning and Special Contributions Fund Board in ways to maximize membership and increase member/donor revenue.
- ?? Improve the partnership between the Membership Department and *The Crisis* magazine to increase the publication's effectiveness in membership recruitment and retention.

Goal 1.3: Develop a system to measure and analyze membership efforts.

Objectives:

- ?? Establish appropriate benchmarks for all units of the Association.
- ?? Conduct annual member and unit satisfaction surveys.
- ?? Conduct full evaluations of the effectiveness of each recruitment campaign.
- ?? Determine the adequacy of membership systems and measure processing efficiency.

Strategic Initiative Two: Enhancing Advocacy Training Programs

Goal 2.1: Expand and enhance the Association's advocacy training programs.

Objectives:

- ?? Expand training at regional conferences into full day programs covering political advocacy; community organizing; coalition building; program development; use of the media; organizing educational forums and protest demonstrations; and effective use of NAACP's advocacy networks. Presidents and political action chairs would be the targets of these programs and would be required to attend at least once during their tenures.
- ?? Improve follow-up and support for training programs.
- ?? At a later stage, explore incorporating these programs into state conferences, with each state participating every three or four years.
- ?? Work cooperatively with units to identify their training needs and issues. Create an effective system of sharing best training practices across units through special sessions at conferences, publications, and on-line list serves or program banks.

- ?? Include discussions of the Association's high priority advocacy goals and explanations of the resources the national office will provide to help units in their efforts to pursue these goals during the "presidents' meeting" at the national convention.

Goal 2.2: Create a Civil Rights Advocacy Training Institute to enhance NAACP advocacy training.

Objective:

- ?? Draw upon policy and training experts working at both the National Office and the Washington Bureau to staff this new institute.

Strategic Initiative Three: Rebuilding Legal Capacity

Goal 3.1: Expand the National Office's legal work and staff.

Objectives:

- ?? Expand the work of the National legal staff, seeking to divide legal efforts at approximately 40% devoted to support of local redress efforts; 30% devoted to direct representation of clients in specific casework and enforcement efforts; and 30% devoted to participation in high impact cases and *amicus* work.
- ?? Expand the national legal staff. The expanded legal staff should have, at minimum, expertise in education, voting rights, fair housing, equal employment, health, criminal justice issues, and internal corporate legal affairs. The work of the attorneys will need to be augmented by legal fellows, paralegals and sufficient support staff.
- ?? Establish a legal fellowship program to bring in law students during summer and recent graduates for their first year or two after school to train at the NAACP while, at the same time, augmenting the legal staff.
- ?? Appoint a very high-level, prominent and effective advisory council composed of respected jurists and attorneys to work with the Legal Committee in guiding this rebuilding effort.
- ?? Seek help in building this effort in the form of in-kind support from corporations, foundations, and law firms.

Goal 3.2: Enhance the legal redress committee system operating within local units.

Objectives:

- ?? Encourage broader use of the manual prepared by the Legal Department -- and provide additional training and assistance -- to help unit presidents identify appropriate chairs and members of local redress committees, and provide more intensive ongoing assistance to the committees as to how they should function.

- ?? Expand the Association’s continuing legal education (CLE) program in order to provide more training in civil rights advocacy and litigation at the national convention and in various communities. The focus of these programs would be to enhance the skills of lawyers working with our legal redress committees. Expanding enrollment in these programs will require a strong marketing effort.
- ?? At a later stage, explore hiring legal council at the regional level to provide more targeted support for the efforts of state conferences that develop their own legal agendas.

Strategic Initiative Four: Expansion of Policy Advocacy Capacity

Goal 4.1: Develop a Key Contact System/Network through the creation of an electronic database.

Objectives:

- ?? Create and maintain an electronic database identifying the contacts of NAACP members to political, legal, religious, and community leaders—arranged by congressional and state legislative districts—and identifying officers, committee chairs, and political action chairs through all levels of the Association.
- ?? Mail questionnaires to unit presidents and members every four years to collect information about their interests and key contacts.
- ?? Develop clear guidelines for use of the database in order to protect members’ privacy and ensure that the information will be used only for the reasons specified at the time of data collection.
- ?? Make the database available to unit leaders, but only in compliance with the privacy and use constraints built into the program.

