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# FIELD OPERATIONS & MEMBERSHIP DEPARTMENT

# MEMORANDUM

**TO:** Mid-Atlantic Region State Conference Presidents

**FROM:** Jonathan McKinney, Regional Field Director

**RE**: NAACP Game Changers & Departmental Document w/links

**DATE**: February 22, 2017

**NAACP Game Changers:**

* Economic Sustainability
* Credit, Entrepreneurship, Financial planning
* Education
* Affirmative action, African-American retention in higher education
* Health & Environmental Justice
* HIV/AIDS, Obesity, STDs, Climate Change
* Public Safety and Criminal Justice
* Racial Profiling, Police Brutality
* Voting Rights and Political Representation
* Voter registration and turnout, voter education, and election protection
* Youth Development

**Departments and Programming:**

[**Health Department**](http://www.naacp.org/issues/health/) led by Marjorie Innocent - [minnocent@naacpnet.org](mailto:minnocent@naacpnet.org)

The mission of the NAACP is to ensure equal political, educational, social, and economic rights for all persons and to eliminate race-based discrimination. This mission includes a focus on the right of African Americans and other people of color to have optimal health outcomes and access to timely, quality, affordable health care. African Americans continue to have the highest incidence, prevalence and mortality rates from chronic diseases like cardiovascular disease, diabetes and obesity, and issues like HIV/AIDS continue to overwhelm the Black community more so than any other racial or ethnic group.

**NAACP Health Department** Initiatives (click to learn more):

* [Get Hype](http://www.naacp.org/campaigns/get-hype/)
* [The Black Church & HIV](http://theblackchurchandhiv.org/)
* [Ace Dialysis Health Imperative For Access, Choice, And Equity](http://www.naacp.org/campaigns/ace-dialysis-health-imperative-access-choice-equity/)
* [Health Reform](http://www.naacp.org/campaigns/affordable-care-act-aca/)
* [Project H.E.L.P.](http://www.naacp.org/campaigns/project-h-e-l-p/)
* [Childhood Obesity](http://www.naacp.org/campaigns/childhood-obesity/)

[**Criminal Justice**](http://www.naacp.org/issues/criminal-justice/) Department led by Ngozi Ndulue – [nndulue@naacpnet.org](mailto:nndulue@naacpnet.org)

The NAACP advocates for smarter, results-based criminal justice policies to keep our communities safe, including treatment for addiction and mental health problems, judicial discretion in sentencing, and an end to racial disparities at all levels of the system.

The United States is home to the world’s largest prison population. As “tough on crime” laws have put an unprecedented number of non-violent offenders behind bars in recent years, our neighborhoods feel no more secure.

**NAACP Criminal Justice Initiatives** (click to learn more):

* [Protect and Preserve Our Lives Pledge](http://www.naacp.org/campaigns/protect-preserve-lives-pledge/)
* [Pathways To Police Reform Community Mobilization Toolkit](http://www.naacp.org/campaigns/pathways-police-reform-community-mobilization-toolkit/)
* [Ban The Box](https://donate.naacp.org/page/signup/criminaljustice)

[**Environmental & Climate Justice**](http://www.naacp.org/issues/environmental-justice/) Department led by Jacqueline Patterson – [jpatterson@naacpnet.org](mailto:jpatterson@naacpnet.org)

Environmental injustice, including the proliferation of climate change, has a disproportionate impact on communities of color and low income communities in the United States and around the world. The NAACP [**Environmental and Climate Justice Program**](http://www.naacp.org/environmental-climate-justice-about/) was created to support community leadership in addressing this human and civil rights issue.

**NAACP Environmental & Climate Justice Initiatives** (click to learn more):

* [Reduce Harmful Emissions, Particularly Greenhouse Gases](http://www.naacp.org/environmental-climate-justice-about/)
* [Advance Energy Efficiency and Clean Energy](http://www.naacp.org/environmental-climate-justice-about/)
* [Strengthen Community Resilience and Livability](http://www.naacp.org/environmental-climate-justice-about/)

[**Economic Sustainability**](http://www.naacp.org/issues/economic-opportunity/) Department led by Marvin Owens – [mowens@naacpnet.org](mailto:mowens@naacpnet.org)

The [**NAACP Economic Department**](http://www.naacp.org/economic-department-staff) recognizes the importance of the economy and economic issues in advancing an equal opportunity society and aims to address the challenging economic realities facing our country including poverty, lack of jobs and disproportionate high unemployment, lack of affordable housing, foreclosures, etc. The NAACP Economic Department’s work enhances the capacity of African Americans and other underserved groups through financial economic education; individual and community asset building initiatives; diversity and inclusion in business hiring, career advancement and procurement; and monitoring financial banking practices.

