

A group of young Black women are participating in a protest in front of the US Capitol building. They are wearing orange beanie hats with the NAACP Youth & College logo. They are holding signs that read "STUDENT DEBT CANCELLATION IS JUST, NECESSARY, AND LEGAL." and "STUDENT DEBT CANCELLATION IS LEGAL." The background shows the US Capitol building and bare trees. The image has a blue tint.

NAACP

Youth & College

NEW OFFICER TRAINING

Agenda

- Welcome & Introductions (5 mins)
 - Who is the NAACP? (10 mins)
 - Elected Officer, Now What? (30 mins)
 - Compliance and Governance (10 mins)
 - Unit Effectiveness (10 mins)
 - Announcements and Next Steps (5 mins)
-

Training FYI

- This training is only for ...
 - Newly elected officers
 - Units that have completed their election
 - Youth Units



Goals

1. New officers will gain an understanding of NAACP C-Hope Strategy & Advocacy goals

2. Identify officer position in compliance, engagement, and advocacy for leadership development and local victories

3. Officers will learn the functions of the unit to build and sustain an effective organization on campus / local community

Jimel Calliste
Field Organizer
jcalliste@naacpnet.org



Guest Trainer



Trey Cunningham
Tennessee State University NAACP



FOR CULTURE. FOR COMMUNITY

Who is the NAACP?

**Building
an Army**

Thrive
Issues
Power
NAACP
Members

**COMMUNITY
CULTURE
MOVEMENT**
THRIVING

OLD KEYS DON'T OPEN NEW DOORS...

C - HOPE

2022 and Beyond - Centers of Innovation

- **Center for Health Equity**
 - Health & Well Being
 - An inclusive culture of health and equitable social health systems
 - **Center for Opportunity, Race & Justice**
 - Mobility and a thriving Black economy
 - **Center for Education Innovation**
 - A world-class education for all students
 - **Center for Environmental & Climate Justice**
 - An environmental, social, and economic revolution
-

NAACP Mission

Mission- defines the organization's origin of business, it's objectives, and communities it supports.

PREVIOUS

To ensure the political, educational, social and economic equality of rights of all person and to eliminate racial hatred and racial discrimination

CURRENT

To achieve equity, political rights, and social inclusion by advancing policies and practices that expand human and civil rights, eliminate discrimination, and accelerate the well-being, education, and economic security of BLACK people and all persons of color.

National Staff

**State Conference
Leadership**

**NYWC
LEADERSHIP**

**College/
High School
Chapter**

**Youth
Council**

**Jr. Youth
Council**

**NAACP YOUTH &
COLLEGE
COMMUNICATION
FLOW CHART**

Youth & College National Staff

NAACP
Youth & College

Strategize. Research. Training. Communication & Support.



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Executive Leadership and National Staff

NAACP
Youth & College

Strategize. Research. Training. Communication & Support.

Membership Inquires

- Dawn Chambers, Member Services
 - members@naacpnet.org

Finance /EIN/Bank Account

- Unit Finance
 - ufi@naacpnet.org

Membership Portal

- Christian Tolentino, Technical Support
 - portalsupport@naacpnet.org



National Board of Directors

Advocate. Communication & Educate.

Leadership

- 64 NAACP Board Members
- 7 Youth Board Members

Duties

- Meet quarterly & annually in accordance with the constitution
 - Establish all major administrative and other policies governing the affairs of the association
 - Perform duties assigned by the Board of Directors
-



State Conference and Units

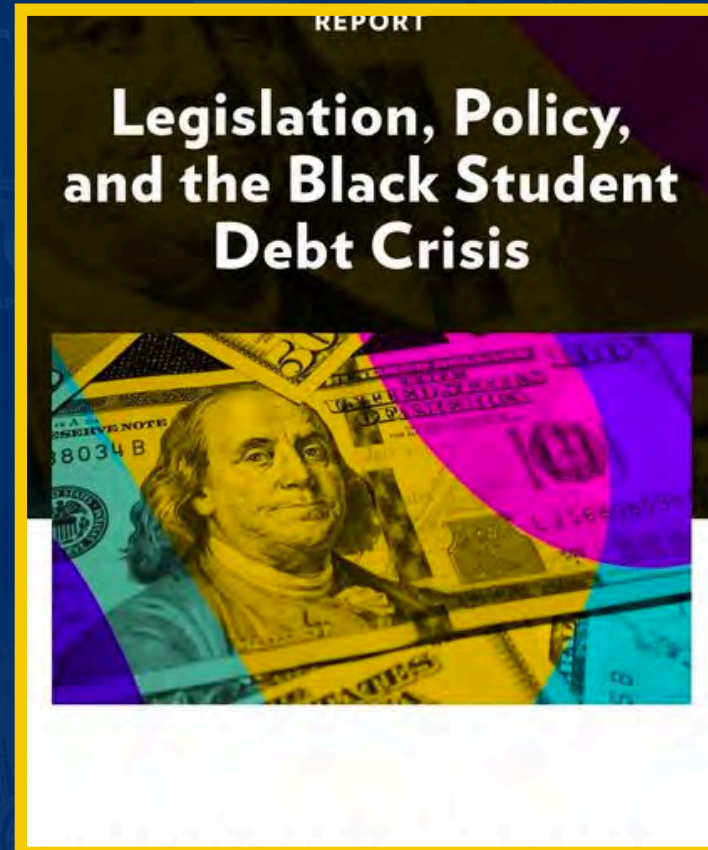
Political Action. Legislation. Litigation. Direct Action

