

# VISION FOR CHANGE

AFRICAN AMERICAN WOMEN INTERESTED IN ELECTED & APPOINTED OFFICE



*Shirley Chisholm*

*At present, our country needs women's idealism and determination, perhaps more in politics than anywhere else. Congress seems drugged and inert most of the time... its idea of meeting a problem is to hold hearings or, in extreme cases, to appoint a commission.*



*The Training Institute for Leadership Enrichment (TILE), a non-profit of Black Women Organized for Political Action (BWOPA), has refined its mission to emphasize the long-term goal of increasing the number of African-American women in public leadership across California. This new focus is the impetus for a new initiative appropriately named Vision for Change.*

## VISION FOR CHANGE

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and mentor African-American women across the country and assist them in populating political office. To introduce this movement, TILE is focusing its efforts on Bay Area activists for the inaugural cohort of women.



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## African-American Women interested in Elected & Appointed office

### The Training Institute for Leadership Enrichment

#### TILE's Mission

*TILE's mission is to create a world where African-American women see themselves as change makers and formally engage in the political process to craft new, and refine existing, public policies for social change to benefit communities of color.*  
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#### The Program Overview

*The inaugural 12-month leadership development program is for mid-career professionals who are interested in running for elected office in 2012.*  
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# Vision for Change

The Training Institute for Leadership Enrichment (TILE), a non-profit of Black Women Organized for Political Action (BWOPA), has refined its mission to emphasize the long-term goal of increasing the number of African-American women in public leadership across California. This new focus is the impetus for a new initiative appropriately named Vision for Change.

Vision for Change will collaborate with a coalition of public agencies, private businesses, non-profit organizations, foundations and individuals to recruit, mobilize, train and mentor African-American women across the country and

assist them in populating political office. To introduce this movement, TILE is focusing its efforts on Bay Area activists for the inaugural cohort of women.

Equally important is the need to increase the levels of African-American women on corporate, community and organizational boards. TILE knows that African-American women serving as active leaders in their churches, neighborhood councils and on Parent Teacher Associations (PTA) represent critical community pillars. Vision for Change is specifically committed to helping women harness the confidence within them while honing the skills necessary to win elections or appointments to public office.

Starting in the Bay Area, TILE's goal is to radiate out and replicate this collaborative initiative

throughout the region, state and nation to create a defined pathway to public leadership. The outcome of strengthened leadership skills, support and resources will create a esprit de corps of black women who effectively champion local and national social issues that benefit disenfranchised communities. Urban communities urgently need focused leadership and champions of issues

directly impacting their quality of life will produce skills, support and resources.

Vision for Change is a new initiative of TILE, a non-profit organization founded by Black Women Organized for Political Action (BWOPA). However, TILE has been providing mentorship and training to African-





American women for 12 years and BWOPA for over 40 years. Vision for Change addresses the underrepresentation of African-American women in public office by providing resources and inspirational guidance to women to win elections and appointments – one candidate at a time. TILE is excited to launch its new focus in response to the increasingly critical need for African-American women's representation at all levels of elected office.

Getting African-American women elected and appointed to public office serves to support and lift-up all women, with an emphasis on women that represent communities of color. TILE's Vision for Change is excited to be a leader in the social movement to increase the number of champions to represent our urban communities.

What would our communities look like if everyone worked together for a shared vision? The culture of African-Americans and by implication of Africans contribute to other communities of color in advancing the notion of cultural relevancy. It minimizes the "us" versus "them" and contends that our commonalities are greater than our differences. Cultural relevancy acknowledges that society and even closer at-hand our communities are interdependent. Therefore, we are all made better when we all engage in discussions, solutions, and visioning of the future. Moreover, African-Americans are uniquely situated to represent the vanguard for increasing common understanding of diverse communities.



African-American women have the added dimension of marginalization of women based upon race or ethnicity. Vision for Change recognizes the importance of using the tools of cultural relevancy to galvanize all women to assume their rightful place in the halls and at the tables of decision-making and power.

Since its founding in 1999, TILE's overall mission has been to develop a system to create the next generation of leaders. Through a host of annual forums, workshops and programs, TILE has trained numerous leaders through its premier four-part series Leadership University, along with one-day workshops including: Effective Advocacy, Running for Office 101 and Positioning for Boards and Commissions.

