

VOTING RIGHTS TASK FORCE PLANNING MEETING
January 20, 1982

AGENDA

1. INTRODUCTION: The Voting Strategy for Civil Rights Gains--Charles H. Smith
2. THE PRESENT POLITICAL CLIMATE: Specific Targeting Needs--Althea T. L. Simmons
3. REDISTRICTING: Clear and Present Threats to the Right to Vote and the Impact of the Black Vote--Tom Atkins
4. PROGRAMMATIC CONTEXT AND RESPONSE: Joseph Madison
5. PUBLIC RELATIONS--Marketing the Campaign to Protect the Franchise
6. GENERAL DISCUSSION
7. THE TASK FORCE APPROACH:
 - (a) Charge to the Task Force
 - (b) Resource Identification (Internal/External), Allocation and Preliminary Assignments

TO: File

Please note that the attached memo was forwarded to the following:'

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|-----------------|-------------------------|
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| Fred Rasheed | James Brown |
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| Tom Atkins | Howard Henderson |
| Althea Simmons | Janice Johnson |
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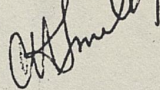
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Roy Wilkins

TO: 

FROM: Charles H. Smith,
Deputy Executive Director - Program Coordinator

DATE: January 19, 1982

SUBJECT: Voter Task Force Work Session
Time - Wednesday, January 20, 1982 4-9PM

1982 will mark the beginning a new innovative technique of achieving NAACP Programmatic Goals, (Task Force). The Board of Directors mandated the emphasis of Voter Registration for the Congressional 1982 Elections, at our September board meeting. This means that many traditional programs will have to be operated in such a way as to enhance the overall objective. We do not have any money to put into this program. By cutting deeply into already cut programs, we could have budgeted more and hurt present programs. However, we do have resources, our total staff.

Considering the pressures of on-going departmental objectives, each of us must participate on a task force charged with the responsibility of implementing the program. It must be fully understood that this is not an option, it is a requirement. It is not one where we can delegate the final responsibility to a surrogate. Once an assignment is made, accountability will be expected.

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Voter Task Force
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Horizontal communications will be by design and each of us will have equal participation in the planning process. Training will be a necessary component for effective program implementation and may take precedent over present plans for 1982.

This program will not be labeled a Voter Education Department Program, it will be NAACP 1982 Program, with the experienced leadership of the Voter Education Department being used.

Due to the difficulty of distance a Coordinator must be named from the New York Office to manage day by day logistics.

Due to staffing, New York will be the headquarters with frequent visits by the Detroit team. Our legal and legislative units must play an indispensable role. A communications center must be set up as a clearing-house.

I am asking each of you to bring any pertinent data in your possession related to reapportionment, redistricting, voting analysis and projections, demographics on target groups (minorities), and effort of other groups with similar missions.

Networking must be the key. Be prepared to tell us how and with whom.

The following format will be the guide for the planning process. Please feel free to amend once we have gathered.

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Our Approach

- (1) To develop a usable delivery system to accomplish our 1982 programmatic goals.
- (2) To determine the best means appropriate, the most cost-effective and most timely vehicle of achieving these goals.
- (3) To develop the team concept and environment for effectiveness.
- (4) To establish agreed-upon goals and measurable objectives.
- (5) To create an evaluation/management system that will help determine cost effectiveness. The system should indicate when and how objectives are being achieved. It will supply information to help realign responsibilities, eliminate duplication and provide on-going information for continual evaluation.

How Do We Get Started?

- A. Information Gathering (Impact Information)
 - Demographic
 - Analytical
 - Legislative
 - Legal
 - Experience
 - Political
 - Data Banks
 - Labor
 - Academic
 - Campaigns
- B. Diagnostic Exercise
 - To identify precisely the programmatic and financial information needed.
 - To identify the basis for targeting.
 - To design an instrument for on-going data collection.

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B. Diagnostic Exercise (con't)

- To ascertain strengths and weaknesses and resource requirements.

C. Design Phase

- Task Force Reporting channels and responsibility hierarchies.
- A concise, statement of Task Force goals and objectives.
- A table describing resources, financial, staff, and volunteer.
- A table describing programmatic and financial input data and output reports.
- A written schedule outlining specific evaluation/management information system tasks, responsibilities and timetables.

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Implementation Phase

- Task 1.0 - Introduce Program Mandate to Key Staff
- Task 2.0 - Conduct Planning Workshop
- Task 3.0 - Construct A Working Document
- Task 4.0 - Construct Reporting and Responsibility Charts
- Task 5.0 - Develop Key Evaluation Instruments
- Task 6.0 - List Responsible Persons
- Task 7.0 - Chart Additional Data And Resource Needs
- Task 8.0 - Schedule Task Responsibilities, and Timetables
- Task 9.0 - Provide Technical Assistance for Implementation