

WHAT YOU CAN DO

Campus Equity Week is a flexible campaign, designed so anyone can take part – whether you're an individual on a campus, a local union or association, or a national group. You don't need a lot of organizing experience or resources, just energy and ideas!

If you're an **individual**, start by finding out if others on your campus are already planning CEW activities. Contact the Regional CEW Contact for your area, and subscribe to the campaign listserv by sending a blank email message to CEWaction-subscribe@topica.com and find out who else is planning activities in your area. Get in touch with any established faculty organizations on your campus, encourage them to sign on to the campaign and offer your services. If there is no established organization on your campus, try to contact others like yourself who want to initiate CEW activities. Develop a core group of interested people who are committed to doing something. Talk to colleagues you already know to interest them. Use any departmental or university committees and email lists as a way of reaching out to colleagues who may want to get involved – especially in departments where there is a concentration of contingent academic labor. Write an open letter to colleagues seeking interested faculty.

If you're an **organization**, set up a committee to plan your organization's activities during the week. Put a call out to your members and the rest of the campus community to solicit volunteers. Reach out to student and employee groups on campus to see if they are interested in getting involved.

Once you have a core group established, you can begin planning. This campaign is as much about building local networks, supporting ongoing organizing efforts, and reaching out to potential sources of support as it is about fighting for fairness for contingent faculty. **Spend some time brainstorming your goals before you decide what kinds of activities you want to organize.**

Your initial goals can be as simple as a plan to set up an information table on campus during Equity Week, distributing literature that helps inform your academic community about the injustice of current academic employment practices, and their impact on the quality of our academic institutions. You will also want to consider **who** should be your target in this campaign. There are a range of possibilities, from administrators and your institution's governing board, to local or state legislators, students, the campus community, the broader public and the media. Your tactics will vary depending on whom you want to influence.



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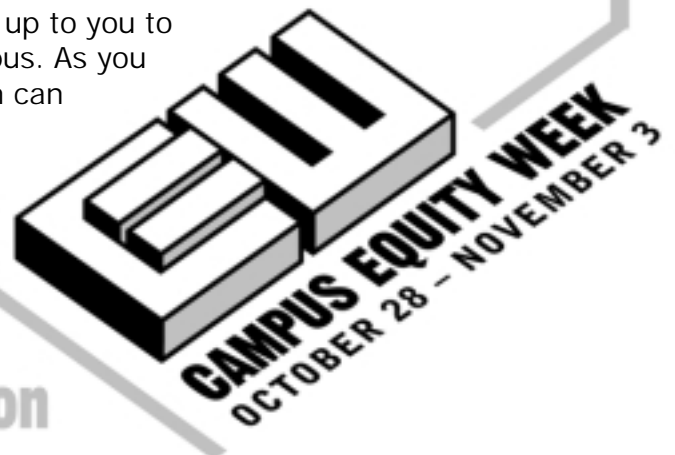
Once you have a small core group (even just two people) and are committed to do something, you might consider **approaching other groups** on campus, asking for help in your efforts. Experience has shown that students are quick to recognize how the lack of institutional support for you impacts their educational opportunity, and they will join with you to help educate the campus community. Other campus employee groups may be facing similar problems with precarious employment and may want to work with you on a broader campaign about working conditions on your campus. Local labor councils, community social justice coalitions and other groups are also potential sources of support and cooperation. Coalitions can be a great way of pooling resources, gaining support for your issues, and building solidarity between groups on a campus and in a community.

A few ideas

- Hold an **information picket** on your campus, using CEW flyers or material targeted to your situation.
- Circulate a **petition**, perhaps using or modifying one of the sample Charters or Codes in this packet. Gather signatures asking your institution's board of trustees to adopt a Charter or Code as Board Policy.
- Distribute **buttons, stickers or other material** as a way to build interest in the campaign.
- **Guerilla theatre** is a great way to get your message across – develop some skits and perform them (with or without notice) in places where people on your campus tend to congregate
- Form a group of **Wandering Minstrels** to serenade your campus with rabble-rousing tunes
- Hold **hearings** where decision-makers can hear testimony from contingent faculty, students and others
- Bring **resolutions** about your issues forward for debate and consideration by your institution's decision-making bodies.
- Write **op-ed pieces** for your campus and community newspapers, radio stations and other media outlets. Invite the media to take part in CEW events.
- Set up an **information table** in a high-traffic area of your campus where students, faculty and staff can find out about the campaign, sign a petition or express their support.
- Conduct a **letter-writing campaign** to legislators or your governing board members.
- Have a **film showing of "Degrees of Shame."** (Contact Barbara Wolf at <bwolf@altavista.net> for a copy.)

This is by no means an exhaustive list. It's up to you to figure out what will work best on your campus. As you build interest during the fall your basic plan can grow with the energy of those you attract.

Be creative, and above all, have fun!



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