Goal 4.2: Expand the advocacy capacity of the National Office, the Washington Bureau, and state conferences.

Objectives:

- ?? Expand the core advocacy staff of the Washington Bureau to respond to the increased number of issues the NAACP must cover.
- ?? Create a paid fellowship/intern/legislative assistant program bringing in college graduates to work full-time at the Washington Bureau in order to augment staff efforts and to create a network of NAACP alumni in key political and advocacy positions in the future.
- ?? Expand the policy staff of the National Office to include a director of research and issue expertise covering the full range of the Association’s strategic priorities.
- ?? Encourage State Conferences to hire state legislative advocacy staff and to enhance their use of volunteers, following the existing models of a number of State Conferences.
- ?? Develop new ways to use media in advocacy campaigns.

Goal 4.3: Expand Advocacy Programs that increase cohesion between the National Staff and NAACP members.

Objectives:

- ?? Reestablish the Washington Mobilization for adults, restructured to include a stronger skills training component to augment the traditional focus on policy issues.
- ?? Hold a series of two- or three-day conferences for high school and college students that culminate in lobbying with elected officials. These conferences should be coordinated with and marketed through the Youth and College Department and be staffed in part by fellows in the legislative assistant program.
- ?? Using the integrated Key Contact Database, create national advocacy networks to mobilize targeted lobbying efforts -- coordinated by the Washington Bureau with full notification to unit and regional leadership.

CIVIL RIGHTS ISSUES INITIATIVES

Strategic Initiative Five: Criminal Justice

Goal 5.1: Raise public awareness about the inequities in the criminal and juvenile justice systems as well as some of the public misconceptions about the impact of recent “get-tough” criminal policies on crime rate trends.

Objective:

- ?? Host a national conference on criminal justice issues to help identify and frame key policy issues.
- ?? Develop a national public relations campaign to raise awareness of the widespread intrusion of the criminal justice system into the African American community; the enormous cost of the criminal justice system to both the individuals caught up in it and other public priorities; and the fact that crime rates have been dropping everywhere, not just where more aggressive policing and sentencing policies have been introduced.

Goal 5.2: Develop an advocacy agenda addressing major criminal justice and crime prevention issues.

Objectives:

- ?? Develop a juvenile justice initiative, with activities to include working against policies lowering the age at which children can be tried as adults and increasing the number of children incarcerated in adult facilities; advocating for appropriate educational programs for incarcerated children; setting up a system where units can work with children and families when the children are released from incarceration; and expanding the

Association's work with youth violence prevention campaigns. This initiative should entail the involvement of youth units, providing them with a voice in its development and an opportunity to participate in the work.

- ?? Create a major effort to address racial profiling by working for passage of national legislation and developing guidelines, training, and model programs for activity and advocacy at state and local levels.
- ?? Develop guidelines, training, and model programs to support a largely state-driven effort to address the issue of felony disenfranchisement.
- ?? Develop national guidelines on police accountability covering the use of citizens' review boards; quantitative tracking of police activities for civil rights review; and monitoring newer trends like campaigns for "police officers' rights" that often function to shield police from accountability efforts.
- ?? Develop an advocacy campaign around the issue of sentencing disparities focused on policies such as the "three strikes and you're out," unequal penalties for crack versus powder cocaine, and the expansion of federal felonies. This campaign will involve public education and targeted efforts to reverse key legislative enactments.

Strategic Initiative Six: Civil Rights Compliance and Enforcement by Governmental and Non-Governmental Entities

Goal 6.1: Develop an initiative to address the recent erosion of government resources needed to comply with, and enforce, civil rights laws.

Objectives:

- ?? Encourage and support efforts by units to strengthen their relations with, and oversight of, local and regional EEOC offices, civil rights offices in federal agencies, and state and local human rights commissions.
- ?? Drawing upon these efforts, units should: 1) encourage these offices to be more assertive and proactive; 2) help identify problems that these offices are failing to address; and 3) where necessary, create outside political support or political demand for action.