**NAACP Economic Sustainability Initiatives** (click to learn more):

* [Fair Lending](http://www.naacp.org/campaigns/fair-lending/)
* [Diversity and Inclusion](http://www.naacp.org/campaigns/diversity-and-inclusion/)
* [Economic Education](http://www.naacp.org/campaigns/economic-education/)
* [Community Economic Development](http://www.naacp.org/campaigns/community-economic-development/)
* [NAACP Job Finder](http://www.naacpjobfinder.com/)

**[Education Department](http://www.naacp.org/issues/education/)** led by Victor Goode – [vgoode@naacpnet.org](mailto:vgoode@naacpnet.org)

The NAACP works to ensure that every disadvantaged student and student of color graduates ready for college or a career by ensuring access to great teaching, fair discipline, equitable resources and challenging curriculum. We are dedicated to eliminating the severe racial inequities that continue to plague our education system. Our ultimate goal is that every student of color receives a quality public education that prepares him or her to be a contributing member of a democracy.

**NAACP Education Department Initiatives** (click to learn more)

* [The Path Forward: Improving Opportunities For African-American Students](https://www.uschamberfoundation.org/reports/path-forward-improving-opportunities-african-american-students)
* [Common Core State Standards for NAACP Units](http://action.naacp.org/page/-/education%20documents/CCSS_toolkit.pdf)

[**Voting Rights and Political Representation/Civic Engagement**](http://www.naacp.org/issues/civic-engagement/) led by ?

The NAACP, along with our half-million adult and youth members throughout the United States, are frontline advocates committed to raising awareness for political, educational, social and economic equality of minority group citizens in the electoral process. With approximately 2,000 adult branches, youth councils, and college chapters in 49 states, 5 countries and the District of Columbia, the NAACP is actively engaged in increasing the African American responsiveness of citizens to be fully engaged in the democratic process.

**NAACP Civic Engagement Tools and Initiatives**: (click to learn more)

* [NAACP Civic Engagement Toolkit: Fighting For Democracy](http://www.naacp.org/campaigns/fighting-for-democracy/)
* [Democracy Awakening](http://democracyawakening.org/)

[**Legal Department**](http://www.naacp.org/legal-department/) led by our General Counsel Brad Berry – [bberry@naacpnet.org](mailto:bberry@naacpnet.org)

Since 1909, the NAACP has maintained a legendary legacy for fighting legal battles to win social justice for all Americans. The NAACP Legal Department maintains an active docket of Civil Rights cases, frequently in conjunction with a team of cooperating lawyers around the nation who work daily in the courts alongside the Legal Department to address Civil Rights violations and forge the way in the fight to prevent the erosion of Civil Rights law in this country.

**THE NAACP MAY PROVIDE LEGAL INFORMATION TO CONCERNED CITIZENS, BUT DOES NOT PROVIDE LEGAL ADVICE.  FOR LEGAL ADVICE, YOU SHOULD CONSULT A LOCAL ATTORNEY.**

**Legal Department Programs and Resources:**

* [Law Fellow Program](http://www.naacp.org/campaigns/law-fellow-program/)
* [NAACP Legal Victories](http://www.naacp.org/campaigns/naacp-legal-victories/)
* [Legal Department Expertise](http://www.naacp.org/legal-department/legal-expertise/)
* [Civil Rights Docket](http://www.naacp.org/legal-department/legal-docket/)
* [Amicus Briefs](http://www.naacp.org/legal-department/amicus-briefs-archives/)
* [NAACP Legal History](http://www.naacp.org/legal-department/naacp-legal-history/)

[**Media Diversity/NAACP Hollywood Bureau**](http://www.naacp.org/issues/media-diversity/) led by Robin Harrison – [rharrison@naacpnet.org](mailto:rharrison@naacpnet.org)

The NAACP has fought against negative portrayals of people of color in film and television since “Birth of A Nation” in 1915.  Today the [NAACP Hollywood Bureau](http://campaigns/naacp-hollywood-bureau/) is a satellite of the National office that deals with issues of diversity programming and minority employment in Hollywood, and oversees the production of the NAACP Image Awards.

