



2006 ~ 2007
"EMERGE"
NATIONAL PLAN OF ACTION



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NAACP

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"Developing a New Generation of Leadership"

EDUCATION (Training)

1. Develop a Youth Civil Rights Institute (YCRI)
 - Create a progressive training curriculum for youth and advisors focused on the following areas: Organizational Excellence, Direct Action, Grassroots Organizing, and Leadership Development
 - *The new training curriculum, the EMERGE Leadership Institute, will be introduced during the NAACP CRATI regional conferences in the spring of 2007*
2. Create a New Unit/Members Orientation Module
 - All new youth units established after August 2006 will receive training materials on the basics of operating a new unit
 - *Module will be available summer of 2007*

MEMBERSHIP

1. Create an aggressive National Youth Membership Publicity Campaign
 - The campaign will incorporate the use of TV, radio and print advertisements
 - *Stories about the work of the Division have been published/covered in numerous media outlets, including: USA Today, CNN, MSNBC, The Crisis, and the Boston Globe. Currently working on developing a national advertising campaign.*
2. Strengthen the Phoenix Project (juvenile detention facility chapters)
 - Reactivate and establish 10 Phoenix chapters by December 2007
 - *Chapters are currently in development in Regions II and III*
3. Create a national Collegiate Leadership Council to bridge the gap between students at Historically Black Colleges & Universities (HBCUs) and majority white institutions
 - Organize and host a Collegiate Leadership Conference that will include a National Collegiate Think Tank to be used as a vehicle for youth leadership across the country in combating injustice and creating solutions for social change
 - *Conference is scheduled for the fall of 2007 in Atlanta or Washington, DC.*
 - Incorporate the Campaign to End College Racism with the Collegiate Leadership Council
 - *Campaign to End Campus Racism was launched in February, 2007.*
4. Renew the NAACP Youth & College Division's "Mr. & Ms. NAACP" membership and fundraising program
 - *Mr. & Miss NAACP contest is currently underway and will culminate at the National Convention in Detroit, Michigan.*

ENGAGEMENT

1. Create a multi-year "Operation Graduation" Campaign to address the rising high school drop out rate across the country
 - *Funding has been secured in partnership with the NAACP Education Department with plans to launch the campaign in 2008.*
2. Implement a "Celebrity Support Campaign" as a promotional and fundraising mechanism for the Division
 - *Working to solidify national celebrity spokespersons for the Division.*
3. Strengthen and expand traditional Division programs in an effort to engage more youth in the Division: National Take Affirmative Action Day (NTAAD), National Day of College Prep (NDCP)
 - *In 2006, both programs saw an increase in unit/community participation. Sponsorships and grant funds have been secured to 2008 for both programs.*
4. Develop working partnerships with the National Pan-Hellenic Council's collegiate representatives and professional organizations
 - *Partnerships have been made and plans are underway to create national programs and initiatives.*

RESOURCES

1. Create State Youth & College Division, High School Chapter and Junior Youth Council Training Manuals
 - *2007 Youth & College Division Manuals have been revised and will be included on the EMERGE Leadership Institute training CD and on the Y&C website. New manuals are in development.*
2. Strengthen the NAACP Youth & College Division website/webpage to serve as the number one resource tool for youth of color engaged in civil rights work
 - *In constant development.*
3. Generate a "Best Practice How-To Guide" and web database to assist units in tackling issues in the community
 - *Scheduled for completion in the late fall of 2007.*

GOALS

1. Increase the number of chartered and/or reactivated Youth Councils by 20%
2. Increase the number of chartered and/or reactivated College Chapters by 20%
 - *In 2006, 24 youth units were chartered. During the February Board of Director's meeting 15 youth units were chartered.*
3. Increase Youth & College Division membership by 10%
 - *From January to December of 2006, youth memberships (excluding at-large members) increased by 1,400 - a 6% increase.*
4. Raise \$50,000 for Youth & College Division programming by the end of the year
 - *To date, \$750,000 in sponsorships and grants have been awarded to the Division.*

EMPOWERMENT

1. Create a Division Voter Empowerment Campaign to educate, register and mobilize youth of color
 - Register 10,000 voting-age youth to vote by December 2007
 - *National Youth & College Division Voter Empowerment Campaign will launch in the summer of 2007*
2. Develop an African Diaspora Project to connect NAACP youth with youth in Africa and the Caribbean
 - *Incorporating the "Save Darfur" campaign into the project*
3. Develop a "Me on TV" campaign to address the lack of balance in the portrayal of Black youth in the media
 - *In development.*

