

Strategic Initiative Three: Rebuilding Legal Capacity

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

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

Strategic Initiative Four: Expansion of Policy Advocacy Capacity

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

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

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

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.

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

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.

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

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

Strategic Initiative Seven: Economic Empowerment

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

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.

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

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

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.

Strategic Initiative Eight: Education Excellence

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

Goal 8.2: Examine a broad range of educational structures and practices with the objective of advocating for educational innovations that improve educational equity and student achievement.

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

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*.

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.

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

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.

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.

Strategic Initiative Ten: Political Empowerment

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

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

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.

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

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

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