Goal 6.2: Advocate for more equitable distribution of government benefits to African American, other minority, and impoverished communities.

Objectives:

- ?? Develop a national effort -- on a state-by-state basis -- to identify, track, and analyze how community development funds, and other funds designed to help low-income communities, are actually being distributed.
- ?? Develop training programs on public income flows that include attention to census issues since census results are often used in determining the distribution of government benefits.

- ?? Work with State Conferences to identify and train local leaders of this effort to accumulate the racial data that is essential to the initiative's success.
- ?? Identify relevant issue areas for examination including, for instance, equitable access to capital and credit, environmental justice, and equitable provision of utility services.
- ?? Explore the development of a report card rating how various states and localities are doing in terms of equitable distribution of government benefits.
- ?? Identify strategies for creating coalitions with other minority and grassroots organizations to develop and pursue advocacy strategies.

Goal 6.3: Promote affirmative enforcement of all fair housing laws.

Objectives:

- ?? Advocate creation of local fair housing assistance program agencies and private fair housing enforcement programs.
- ?? Monitor local, state, and federal regulatory agencies to ensure compliance with fair housing laws.
- ?? Monitor legislation impacting fair housing laws.
- ?? Ensure adequate training of NAACP units on fair housing laws and issues.

Strategic Initiative Seven: Economic Empowerment

Goal 7.1: Advocate increased access of African American and other minority communities to credit, capital, and financial services.

Objectives:

- ?? Document the economic strength and importance of African American and other minority communities drawing upon existing research.
- ?? Convene a national summit to review major federal, state and local financial policies and practices affecting the availability of credit, capital and financial services within the African American and low income communities, with participants to include academics, policy makers, representatives of financial institutions, representatives of other civil rights organizations working on economic empowerment issues, and NAACP economic empowerment activists.
- ?? Establish a research collaborative for the on-going study and advancement of the economic performance of the African American community, with partners to include academic research centers, government agencies, financial industry groups, and other civil rights organizations.
- ?? Based upon the research conducted, develop a public awareness campaign to empower the African American community and NAACP units with knowledge about financial inequalities and opportunities.

- ?? Develop new training programs within the NAACP on economic empowerment issues and a web-based information distribution system on economic empowerment issues.
- ?? Develop Economic Reciprocity Report Cards on a wide range of financial service industries, in addition to the existing Report Card on the banking industry.
- ?? Develop a strategy for partnering with major financial institutions to improve access to credit, capital and financial services in the African American community.
- ?? Work with key government agencies to develop new programs and policies -- and improve the implementation of current programs and policies -- that increase African American access to credit, capital and financial services.
- ?? Advocate for an income tax credit program for venture capital investments in African American and other minority communities.
- ?? Working across all of the NAACP, advocate national, state, and local public policies that strengthen the economic performance and stability of the African American community.
- ?? To lead this effort, create an Economic Empowerment Department within the National Office and hire an attorney in the NAACP Legal Department to handle legal actions related to economic empowerment.

Goal 7.2: Advocate for financial literacy programs for African Americans and other minorities, and financial technical assistance programs for African American and other minority-owned businesses.

Objectives:

- ?? Develop strategic partnerships to develop demonstration programs providing financial literacy training, materials, and other resources, working with national, regional and local organizations. Identify clear exit strategies for the NAACP's participation in these programs so that the Association does not take on long-term program commitments.
- ?? Solicit NAACP college chapters to participate in the design of programs aimed at high school age students and young adults.
- ?? Develop new economic empowerment workshops at regional and state conferences and at the Annual Convention featuring information about financial literacy education resources.
- ?? Develop an E Learning Center to provide web-based education materials on financial literacy by linking to other sites or through materials purchased or donated for direct use on the NAACP website.
- ?? Solicit corporate support to donate technology or provide contributions to expand the capacity of the NAACP MIS infrastructure to support the E Learning Center.

Goal 7.3: Collaborate with African American and other minority financial institutions to develop an advocacy agenda to support these institutions.