Types of Power



Electoral/Civic Engagement

Supporting and organizing our community to make our demands heard by decisions makers.



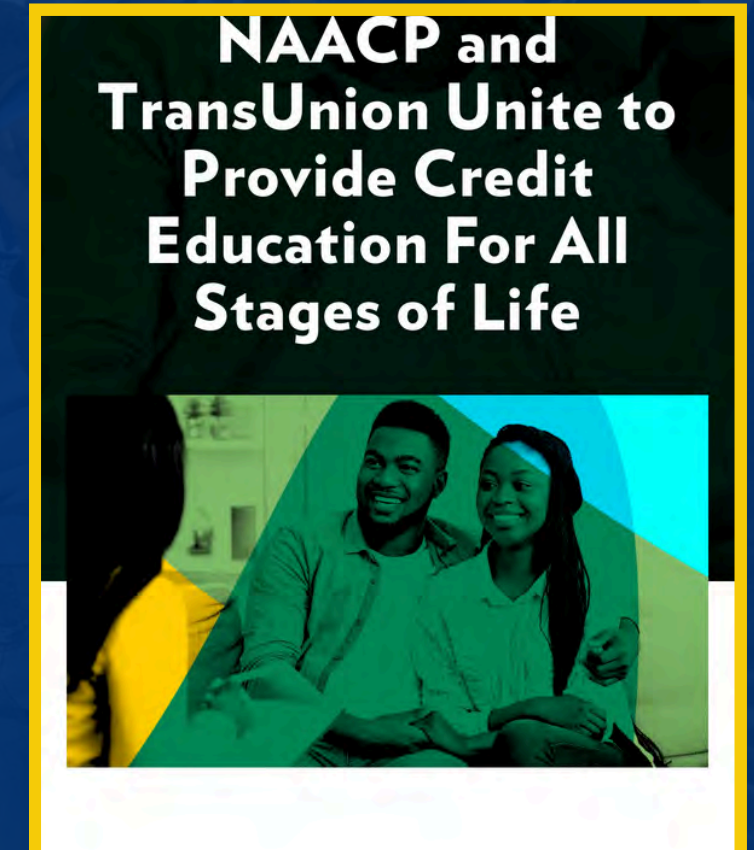
Legislative

Draft resolutions and advocate for policy to provide a legal solution to problems that impact Black and Brown Communities.



Disruptive

Strategic actions that target stakeholders to bring awareness such as protests, sit-ins, and activations



Consumer

Organizing members to choose to support or not support businesses based on the business's practices.

NAACP TERMINOLOGY

**THE CONNECTICUT STATE CONFERENCE
NAACP YOUTH & COLLEGE DIVISION
SUPPORTS**

CREATING RESPECTFUL AND OPEN WORLD FOR NATURAL HAIR

**C.R.O.W.N
ACT**



BONUS

- AFR (Annual Financial Report)

DO'S

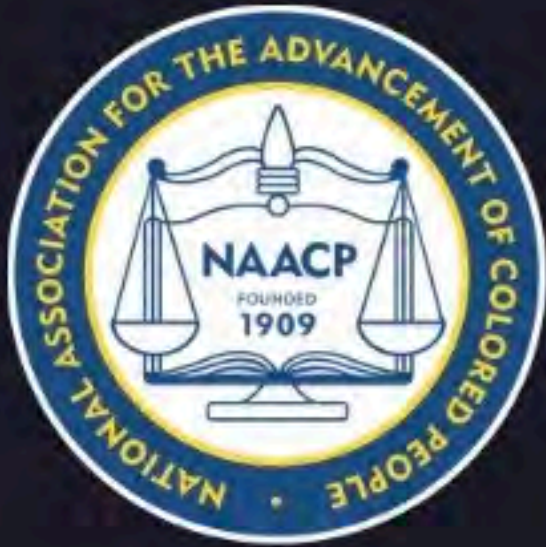
- Executive Committee
- Unit/College Chapter/
Youth Council
- Advocacy
- Members
- (State) Conference