Vision for Change will integrate the best practices from these curriculums, as well as offer new teachings with the primary goal of transforming and training effective, ethical and socially-conscious elected officials. Vision for Change will emphasize and build upon program participants' personal strengths and interests, as well as identify and fill gaps in knowledge and skill.

TILE's two-year plan is to replicate this model throughout the State of California. Although, there are a host of women's leadership development programs in the market, Vision for Change presents a distinct alternative to address cultural realities and skills-development designed by African-American women for African-American women. Vision for Change explores and promotes the importance of social value innovation, change and



responsibility, with a strong focus on advocating for women from disenfranchised communities.

## TILE's Vision

TILE's vision is to create a world where African-American women see themselves as change makers and formally engage in the political process to craft new, and refine existing, public policies for social change to benefit communities of color. These policies will ensure equal access, equity and resources for African-American people.

The culturally-specific nature of the curriculum is unique to this leadership development and skills training program. Vision for Change will address the needs of African-American women who are interested in confronting the challenges facing disenfranchised communities.

## The Program Overview

The inaugural 12-month leadership development program is for mid-career professionals who are interested in running for elected office in 2012. TILE has thoughtfully identified a team of practitioners to take part in the curriculum including: campaign consultants, lobbyists, image consultants, media specialists, speech coaches, faculty, elected / appointed and formerly elected / appointed officials and community leaders. Specialists will contribute invaluable wisdom, resources and knowledge to the program's teachings and activities while moving participants along the pathway to public leadership.



**Each session will include focus on the following three principle areas:**

1. Campaign Mechanics
2. Leadership / Personal Development
3. Public Policy

**Summary of Requirements for Admission**

Candidates for the inaugural cohort must live in the Alameda and Contra Costa County cities of Oakland, Hayward and Richmond. A \$25 non-refundable application fee will be collected, along with a personal statement of interest, two letters of recommendation, resume and a current photo. The total program fee is \$5,000 for selected participants. The cost will be shared between the participant (\$2,500) and program sponsors (\$2,500). Cost sharing ensures that all who engage are invested in success. The application deadline is Friday, December 16, 2011, by 9:00PM PDT.

**Why Now? There is an immediate and pressing need for African-American Women in Public Office**

As our nation's demographics continue to shift, BWOPA and TILE understand the imperative need to identify, select and develop the next generation of African-American women elected/appointed officials. These women will carry the knowledge and needs of their communities' into the halls of power. This will allow women to transform policies that are ineffective into effective policies that benefit urban communities. Recognizing that elective/ appointed office in California and the United States is more often than not extremely restrictive women both financially and logistically, Vision for Change offers the knowledge and assets of TILE and BWOPA in order that each potential candidate can navigate through a political terrain that can be hostile.

**Women: National & State Statistics**

Statistics from the US Census (2000), show women comprise nearly 51% of the U.S. population, though women, and especially African-American women, remain under-represented at virtually every level of elected office (Center for American Women and Politics, 2011). African-Americans comprise 12.9% of the nation's population (US Census, 2010). Our challenge lies in reaching full representation at a level of gender and racial parity commensurate to the population statistics of the United States.

In 2007, of the 535 seats available in the 108th U.S. Congress, women held just 13. The 2010 elections saw some change in the

gender makeup of the U.S. Congress, a traditionally male legislative body where women's participation has never exceeded 17%. Currently 17 women serve in the Senate and 73 women serve in the House of Representatives, along with three delegates from the District of Columbia, Guam, and the U.S. Virgin Islands. Only 21 of those were women of color (National Foundation for Women Legislators, 2010).

Of the 69 women serving in California state elective executive offices, only four are African-American. Nationwide female state legislators total 1,730, while 239 of these are African-American and just two of the 100 largest U.S. cities have African-American women mayors (Center for American Women and Politics, 2011).

Women in Bay Area politics may be well-represented in terms of quality, but not in number. Currently, of the 19 State Assembly districts comprising the Bay Area, eight of those seats are held by women, with only three women of color and no African-American women represented.