**Media Diversity Tools and Programs:**

* [NAACP Image Awards](http://www.home.naacpimageawards.net/)
* [NAACP Hollywood Bureau](http://www.naacp.org/campaigns/naacp-hollywood-bureau/)
* [NAACP Diversity Fellowship Program](http://www.naacp.org/campaigns/diversity-in-hollywood/)
* [Hollywood Internships& Student Programs](http://www.naacp.org/campaigns/hollywood-internships-student-programs/)
* [Media Diversity Executive Leadership Programs](http://www.naacp.org/campaigns/media-diversity-executive-leadership-programs/)

[**National Youth and College**](http://www.naacp.org/youth-college/) Department lead by Stephen Greene – [sgreen@naacpnet.org](mailto:sgreen@naacpnet.org)

NAACP Youth and College Division is a courageous generation of intelligent, militant and effective youth leaders creating a world for all people to thrive.

The mission of the NAACP Youth & College Division shall be to inform youth of the problems affecting African Americans and other racial and ethnic minorities; to advance the economic, education, social and political status of African Americans and other racial and ethnic minorities and their harmonious cooperation with other peoples; to stimulate an appreciation of the African Diaspora and other people of color’s contribution to civilization; and to develop an intelligent, militant effective youth leadership.

**NAACP Youth & College Tools and Initiatives:**

* [Youth &College Advisor’s Manual](http://www.naacp.org/wp-content/uploads/2016/04/Advisors-Manual-2016.pdf)
* [Youth & College Election Procedures Manual](http://www.naacp.org/wp-content/uploads/2016/04/2016_YCD_Election_Procedures_Manual.pdf)
* [Youth & College Resource Guide](http://www.naacp.org/wp-content/uploads/2016/04/NAACP_Youth_and_College_Resource_Guide.pdf)
* [I MATTER Toolkit](http://www.naacp.org/wp-content/uploads/2016/04/IMATTERToolkit.pdf)
* [#StayWokeAndVote](http://www.naacp.org/campaigns/staywokeandvote/)

[**Afro-Academic, Cultural, Technological, and Scientific Olympics - ACT-SO**](http://www.naacp.org/act-so/)led by Larry Brown Jr. – [lbrown@naacpnet.org](mailto:lbrown@naacpnet.org) - The NAACP's Afro-Academic, Cultural, Technological and Scientific Olympics (ACT-SO) is a yearlong achievement program designed to recruit, stimulate, and encourage high academic and cultural achievement among African-American high school students.

ACT-SO includes 32 competitions in STEM, humanities, business, and performing, visual and culinary arts. Almost 300,000 young people have participated from the program since its inception.

For over thirty years the mission of ACT-SO has been to prepare, recognize and reward youth of African descent who exemplify scholastic and artistic excellence.

**ACT-SO Important Dates and tools:**

* [ACT-SO 101 Facts Sheet](http://www.naacp.org/act-so/about/)
* ACT-SO Town Hall dates for 2017. All calls start at 7pm ET. January 18, February 15, April 12, May 10, June 7, July 12, July 17
* ACT-SO National Competition Dates: July 20-23

**Strategic Partnerships** lead by Andrea Brown-Ghee – [anbrown@naacpnet.org](mailto:anbrown@naacpnet.org) - A **memorandum of understanding** (**MOU**) is a nonbinding agreement between two or more parties outlining the terms and details of an understanding, including each parties' requirements and responsibilities.

**Some of our MOU partners include:**

* National Head Start Association
* Federal Bureau of Investigations
* American Red Cross
* National Council on Aging
* National Education Association
* Shriners and Masons
* National Pan-Hellenic Council (NPHC), which consists of nine (9) international Black Greek-Lettered Organizations namely,
* Alpha Phi Alpha Fraternity, Inc.,
* Alpha Kappa Alpha Sorority, Inc.,
* Kappa Alpha Psi Fraternity, Inc.,
* Omega Psi Phi Fraternity, Inc.,
* Delta Sigma Theta Sorority, Inc.,
* Phi Beta Sigma Fraternity, Inc.,
* Zeta Phi Beta Sorority, Inc.,
* Sigma Gamma Rho Sorority, Inc.
* Iota Phi Theta Fraternity, Inc.,

This list represents over 2 million college educated primarily African-American citizens whose collective purpose is to serve the communities in which its members live and work.