- ?? Consult with African American and other minority financial institutions (banks, credit unions, insurance agencies, brokerage firms, community development corporations, etc.) on possible convergences between their advocacy needs and the civil rights agenda of the NAACP.
- ?? Convene a National Financial Summit in conjunction with industry groups representing African American and other minority financial institutions to develop an advocacy agenda to support these institutions.
- ?? Formulate a legislative agenda and develop linkages between the Washington Bureau and key government agencies to pursue policies to support African American and other minority financial institutions.
- ?? Create a series of roundtables to bring together African American and other minority financial institutions with major banks and corporations to enhance partnering opportunities.
- ?? Expand the Economic Reciprocity Scorecards to include data on whether corporations utilize African American and other minority financial institutions
- ?? Develop an initiative in which units would encourage greater use of African American and other minority financial institutions within their communities.

Goal 7.4: Advocate for the Fair Share and affirmative action efforts of public and private employers.

Objectives:

- ?? Support efforts by units to develop or strengthen relationships with the equal opportunity offices of local private employers to encourage the implementation of affirmative action policies and Fair Share agreements.
- ?? Help these offices identify qualified African American and other minority employees or contractors.
- ?? Expand the Economic Reciprocity Initiative to cover more industries and to increase its impact.
- ?? Reestablish strong relationships with leading corporations in order to advocate for the economic empowerment goals of the Association.
- ?? Develop an initiative to minimize the costs of corporate restructurings, downsizings, and mergers on African American and other minority employees and communities.
- ?? Explore the development of a national diversity forum bringing together a broad range of African American professionals that would provide practical applications and advice for their professional lives, and foster relationships between the NAACP and this population.

Goal 7.5: Advocate for the development and support of Community Development Financial Institutions (CDFIs) and Community Development Corporations (CDCs) serving African American and other minority communities.

Objective:

- ?? Convene a national summit of selected state conference presidents and economic development chairs to establish an advocacy agenda to support the work of CDFIs and CDCs working in low income communities.

Strategic Initiative Eight: Education Excellence

Goal 8.1: Advocate for effective, accountable and accessible public school systems, and for adequate and equitable school funding.

Objectives:

- ?? Hold schools, school systems, and other educational stakeholders accountable for closing gaps in educational opportunity and student achievement, including closing the digital divide.
- ?? Develop guidelines about what should be included in education accountability systems, simple tools for analyzing disparities in resources and achievement across racial lines, and strategies based upon the guidelines and analyses to hold educational leaders accountable for the success of all students.
- ?? Develop training modules at the state, regional and national levels on accountability issues that will include the introduction of the guidelines and analytic tools as well as strategies for tapping local sources of expertise and building local coalitions to pursue advocacy efforts.
- ?? Provide on-going support and technical assistance to local units as they pursue advocacy agendas on accountability issues. Advocacy programs may include community education; monitoring of local and state educational policy-making bodies and legislative activity; and, if necessary, litigation.
- ?? Establish partnerships with organizations responsible for developing assessment standards and methods in order to ensure the incorporation of civil rights concerns in their work.
- ?? Explore possible collaboration with colleges and universities to develop programs on educational accountability where NAACP members can be trained and possibly receive continuing education credits.
- ?? To help guide this effort, establish an advisory committee of selected scholars, policy makers and leading NAACP educational activists.

Goal 8.2: Examine a broad range of educational structures and practices to with the objective of advocating for educational innovations that improve educational equity and student achievement. (Examples of issues to be explored: length of school year; teacher training, assignments, compensation, incentives, and retention; class size; performance measurement; patterns of segregation; school choice; and disciplinary policies.)

Objectives:

- ?? Create an advisory body composed of educational researchers, policy makers, and activists to guide this effort.
- ?? Consult with a broad range of educational experts, practitioners and educational associations to identify structural innovations in public education that improve the achievement of African American students.
- ?? Publish a “best practices” manual with instructions to enable and encourage units to assess local school districts and schools on their success in educating African American students.
- ?? Enhance the “best practices” component of the biennial Daisy Bates Conference, and develop a “best practices” teleconference program every other year, in which programs or projects with records of success in improving the educational achievement of African American students will be invited to participate.
- ?? Reach out to academic research centers to work with scholars who direct their research attention to structural changes in education that improve the performance of African American students.
- ?? Develop national and state-level advocacy efforts to provide additional incentives and rewards for schools that make significant improvements in improving the performance of African American students.

