From the Inside and the Outside: 

Tools and Strategies for Change
Goals for the Session:

• Clarifying the roles of community based organizations (outside) and government and other institutions (inside) for moving a racial justice agenda.

• Developing strategies for addressing structural racism.
“Laying it on the Line”

1. The election of Barack Obama as the first African American president is proof that we are moving toward a post-racial society
2. People should be hired or promoted based solely on merit.
3. I believe we can end racial inequity.
Racial inequities in Seattle:

1. Education
2. Equitable development
3. Jobs
4. Criminal justice
5. Health
6. Housing
7. Environment

Increase opportunity for all, eliminate racial inequity
Vision:

• Racial disparities have been eliminated and racial equity achieved.

Mission:

• End institutional racism in City government.
• Promote inclusion and full participation of all residents.
• Partner with the community and other institutions to create racial equity.
A multi-layered collaborative approach for a collective impact

EQUITY STRATEGIES

#1: Applying racial equity to programs and projects
#2: Building racial equity into policies and citywide initiatives
#3: Partnering with other institutions and the community

RACIAL EQUITY IN:
- Housing
- Jobs
- Education
- Health
- Criminal justice
- Community Development
- Environment
Why we focus on race

• Deep and pervasive racial inequities

• Community organizing

• Specificity of strategy
RSJI Employee Survey

- Over 4,000 employees (86%) believe that it is valuable to examine the impact of race in our work and 70% said they can identify examples of institutional racism.

- Nearly two-thirds (65%) of employees stated they are actively involved in promoting RSJI changes in their workplace.

- Nearly 60% of employees believe their department and the City as a whole is making progress on Race and Social Justice.
**Individual racism:**
- Pre-judgment, bias, or discrimination by an individual based on race.

**Institutional racism:**
- Policies, practices and procedures that work to the benefit of white people and to the detriment of people of color, often unintentionally or inadvertently.

**Structural racism:**
- A history and current reality of institutional racism across all institutions. This combines to create a system that negatively impacts communities of color.
Institutional/Explicit

Policies which explicitly discriminate against a group.

**Example:** Police department refusing to hire people of color.

Institutional/Implicit

Policies that negatively impact one group unintentionally.

**Example:** Police department focusing on street-level drug arrests.

Individual/Explicit

Prejudice in action – discrimination.

**Example:** Police officer calling someone an ethnic slur while arresting them.

Individual/Implicit

Unconscious attitudes and beliefs.

**Example:** Police officer calling for back-up more often when stopping a person of color.
Inside/Outside Strategies – Modes of community participation

Tend toward –
Informal
Local interest
Voluntary
Issue/identity Focused
Collective Decision Making

Tend toward –
Formal
Broad Interests
Professional
Geographic Focus
Hierarchical
What is Power?
What is Politics?
Van Jones’s “Heart Space/Head Space Grid” from *Rebuild the Dream* (2012)
Rational

Political concept

Political action

Emotional
Rational

[Diagram]

HEAD SPACE

Political concept

Emotional

Political action
Head space

- Where Rational + Conceptual meet
- Think tanks, academics and policy wonks
- Facts and rational arguments
- One cannot make meaningful, effective, and lasting change without a sober view of the data combined with sound policy prescriptions
Rational

Political concept

HEAD SPACE

HEART SPACE

Emotional

Political action
Heart Space

• Here emotions have sway
• Great storytellers, artists, preachers, and other resonant communicators
• Energizing emotions shared: feelings of love and rage, contempt and compassion, pride and shame
• Needed for inspiration and motivation
Outside game

- Where emotion and action meet
- Activists, organizers and volunteers
- Action not based on their immediate, rational self interest, but on what feels right- what moves their heart
Rational

Emotional

Political concept

HEAD SPACE

INSIDE GAME

HEART SPACE

OUTSIDE GAME

Political action
Inside game

- Where reason meets action
- Elected officials, paid lobbyists, party operatives, staff members at legislative and bureaucratic levels
- People who have enough power, standing, access or influence to impact the behavior of the decision makers
- Natural home of the deal maker- cold blooded maneuver and necessary compromise
Head and heart

• All four quadrants are important depending on the stage of making change.
• The key is a dynamic balance.
“Aligning Inside/Outside Strategies”

<table>
<thead>
<tr>
<th>Outside Alignment</th>
<th>Inside Alignment</th>
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<tr>
<td>Organizing community</td>
<td>Organizing staff and leadership</td>
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<tr>
<td>Build inside capacity- having a strategy to support</td>
<td>Build community capacity by leveraging resources and sharing inside</td>
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<td>inside change agents</td>
<td>information</td>
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<tr>
<td>Mobilizing community to share their case</td>
<td>Creating avenues for dialogue between outside and inside voices</td>
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Resources and Evaluation

www.seattle.gov/rsji/