DON'TS

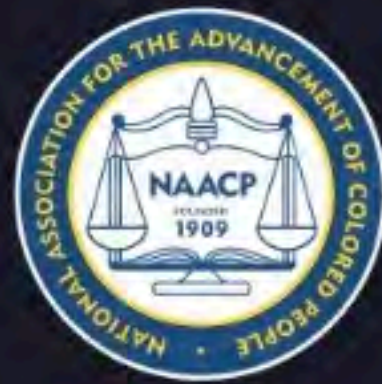
- Executive Board
- Branch
- Lobbying
- Volunteers
- (State) Division

NAACP

NAACP Official Logo Use



Solo Seal Use



NAACP

Baltimore City Branch



Seal and Wordmark Lock-up

NAACP

Baltimore City Branch



Wordmark Lock-up



NEW OFFICER PLAYBOOK

Elected Officer, now what do I do?

THE EXECUTIVE COMMITTEE

STRUCTURE

- President
- Vice President(s)
- Secretary/Assistant Secretary
- Treasurer/Assistant Treasurer
- Advisor (Ex- Officio)
- Chairmen of the Standing Committees
 - No more than 18 people

DUTIES OF EXECUTIVE COMMITTEE

- The Executive Committee shall have general control of the affairs and program of the Unit, subject to the authority of the Unit.
 - Identify and develop PSA.
- Shall render a report of all standing committees
- At the first meeting following the election, and any time during the term of office, approve appointments of committee chairs.
- Create special committees as needed

STANDING COMMITTEES

Youth Councils

1. Membership
2. Finance
3. Press and Publicity
4. Programs and Research
5. Education
6. Environmental and Climate Justice
7. Youth Employment
8. Political Action
9. Juvenile Justice
10. Health
11. Entertainment
12. Community Coordination

College Chapters

1. Membership
2. Finance
3. Press and Publicity
4. Programs and Research
5. Education
6. Employment
7. Political Action
8. Juvenile Justice
9. Health
10. WIN

NEW OFFICER PLAYBOOK



ADVISORS MANUAL

NAACP
Youth & College

Advisors Manual
NAACP Youth Councils & College Chapters



COMPLIANCE & GOVERNANCE

COMPLIANCE

NAACP Youth & College

1
MARCH

**Submit Annual
Financial Report**

**Submit Annual
Financial Report
Dues (March 1st)**

\$75

1
APRIL

**Minimum 25
paid members
(April 1st)**

COMPLIANCE BENEFITS

- Unit Delegate Strength (National & State)
- Grant Opportunities
- Scholarships (Members Only)
- NAACP Leadership Opportunities
 - National Board
 - National Youth Work Rep
 - State/Local Leadership
 - National Summit/Programs
- Awards
 - Image Awards
 - National Convention



COMMUNICATION

The Glue of the Movement

Communication is key

Things To Remember

- When in need of support, Contact the Youth State Leadership
 - State Issues and Priority Campaigns
 - State Call Schedule
 - Unit Check-ins with State Conference President
 - State Group Messages
 - Quarterly Meeting Schedules
 - State Convention (August- December)
-