Goal 8.3: Promote affirmative action and funding equity in higher education.

Objectives:

- ?? Create an advisory body composed of educational researchers, policy makers, and activists to guide this effort
- ?? Develop an advocacy strategy for addressing four key affirmative action issues: 1) student recruitment, admission, and retention policies; 2) student financial assistance; 3) sufficient funding and equitable resource allocation across institutions; and 4) faculty and staff recruitment and retention.
- ?? Develop training materials that marshal empirical evidence in support of affirmative action goals and lay out advocacy strategies.
- ?? Encourage NAACP units to launch informed and targeted advocacy initiatives aimed at state legislators, state Boards of Regents, and private college boards.
- ?? Collaborate with Historically Black Colleges and Universities on advocacy efforts to support these institutions.
- ?? Seek repeal of rules and policies that reduce access to funding because of criminal records.

Goal 8.4: Advocate for the fulfillment of the nation’s commitment to quality, integrated public education as set forth in the landmark decision of *Brown v. The Board of Education*.

Objectives:

- ?? Continue to promote equal educational opportunity through educating and sensitizing decision makers about the remaining inequities in public education.
- ?? Continue to support legislation and policies that improve the quality and accessibility of education for African American and other students of color.
- ?? Develop a NAACP National Education Litigation Plan and Local Education Litigation Plan designed to influence public policy and practice regarding equal educational opportunity.
- ?? Create a cadre of expert panelists to provide advisory input during the development and execution of the litigation plans consisting of representatives of the NAACP Legal Defense Fund, private law firms, education research foundations, the US Department of Education, the US Civil Rights Commission, and other organizations.
- ?? Hire the legal staff required to carry out the education litigation plans.

Strategic Initiative Nine: Health Advocacy

Goal 9.1: Raise awareness of health and mental health justice issues and strengthen the grassroots health advocacy capacity of the NAACP.

Objectives:

- ?? Convene a Health Advocacy Summit of NAACP unit presidents and health committee chairs to gain their input regarding health justice advocacy from local, state, and regional perspectives. This event should also include training in conducting community health needs assessments, health promotion, advocating relevant public policy issues, and strengthening unit health committees.
- ?? Hold a series of Critical Issues Symposiums in which seven to ten experts on health disparities and health advocacy meet with the National Health Committee and key NAACP staff members to discuss critical health issues. The goal of these events will be to inform key board and staff members about important health issues and to build relationships with health experts who can be used to further our health advocacy agenda.
- ?? Host a Health Advocacy Institute each year in Washington D.C. focused on a specific health issue determined by the National Health Committee and the Health Division Staff. At the end of the training, participants will meet with their congressional representatives to discuss the health policy goals of the NAACP.
- ?? Develop an Operational Resource Manual for unit health committees. In addition to providing information on committee functioning, this manual should include extensive contact information on state and local health agencies and voluntary health organizations to help facilitate health advocacy and referral activities.

- ?? Conduct health advocacy training at all regional leadership development and training conferences.
- ?? Encourage and support efforts by unit health committees to convene their own conferences, seminars, and community meetings focused on critical health issues that uniquely impact communities of color.
- ?? Develop a new system to track the activities of unit health committees.

Goal 9.2: Advocate for universal health insurance and access to acceptable health care.

Objectives:

- ?? Design a phased-in approach to universal coverage, calling first for full coverage for children, then for families with children, and eventually to universal coverage. The strategy should also focus on the needs of seniors including the importance of coverage for prescriptions and access to quality home health care.
- ?? At the national level, conduct an educational campaign to communicate clearly the NAACP's positions on these issues.
- ?? Working with the Washington Bureau, craft and track legislation and policies promoting universal health insurance coverage; develop a strategy for enhanced use of action alerts on this issue to help mobilize grassroots support; and build collaborative relationships with other health advocacy groups working for universal health insurance coverage.
- ?? Develop targeted training for unit health committees on how to convene successful community meetings about universal health insurance and access, and how to develop state and local advocacy campaigns.

