

## ROCK ISLAND COUNTY BRANCH STRATEGIC PLAN Game Changers for the 21<sup>st</sup> Century

For more than a century the National Association for the Advancement of Colored People has worked to ensure the political, educational, social, and economic equality of rights of all persons and to eliminate race-based discrimination. Inspired by the fore and commitment of The Call of 1909, which denounced the growing oppression of people of color and mobilized thousands to work to bring this discrimination to an end, the NAACP seeks to establish a strategic direction as it embarks on developing The NEW Call for the 21<sup>st</sup> Century.

Striving to embrace the tenets that are aligned with the State and National NAACP Organizations as follows:

- Striving to achieve Economic Sustainability for every person who lives in Rock Island County, one city at a time. Every person will have equal opportunity to achieve economic success, sustainability, and financial security.
- Striving to achieve a free, high-quality, public education for every child who lives in Rock Island County, one city at a time. Every child will receive a free, high quality, equitably-funded, public pre-K and K-12 education followed by diverse opportunities for accessible, affordable vocational or university education.
- Striving to achieve health equality for all persons living in Rock Island County, one city at a time, including a healthy life and high-quality-health care. Everyone will have equal access to affordable, high-quality health care, and racially disparate health outcomes will end.
- Striving to achieve Public Safety and Criminal Justice for all persons living in Rock Island County seeking Equitable dispensation of justice for all, one city at a time. Disproportionate incarceration, racially motivated policing strategies, and racially biased, discriminatory, and mandatory minimum sentencing will end. Incarceration will be greatly reduced and communities will be safer. The death penalty will be abolished at the state and federal level, as well as in the military.
- Striving to achieve Voting Rights and Political Representation for all persons living in Rock Island County, one city at a time. Every American will have free, open, equal, and protected access to the vote and fair representation at all levels of the political process. By protecting democracy, enhancing equity, and increasing democratic participation and civic engagement, African Americans will be proportionally elected to political office.

Just to be clear, the real work of the Rock Island County NAACP Branch will be achieved by Standing Committees as follows:

- Communications, Press and Publicity seeks to promote media content consistent with fundamental NAACP goals which include the elimination of racial isolation and fear and the furtherance of multiracial and cultural understanding.

- Education committee seeks to eliminate segregation and other discriminatory practices in public education; study county educational conditions affecting minority groups; seek to eliminate school attendance; and, promote parental involvement in education.
- Housing committee studies housing conditions in the local communities; receive and seek to address complaints of discrimination
- Labor and Industry committee seeks ways to improve the economic status of minority groups by working to eliminate discriminatory employment practices in industry and government, wage differentials based on race, unequal opportunities for training, promotion and unfair dismissals.
- Health committee work to promote, protect and maintain the health of African Americans; assess the health needs of the communities
- Economic Development committee implements local efforts and support national programs to preserve and expand economic empowerment among African-Americans and other communities of color
- Legal Redress committee investigates all cases reported to it.
- Membership and Life Membership committee works throughout the year to maintain and increase the membership of the Branch.
- Political Action committee seeks to increase registration and voting; work for the enactment of municipal, state and federal legislation designed to improve the educational, political economic status of minority groups.
- Religious Affairs committee promotes educational programs designed to give moral and ethical interpretation to the civil rights struggle.
- Women in the NAACP (WIN) committee addresses within the framework of the NAACP, civil rights issues affecting women and children and shall carry out other civil and cultural activities to enhance membership and provide financial support to the Branch.
- Armed Services and Veterans' Affairs committee seeks to establish a working relationship with those agencies in government, national, state and local, having the responsibility in the affairs of members of the various Armed Services and Veterans and

to see that the programs to which they are responsible are administered fairly and justly to members of the minority community.

- Young Adult committee consists of Branch members, ages 21-40; supports all branch activities; create a mentorship program to serve as a support bridge from Youth and College to Branch participation.
- Criminal Justice committee seeks to eliminate harsh and unfair sentencing practices that are responsible for mass incarceration and racial disparities in the prison system; support and seek to increase trust and public safety by advancing effective law enforcement practices.