

Longwood University Student Activism Guide

Longwood University sits in historic Prince Edward County and the town of Farmville where the Civil Rights Movement began to take shape. In 1951, at what is now known as the Robert Russa Moton Museum, 16 year-old student activist named Barbara Johns staged a walkout that ultimately contributed to the desegregation of schools across America.

Each student has the capacity to be an agent of change and a difference maker! From the student protests of the Vietnam War and in opposition to apartheid in South Africa to the March for Our Lives in 2018, student activism has shaped and impacted society for decades.

Continuing a tradition of civic engagement is an important part of students' development as Citizen Leaders at Longwood. The Student Engagement staff Multicultural Affairs have compiled this guide to help students focus their attention and passion to effectively communicate and advocate for change.

This document contains resources and action steps to aid students in their overall development as an effective activist. Here is another helpful resource from EAB:

https://eab.com/resources/unknown/student-activism-resource-center/?gad_source=1&gclid=Cj0KCQiAwP6sBhDAARIsAPfK_wZ8e-XTmbZVIteXUoUIS3YrPRnVKTBPt_nxqe7lxs34NKsQ0EDdcYIaAuM4EALw_wcB.

As you organize, consider the following:

1) Find your Passion

- a. Think specifically about what you want to do.
- b. Why is it important to you?

2) Educate

- a. Educate yourself.
- b. Research what has been done and the history of the issue.
- c. Find others like you on campus or in your local area with similar interests/passions.

3) Define your goals

- a. What changes do you want to make/see?
- b. What are you hoping to happen through your advocacy?
- c. Define short and long-term goals on what changes you can make and how to organize your fellow activists.

4) Identify resources that are available

- a. Utilize connections on and off-campus to help
 - i. Campus Offices and Resources:
 1. Office of Conduct and Integrity- Review the *Freedom of Expression Policy* and the *Disruptive Behavior Policy* in the Student Handbook:
<https://solomon.longwood.edu/studentaffairs/policies--procedures/freedom-of-expression-policy.php>
 2. Contact the Office of Multicultural Affairs (OMA) for assistance and guidance:
<https://www.longwood.edu/multiculturalaffairs/about/staff/>.
 3. Lancer Link-
<https://longwoodorgs.campuslabs.com/engage/> and

- CORQ app to Lancer Link- <https://corq.app/>
- 4. Student Government Association <http://www.longwoodsga.com/>
- 5. University Center and Student Activities- <http://www.longwood.edu/upchurch/>.
- 6. The Rotunda: <http://www.therotundaonline.com/>.
- 7. The Weekly Email- <http://go.longwood.edu/weeklyemail>
- 8. Poster Approval & Upchurch monitors-postings@longwood.edu
- ii. Local Connections:
 - 1. Moton Museum- <https://motonmuseum.org/>
 - 2. Farmville Town Council Meetings- <https://farmvilleva.com/>
- Members- <https://farmvilleva.com/27/Government>
- iii. Collaborate:
 - 1. Connect with other student organizations.
 - a. Utilize Lancer Link to connect with other organizations: <https://longwoodorgs.campuslabs.com/engage/>
 - 2. Connect with academic and administrative departments.
 - a. Many departments have staff that have local and area connections.
 - 3. Utilize WMLU, the campus Radio Station: <http://www.wmlu.org>.
 - 4. Reach out to the Rotunda campus newspaper: <http://www.therotundaonline.com/>.

5) Develop Your Plan

- a. Meet with your group and develop a plan. Involve and talk with your advisor to seek their ideas/input.
 - i. What do you want to convey?
 - ii. How do you want to convey it?
 - iii. How will you all spread the message?
 - iv. Who do you want involved? Who are your allies?
 - v. What type of protest are you planning?
 - vi. What is your timeline?
 - vii. Are you planning a standing or walking event? How will you accommodate persons with differing abilities? Contact the Accessibility Resources Office (ARO) for advice (<https://www.longwood.edu/accessibility/>).
 - viii. Is there going to be a designated meeting/event space?
 - ix. How are you going to advertise?
 - x. What other details do you need to consider?
- a. Are you a Recognized Student Organization (RSO)?
 - i. Only RSOs can reserve space or advertise on campus.

The Student Handbook provides important information on policies related to reserving space, gatherings on campus, and demonstrations: <http://www.longwood.edu/studenthandbook/>.

- ii. All events and protests must be registered with the University, if taking place on Longwood property.
 - 1. Contact University Events and Ceremonies to reserve a space and time: <https://www.longwood.edu/eventservices/event-scheduling/>.
 - 2. Planning to hold an event off campus? Check with the local government offices for any requirements.
- iii. Connect with Campus Police (LUPD)
 - 1. They will help with arrangements to encourage a safe and open environment: <http://www.longwood.edu/police/>.

- b. Not a member of a Recognized Student Organization?
 1. Review the *Freedom of Expression Policy* and the *Disruptive Behavior Policy* in the Student Handbook: <http://www.longwood.edu/studenthandbook/>
 2. Contact the Office of Multicultural Affairs for assistance and guidance: <https://www.longwood.edu/multiculturalaffairs/about/staff/>
- c. Interested in holding a local event or protest off-campus?
 - i. Make sure you connect with local and state officials and offices to ensure you have the proper permits and space reserved.
 - ii. Connect with Jen Cox, Longwood's Director of Local & Community Relations (coxjc@longwood.edu).

6) Implement your plan

- i. Advertise and get people involved:
 1. Contact SGA (Student Government Association) for support; attend weekly meetings on Tuesdays and seek support (<http://www.longwoodsga.com/>).
 2. Use organizational and personal social media and campus advertising outlets.
 3. Place an ad in Weekly Email: <http://go.longwood.edu/weeklyemail>
 4. Post an announcement in Lancer Link: <https://longwoodorgs.campuslabs.com/engage/>
 5. Seek support from the Rotunda and WMLU:
 - a. <http://www.therotundaonline.com/>
 - b. wmlu@live.longwood.edu
- ii. At the event:
 - a. Follow Longwood University policies.
 - b. Students must follow current University guidelines.
 - c. Ensure that everyone in your group is under control.
 - d. Do not go extremes and remain calm.
 - e. Be open to conversation.
 - f. People may resist and counter-protest; be willing to discuss your viewpoint calmly and openly.

7) Assess your activity

- i. Sit down with your advisor and group to discuss and assess the event.
- ii. Be open to feedback and make changes based on the feedback.
- iii. Was the message conveyed effectively and how?
- iv. What went well and what could be improved next time (e.g. organization, communication/outreach, and marketing)?
- v. What was the turnout? Could that have been improved? How?
- vi. Is any follow up planned (e.g. reflection groups, need for self-care, referral to campus resources)?
- vii. Thank persons who helped make the event happen.
- viii. Do you need support from anyone on campus (e.g. Student Affairs staff, Multicultural Affairs, Counseling and Psychological Services)? They will be happy to consult with you and provide support.

Based on the EAB document "Engaging Today's Student Activists". <https://eab.com/resources/infographic/engaging-todays-student-activists/>