



Social Change Wheel 2.0 Toolkit

Take it for a spin. What inspires you?

Imagine the wheel below rotating around the center of anti-racism, equity, and co-creation, offering a variety of alignments between its inner and outer rings. The outer ring offers a range of social change approaches happening in and outside of higher education. The inner ring offers a range of campus-based strategies used in the work of civic and community engagement. We hope the Social Change Wheel 2.0 toolkit inspires reflection, new ideas, and an affirmed commitment to a strong democracy.



Definitions, Examples, and Ideas: Ways to Work Toward Social Change

Below are definitions to use as a jumping off point as you work through the outer ring of the Social Change Wheel 2.0. Definitions are listed starting at the top of the wheel and moving clockwise. Examples are provided, as is space for you to write your own.



Socially Responsible Daily Behavior

Acting on one's values and civic commitments in one's personal and professional life.

- Noticing and naming problematic language
- Understanding the local and broader impacts of your daily routines, habits, and purchases
- Educating yourself about the people and history of your institution and community
- _____

Community Organizing

Bringing people together to act collectively in their shared interest or toward a common goal.

- Mapping the skills, interests, relationships, and other assets of residents to inform work on particular issues
- Using Gans' public narrative model to surface stories and commitments to a common cause
- _____

Community Building

Strengthening the capacity of local residents and associations to work together by supporting opportunities for interpersonal connection.

- Creating local history projects profiling both long-time and new residents
- Organizing neighborhood clean-ups or National Night Out activities
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Deliberative and Reflective Dialogue

Exchanging and evaluating different ideas and approaches around particular issues in a public setting. Learning about the experiences and stories of others by listening fully and actively.

- Organizing ongoing dialogues or story circles
- Creating space for all who wish to speak
- Facilitating with a National Issue Forums guide
- _____

Advocacy and Raising Awareness

Supporting an idea or cause through public and private communications, and collecting evidence to support one's position.

- Sharing research or a video that highlights inequities in your community on social media
- Calling and writing letters to elected officials
- Telling your peers why an issue matters to you
- _____

Social Innovation and Enterprise

Social innovation focuses on fairer and more sustainable solutions to social problems. Social enterprises are organizations using market-based solutions to address social problems.

- Creating a business with a "triple bottom line"
- Designing affordable products that purify water
- Developing an app with a clear social benefit
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Fundraising, Giving, and Philanthropy

Donating money to increase the well-being of humankind, advance another social good, or support non-profit or community organizations.

- Holding a fundraiser for a local nonprofit
- Giving cash or in-kind donations yourself
- Boosting online days of giving on social media
- Participating in fundraising phone banking
- _____



Protests and Demonstrations

Expressing public, visible disagreement with a situation or policy, often in a large group setting.

- Participating in rallies or marches in support of a cause or to bring awareness to injustice
- Creating public visual or performance art intended to draw attention to an issue
- Taking a knee during a national anthem
- _____



Mutual Aid and Informal Association

Bringing people together to act collectively in their shared interest or toward a common goal.

- Mapping the skills, interests, relationships, and other assets of residents to inform work on particular issues
- Using Gans' public narrative model to surface stories and commitments to a common cause
- _____



Community and Economic Development

Acting to provide economic opportunities and improve social conditions in sustainable ways.

- Developing marketing plans, websites, or other supports to help small businesses grow
- Offering microloans to aspiring entrepreneurs
- Supporting community-owned businesses
- Partnering with community business leaders
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Voting and Formal Political Activities

Mobilizing others to participate in and influence public policy through formal political channels – and participating yourself!

- Organizing a voter registration drive
- Running for public office or working or volunteering on a candidate's campaign
- Sharing resources about state voting laws
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Volunteering and Direct Service

Addressing immediate needs by providing assistance, often through churches, schools, social service agencies, and nonprofits.

- Helping weekly as a tutor at a local library
- Distributing donated food at a food bank
- Cleaning up debris after a disaster or crisis
- Registering participants at a blood drive
- _____



Additional Notes

Reflection and Discussion Questions:

Ways to Work Toward Social Change

- ❓ Which part(s) of the wheel are you drawn to the most? Why?
- ❓ What ways to work toward social change do you have experience with? What ways to work toward social change have you seen others use effectively? How?
- ❓ Which part of the wheel do you find most challenging or unappealing? Why?
- ❓ How could an "around the wheel" approach be activated to address enduring social problems and systemic inequities? Why might a multifaceted approach be valuable?



Reflecting on Campus-Based Strategies:

In Your Work, On Your Campus, With Your Community

Starting at the Center

"The beauty of anti-racism is that you don't have to pretend to be free of racism to be anti-racist. Anti-racism is the commitment to fight racism wherever you find it, including in yourself. And it's the only way forward" – Ijeoma Oluo (@IjeomaOluo, July 14, 2019)

How do or can you practice anti-racism in your work? How is anti-racism practiced on your campus? With your community?


How is equity defined and practiced in your work, on campus, and with community?


How does co-creation align with the culture and values on your campus? Who regularly sits at your planning table? How can you check which voices have been excluded?




Mapping Current Practices, Imagining New Possibilities

 Civic-Minded Career Readiness


 Voicing the Public Purpose of Higher Education


 Information, Digital, and Media Literacies

 Community-Engaged Teaching and Learning


 Community Building and Partnership


 Cultivating Lifelong Learning and Global Citizenship


 Engaged Scholarship and Participatory Action Research


 Student Involvement and Leadership Development

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 Who makes the map and holds the compass for civic and community engagement on your campus?

 Where are the strategies above located on your campus? What other strategies are on your map?

 Which of these strategies are currently on the outskirts, or on a completely different map? Why?

 With whom on and beyond your campus could you partner to reflect on the current terrain and embark on new pathways?