INTERNAL COMMUNICATION

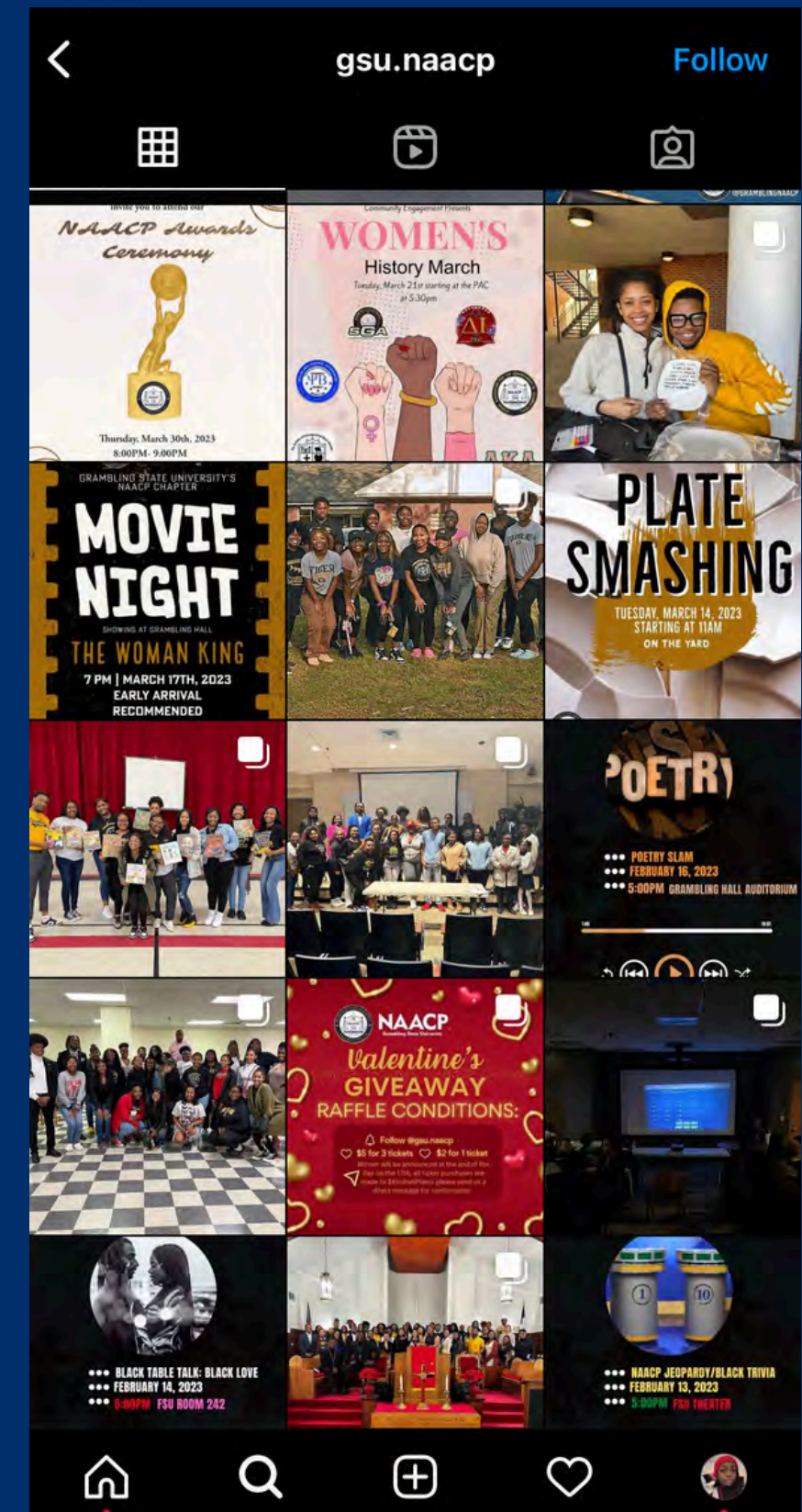
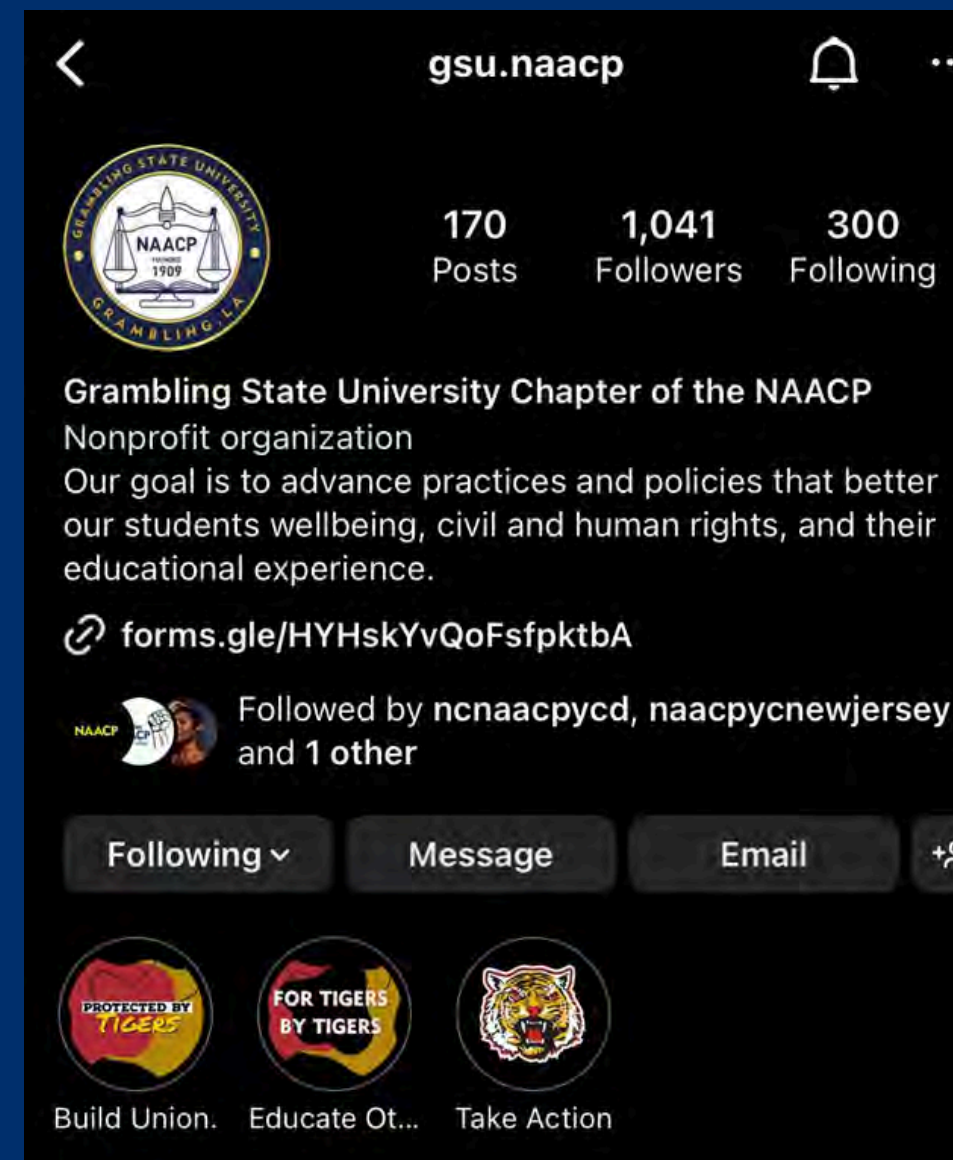
UNIT MEMBERS

