

## **Addressing the NAACP Strategic Priorities in South Carolina**

In the fall of 2011, the NAACP launched a process to develop its strategic direction and plan, creating a powerful vision for the future, and setting organizational goals that would focus its work for the 21st Century. Every unit is being challenged to get prepared to fully meet these priorities in your local community.

The five NAACP Game Changers below address the major areas of inequality facing African Americans that are the focus of the NAACP's work.

### ***Economic Sustainability: A chance to live the American Dream for all***

Every person will have equal opportunity to achieve economic success, sustainability, and financial security.

### ***Education: A free, high-quality, public education for all***

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.

### ***Health: Health equality for all Americans 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.

### ***Public Safety and Criminal Justice: Equitable dispensation of justice for all***

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.

### ***Voting Rights and Political Representation: Protect and enhance voting rights and fair representation***

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

## **Key Standing Committees Needed for Success**

### **Program**

Political Action  
Legal Redress  
Labor & Industry  
Education  
Health  
Criminal Justice

### **Support**

Membership  
Communications, Press and Publicity  
Freedom Fund

These committees are to be given priority when it comes to staffing them with volunteers. Building stable committees translates into strong specialized teams that will provide the focus and energy needed to sustain a 21<sup>st</sup> Century Civil Rights Agenda. Please review the functions of each committee as outlined in the bylaws. We will send additional details shortly that will help maximize our impact statewide.