**Washington Bureau** led by Hilary Shelton – [hshelton@naacpnet.org](mailto:hshelton@naacpnet.org) - The job of the Washington Bureau is to turn NAACP priorities, as approved by the national Board of Directors, into federal public policy through the legislative process. General topics include the promotion and protection of civil rights, securing a fair and equal criminal justice system, ensuring high quality educational opportunities for all Americans, a fair labor environment, and securing affordable adequate housing and health care for all Americans.

**Membership** Department led by Bethany Criss-June – [bcrissjune@naacpnet.org](mailto:bcrissjune@naacpnet.org) –

**Communications** Department led by Malik Russell – [mrussell@naacpnet.org](mailto:mrussell@naacpnet.org) -

[**Other Branch and Field Resources**](http://www.naacp.org/field-resources/)

* [2016 Annual Financial Report Long Form](http://www.naacp.org/wp-content/uploads/2016/12/2016-AFR-Long.pdf)
* [2016 Annual Financial Report Short Form](http://www.naacp.org/wp-content/uploads/2016/12/2016-AFR-Short.pdf)
* [Unit Financial and Bookkeeping Guide](http://www.naacp.org/wp-content/uploads/2016/04/2015_Bookkeeping_guide-Final.pdf)
* [Branch Election Dates to Remember](http://www.naacp.org/wp-content/uploads/2016/04/Branch_Election_Dates_to_Remember.pdf)
* [Unit Election Manual](http://www.naacp.org/wp-content/uploads/2016/04/2014_Branch_Election_Procedure_Manual-rev.pdf)
* [All Alerts Hate Crime Post Card](http://www.naacp.org/wp-content/uploads/2016/04/Postcards.pdf)
* [Thalheimer Award Application](http://www.naacp.org/wp-content/uploads/2016/04/2011_Thalheimer_Awards.pdf)
* [Guide for Committee Written Reports](http://www.naacp.org/wp-content/uploads/2016/04/Guide_For_Committee_Written_Reports.pdf)
* [Officer Report Form](http://action.naacp.org/page/-/FieldResources/2016-Officer-Report-Fill-in-Form.pdf)
* [2014 Unit Bylaws](http://www.naacp.org/wp-content/uploads/2016/04/2014_Bylaws_for_Units.pdf)
* [Membership Application](http://www.naacp.org/wp-content/uploads/2010/06/Membership-Application.pdf)
* [Unit Membership Report Form](http://www.naacp.org/wp-content/uploads/2017/01/Unit-Membership-Report-Form-FINAL.pdf)
* [NAACP Special Event Application](http://www.naacp.org/wp-content/uploads/2016/04/Special_Event_Application_6.pdf)
* [Request for Direct Action](http://www.naacp.org/wp-content/uploads/2016/04/Direct_Action_Special_Event_Application.pdf)
* [Youth & College Advisor’s Manual](http://www.naacp.org/wp-content/uploads/2016/04/Advisors-Manual-2016.pdf)
* [NAACP Youth & College Resource Guide](http://www.naacp.org/wp-content/uploads/2016/04/NAACP_Youth_and_College_Resource_Guide.pdf)
* [Six Steps for Starting an NAACP Unit](http://www.naacp.org/field-resources/start-a-unit/)

\*\*\*\*[**Find Your Local Unit**](http://www.naacp.org/find-local-unit/)\*\*\*\*

**NAACP Social Media Sites**

* [Facebook](https://www.facebook.com/naacp/)
  + [Mid-Atlantic Region 7 Facebook Page](https://www.facebook.com/search/top/?q=naacp%20mid-atlantic%20region%20-%20region%207)
* [Twitter](https://twitter.com/NAACP)
* [Instagram](https://www.instagram.com/naacp/)
* [Youtube](https://www.youtube.com/user/naacpvideos/videos)

Thank you for your consideration,

**Jonathan McKinney**

Mid-Atlantic Regional Field Director

Field Operations & Membership Department

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