- Have an active group message that is frequently used for news, updates and promotion
- Schedule at least two Executive Committee meetings to discuss campaigns/programs
- Revisit roles, responsibilities, and what that looks like to execute unit goals
- Schedule Consistent Check-Ins between Unit Advisor & Executive Committee
- Share the Executive Committee Meeting report
- Have at least one general body meeting per month



EXTERNAL COMMUNICATION COMMUNITY

- Have an active unit email address that is frequently checked
 - Example:
naacpyouthandcollegedivision@gmail.com
- Stay active on social media
- Ensure your unit has an active social media account(s)
 - Instagram, Twitter, Twitch, Facebook
- Post content, Actions, and upcoming virtual programs as needed
- Be Present and build community (Fall)





UNIT

WELLBEING
ENGAGEMENT &
ACTIVATION



Unit Engagement

Community. Culture. Movement.

Membership

- Membership **Recruitment** is Year Round
- 70/30 Split
 - **70%** of the units programs/campaigns should be **ADVOCACY focused**
 - **30%** of the unit programs/campaigns should be social **fun to engage the community**
 - **3:1 -3 Advocacy Events = 1 Social Event**

POWERED BY
JAGS
YOUR VOICE. OUR POWER.

Engagement

**Executive Committee
(Steering body)**



**Committee Chairs
(Executing Body)**



**Committee
Members/General Body)
(Cultivate Ideas and
Volunteer)**

Executive Committee (Committee chairs)

- Should have constant communication with General Body members
- Direct connection to the field (peers)

Committee Members

Four asks for an internal committee member

- Host/create events
- Cultivate actions for campaigns
- Volunteer
- Recruit

NAAACP

Youth & College

The background image shows a community meeting. A young man, identified as a NAACP Youth & College volunteer by his blue t-shirt, is standing and placing his hand on the shoulder of an older man seated at a table. The seated man is wearing a pink shirt and a white face mask. Other people are seated at tables in the background, some eating. The scene is indoors with a patterned carpet and large windows.

ANNOUNCEMENTS

& NEXT STEPS

NEXT STEPS

IDENTIFICATION/ACCESS

1. Officer Update Form ASAP!

https://bit.ly/OfficerUpdate_

2. Membership Portal Training

<https://bit.ly/MemPortalTraining>

**COMPLETED TRAINING/OFFICER UPDATE FORM, BUT
NO ACCESS?**

Email

To: Ctolentino@naacpnet.org

CC: National Field Organizer

Dlewis@naacpnet.org/Jcalliste@naacpnet.org

Announcements

- **Scholarships**
 - **Open until June 2**
- **Convention Prep Call**
 - **May 14th - Awards**
- **115TH Annual Convention**
 - **Las Vegas**
 - **July 13th-17th**