Goal 9.3: Promote equal representation of African Americans and other minorities within the health professions and increased research funding on African American health issues.

Objectives:

- ?? Develop an advocacy strategy to increase the number of African Americans admitted to health professions schools.
- ?? Develop an advocacy strategy calling for loans, tax breaks and other incentives to promote and preserve African American ownership and management of health care facilities and health-related businesses.
- ?? Develop a strategy for monitoring national, state, and local health expenditures to ensure that they are distributed in an equitable manner.

Goal 9.4: Increase attention within the Association to the issues of environmental justice, violence as a public health issue, and the restructuring of NAACP relationships with voluntary healthcare organizations to increase their advocacy impact.

Objectives:

- ?? Build an internal capacity at the National Office to conduct background research and develop a strong, multi-pronged advocacy program to clean up environmental contamination in African American and other minority communities and to ensure that new industrial plants being located in these communities meet basic environmental standards. Eventually all units should be encouraged to be involved in this effort.
- ?? Enhance the Association's attention to violence as a public health issue. In addition to pursuing legal actions against the gun industry and continuing our work aimed at preventing violence in African American communities, explore broadening the Association's work in this area to include attention to alcohol and tobacco advertising and overuse in communities plagued with violence.
- ?? Restructure the Association's relationships with health care organizations devoted to specific diseases. Currently, the Association and many of its units collaborate with voluntary health care organizations to provide local health clinics. There is no consistency across these collaborations and no strategy for making sure that the collaborations both maximize the strengths of both partners and help to further the advocacy goals of the NAACP. This project would develop a template for structuring our partnerships in order to increase their impact and to transition our work toward a more advocacy-focused approach.

Strategic Initiative Ten: Political Empowerment

Goal 10.1: Increase the number of registered African American and other minority voters.

Objectives:

- ?? Conduct aggressive voter registration campaigns in all units of the Association with the goal of increasing the number of registered voters by one million in 2002 and by 10% in each of the four subsequent years.
- ?? Encourage election officials to affirmatively set goals to increase voter registration.
- ?? Conduct regional surveys on NAACP unit's assessment of the outreach efforts of election boards and secretaries of state.
- ?? Host regional meetings with Secretaries of State and election boards to solicit their support for NAACP voter registration campaigns.
- ?? Develop volunteer voter registration packets to give all interested NAACP members the tools to register voters.
- ?? Monitor implementation of the National Voter Registration Act.

Goal 10.2: Train African American and other minority voters on the voting process and improve voter awareness of civil rights issues.

Objectives:

- ?? Educate voters on how to vote and how to ensure that their votes count.
- ?? Educate voters on civil rights issues and other issues of concern to African American and other minority voters through repeated contact with registered voters.

Goal 10.3: Hold elected and appointed officials accountable on civil rights issues and encourage African American, other minority, and pro-civil rights citizens to seek public offices and roles.

Objectives:

- ?? Support policies and activities that seek to ensure that the number of African American and other minority candidates and appointees to public offices is roughly proportionate to their representation in the population.
- ?? Develop clear legal guidelines and monitoring processes for these activities in order to ensure that while the Association works to encourage more African Americans and other minorities to seek appointed or elected office, it does not take any action to endorse or oppose any particular candidate.

Goal 10.4: Increase voter turnout in African American and other minority communities.

Objective:

?? Reverse the decline in minority voter turnout through aggressive GOTV efforts during election years and building and maintaining an activist base and infrastructure during non-election years.

Goal 10.5: Evaluate the accuracy of census data and ensure the distribution of census data to underserved communities.

Objective:

?? Partner with organizations to provide the best possible data for use in planning and decision-making.

Goal 10.6: Promote election reform and enforcement of laws protecting and promoting voter participation and voting rights.

Objectives:

?? Advocate for election reform; protection of African American and other minority-voting strength during redistricting and reapportionment processes; felony re-enfranchisement; and aggressive enforcement of Section V of the Voting Rights Act of 1965.