



CCSLA Spring 2026 Conference

Be A Positive Force for Change

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Dave Kelly | America's Student Leadership Trainerssm

A. **Advocacy** is a _____ by an individual or group which aims to influence public-policy and resource allocation decisions within _____, _____, and social systems and institutions. Advocacy may be motivated from moral, ethical or faith principles or simply a desire to protect an asset of interest.

(Source: Wikipedia.com)

B. **Activism** consists of efforts to _____, _____, or _____ social, political, economic, or environmental change. Activism can take a wide range of forms.

(Source: Wikipedia.com)

C. Know Your Population:

Issues important to Your Campus and Students

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Two Controversial Statements:

1. _____ is OK!
2. _____ is allowed and encouraged

Advocacy/Movement	My Grade
Boston Tea Party	
Confederacy	
Civil Rights	
Your Pick:	

D. Civil Discourse

American Social Psychologist and Professor at Swarthmore College (PA) Kenneth J. Gergen describes it as the “language of dispassionate objectivity”. Key components include:

1. Requires _____ of the other participants
2. Does not diminish the other’s _____ worth nor questions their good _____.
3. Avoids _____, direct _____, or excessive _____.
4. Requires _____ and an appreciation of the other participant’s _____.
5. BONUS (One of Dave’s): Keep _____ in check and _____!

E. What to do:

1. Before _____ have a _____.
2. Know what your position is, _____, and support it with facts, _____ evidence, and data. Be concise and focused.
3. Work your side but be _____ of those on the other. Your adversary on one issue may be your _____ on another.
4. Just because your side did not _____ does not mean you were not heard. Take defeat _____ to preserve relationships for future issues.

F. What not to do:

1. Never _____. Integrity is all you have. Know your _____ and support and promote it even in the face of _____ from a decision maker.
2. Don't _____, _____, or lose your _____ with decision makers! They have the power to get you what you _____!
3. Calling _____ is never _____ or _____.

About the Advocacies

The Boston Tea Party: Was a protest of the Tea Act of 1773, imposed by Great Britain on the colonies, which exempted the British East India Company from taxes on tea from China. Demonstrators, some disguised as Native Americans, boarded ships carrying this tea and destroyed the shipment by throwing it into the harbor. This action had grown out of a meeting called by Whig Leader Samuel Adams to address the growing controversy. The British government responded harshly and this episode escalated into the American Revolution. (Source: Wikipedia)

The Confederacy: The Confederate States of America was an unrecognized country that existed in North America from 1861 to 1865. It was initially created by seven slave-holding states, in the lower south portion of the country, seceding from the United States. After the start of the Civil War in April of 1861, four other slave-holding states joined the confederacy and two others were later accepted as members even though their states did not officially secede. In addition to issues related to slavery, many southern whites considered themselves to be more Southern than American and believe they should have control over state's rights, their economy, politics, and internal improvements. The U.S. government, known as the Union, rejected the claims of secession and considered the Confederacy to be illegally founded. The Civil War lasted from 1861 to 1865, resulting in 620,000 to 850,000 military deaths. The Confederacy did not have a formal end, essentially disappearing by the end of 1865. (Source: Wikipedia)

The Civil Rights Movement: The foundation of the Civil Rights movement was a social justice movement initially as a reaction to treatment of former slaves and their descendants after the Civil War and then became about recognizing equality amongst all people of the country. The Montgomery Bus Boycott that grew out of the arrest of Rosa Parks and others ignited the movement in 1955. Several actions, conflicts, protests, and laws happened over the following years leading to one of the most famous events of the movement in 1963: The March on Washington. The highlight of this event, attended by more than 200,000 people was the "I Have a Dream" speech by Dr. Martin Luther King, Jr. President Lyndon B. Johnson signed the Civil Rights Act of 1964, the Voting Rights Act of 1965, and the Fair Housing Act of 1968 which sought to end discrimination in many areas. Court cases and other legislation since have extended those provisions and created new protections in the time since. (Source: *History.com*)