Of the nine (9) Bay Area State Senate districts, four are held by women, though none are held by women of color. In the 112th session of the US Congress, the Bay Area delegation consists of 10 members, four (4) of which are women and one (1) are women of color. Of these, one is African-American.

According to recent California Census data, the number of ethnic minorities in the state has grown substantially and thus, through redistricting, so will the opportunities to capture seats in the State Legislature and US Congress (Mehta, Seema, Los Angeles Times, March 09, 2011).

**Unlocking the Possibilities**

Vision for Change will endeavor to increase the number of African-American women in public leadership by building upon this initial 12-month program concentrating on filling a selected number of elected/ appointed offices specifically in Alameda and Contra Costa counties.

The TILE Vision for Change 2012 curriculum, program practitioners and faculty will guide, mentor and unlock access to resources available to enable selected participants the opportunity to reach their highest potential. The curriculum will include a personal growth plan, understanding the issues and trends of California, public speaking and image development, fundraising and finance campaign compliance, developing and executing a campaign plan, the process of working with consultants and campaign staff, power networking and much more.

All face-to-face and virtual sessions will be comprised of a multitude of learning objectives with a focus on public speaking - how to deliver and message development.

# Measuring Outcomes

TILE will measure the success of Vision for Change in several ways:

Completion of comprehensive and executable personal plans by all six to ten participants

Participant and instructor will complete an evaluation assessment demonstrating positive and constructive feedback that includes a constructive feedback component.

Participant's identification and/or engagement as candidates for public/ appointed office at the conclusion of the 11-month program\*

\*TILE will additionally measure the services provided and skills attained from Vision for Change in preparation of the participant(s) engagement in a campaign for public/ appointed office.

Personal video tape for each participant.

## Pre and Post Survey

## TILE's Vision for Change

Vision for Change is a call to action for all African-American, mid-career women considering elected/appointed office. This is the initiative that you have been searching for and it will provide individualized assistance to make your dreams of providing public service a reality.

TILE is committed to help build your confidence and your knowledge of political mechanics - giving you the tools and acumen necessary to navigate Bay Area politics, put together a winning campaign team and speak knowledgeably and passionately about your personal vision for change.

### **Vision for Change was designed with YOU in mind!**

**BWOPA/TILE is looking for highly motivated, mid-career African-American women who are authentically interested and ready to take the next step towards pursuing local, state and federal elected and appointed offices.** TILE has compiled feedback from its forums and courses and has designed this initiative specifically for those women currently seeking a program to elevate and refine their skills, bolster their activism with new connections and enhance their knowledge of political and campaign mechanics. However, participants need not be experts in all policy areas. Vision for Change will identify gaps in participants' knowledge of community and

policy issues and work with participants to achieve maximum proficiency for campaigning and governance through mentorship sessions and active forums.

## How and When to Apply

A potential participants' first step for consideration in the program is to complete the Vision for Change 2012 application form and inventory profile for selection review. The deadline is Friday, December 16, 2011 at 9:00PM. The total cost for individuals to participate is \$5,000; however this amount is offset through cost-sharing by program sponsors. The program fee directly assigned to each participant is \$2,500.

TILE will review applications the month of October and select six to ten candidates for the Vision for Change 2012 inaugural cohort. The application administration fee is \$25.00 non-refundable and payable upon submission of your comprehensive application including:

1. Personal statement of interest (1,000 words) up to 500 words
2. Professional resume
3. Letters of recommendation (2)
4. Current color photo

Upon selection, candidates will consult with a personal advisor to discuss a personal plan for execution throughout the 12-month program. The initial cohort session, with program trainers, will take place in January 2012.

## Program at a Glance

### **December 2011**

Inaugural Cohort Reception

### **January 2012**

BWOPA/ TILE Leadership Conference officially opens the program session. The following forums will be offered:

The Political Landscape

Leadership: Personal Inventory/ Presentations Lab

Campaign: Nuts and Bolts/ Using Social Media

Policy: Top California Issues

Meet and Greet Reception with BWOPA Leaders (at the conclusion of the first session)

**February**

Virtual Online Session with Coaches

**March 2012****Part I - Your Leadership Tool Box**

Leadership: Inventory Assessments Review / Tool Box Creation

Issues: Digging Deep Think Tank & Policy Project Research

Campaign: Lunch Presentation with Political Strategist

**Part II - Planning Your Vision**

Issue Exploration

Endorsements

Fundraising

Team Building

Personal Inventory Update

**April 2012**

Virtual Online Session with Coaches

**May 2012**

A Day in Sacramento

Meet State executives and legislators to collect information on the inner workings of State level elective office and policy making. Research for and prepare a presentation and question & answer session for a briefing with our top ranking elected officials at the Capitol.

During the Sacramento excursion, Vision for Change 2012 participants will have lunch with State women executives, following an afternoon symposium with political strategists and lobbyists.

**June 2012**

Virtual Online Sync with Campaign Team Leaders

Updates/ Project Assignments: Issue Focus/ Endorsements

Leadership Development Coach Check-in

Project Fundraising Challenge

**July 2012**

Leadership Growth Plan Report Out

Policy Issues Presentation

Campaign Fundraising Presentation

**August**

Summer Readings/ Reporting

Power Pitch

Personal Campaign Project

Individual Check-Ins with Coaches

**November**

Event Project: EHH Awards Ceremony

(Program schedule may change slightly due to unforeseen circumstances)

# VISION FOR CHANGE 2012 APPLICATION

*Welcome to the Training Institute for Leadership Enrichment's (TILE)  
Vision for Change 2012 Initiative Application for Participation.*

**Applications are due on November 4, 2011 at 9PM. If you require clarification on any portion of this application, please email your request to [staff@bwopa.org](mailto:staff@bwopa.org).**

## PART I: Personal Information

Title: Miss, Ms., Mrs. (circle one)

First Name: \_\_\_\_\_

Middle Initial: \_\_\_\_

Last Name: \_\_\_\_\_

Home Address: \_\_\_\_\_

C/S/Z: \_\_\_\_\_

Phone / Email: \_\_\_\_\_

How did you hear about TILE's Vision for Change initiative?

☐Email ☐Colleague ☐Website ☐Event ☐Media Outlet

## Part II: Work Information

Current Position: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

C/S/Z: \_\_\_\_\_

Phone \_\_\_\_\_ Email: \_\_\_\_\_

Number of Years with Current Employer \_\_\_\_\_

Annual Salary Range: > under \$25k    \$25k - \$50k    \$75k & over

Manager's Name: \_\_\_\_\_

## Part III: Program Commitment

The cost of the program is \$5,000.00 per participant. Upon acceptance, half (\$2,500) of this cost must be paid. An individual payment schedule will be determined for the remaining fees and can be paid in three (3) installments. All contributions are tax deductible

☐ My employer will cover my portion of the program tuition, if I am accepted.

☐ I will cover my program tuition, if accepted.

☐ I will apply for a scholarship to assist with my tuition. If requesting assistance consideration, please include a brief (300 word) statement attesting to your need for consideration. Scholarships are made on a need and first-come-first served basis.

\_\_\_\_\_  
Print Full Name

\_\_\_\_\_  
Participant Signature

\_\_\_\_\_  
Today's Date





TRAINING INSTITUTE FOR LEADERSHIP ENRICHMENT  
PRESENTS



# LEADERSHIP UNIVERSITY 2010

LEADERSHIP FOR THE 21ST CENTURY WOMAN



## ABOUT TILE SERIES PROGRAMS

Unlike any other leadership development and training program, TILE and its myriad of programs begin with a philosophy that acknowledges and celebrates the current and historical achievements of African American women. The Institute emphasizes sisterhood, perseverance, and cultural identity drawing on the rich history of African American women leaders and an understanding of the unique realms and circumstances within which they exercised and affirmatively demonstrated leadership.

TILE's program empowers African-American women with the specific skills they need to be effective in their communities and in the larger political, business and economic arenas.



## TRAINING THE NEXT GENERATION OF LEADERS



TILE, the non-profit arm of Black Women Organized for Political Action (BWOPA), was established in 1999 designed to provide leadership training and skills development programming. TILE's goals are to reach and educate African American women interested in achieving their full potential, both professionally and personally.

[www.traininginstituteonline.org](http://www.traininginstituteonline.org)



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