

California Housing Narrative Learning Lab

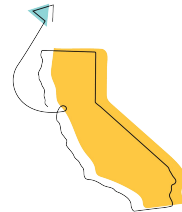


The Chan Zuckerberg Initiative (CZI) invites all California housing advocacy organizations to join us in an exploration of narrative strategies to shift attitudes and conversations on housing reform.

This eight-part, six-month learning lab is open to issue advocates and housing communicators of all stripes including policy leaders, community organizers, campaigners, messengers, and practitioners of advocacy and social change from all corners of the state.

COMMUNICATING A STATEWIDE HOUSING NARRATIVE

Across California, housing advocates are eager to shift the conversation toward workable solutions to our statewide housing crisis, which has only been exacerbated in the face of the pandemic and its resulting economic fallout. Yet many advocates recognize their own organizations' limited communications resources or capacity, as well as limitations of the larger movement's collective ability to implement sustained, unified narrative shifts.



Together, we'll augment the expertise of California's housing advocates to implement narrative shift strategies within their own communities and across the state while building on innovative research and existing strengths from within our sector and our movement. The sessions will draw on many voices from across the sector, and provide rich opportunities for peer learning, discussion and cross-pollination of strategies and ideas.

ABOUT THE LEARNING LAB

Informed by a steering committee of California housing advocates and guided by conversations with other researchers and funders, this learning lab is designed to meet the needs of the field and offered in tandem to a multi-year research effort that hopes to identify, test, and advance a unifying housing narrative, with messages that shift California voter attitudes and values in support of comprehensive housing reforms. This learning series aims to cultivate the skills, strategies, and leadership for California's housing movement to build the critical mass of public support necessary to advance a wide range of meaningful housing policies across the state.

California Housing Narrative Learning Lab



The workshops offered in this Learning Lab will define and deconstruct narrative strategies, highlight the importance of narrative as an approach to social change, and offer advocates concrete tools to use in day-to-day communications efforts toward the protection, preservation, and production of housing in California.

In addition to expanding the strategic communications capacity of participating organizations, another key objective of the learning lab is to build the network and

strengthen relationships between and among California's housing narrative practitioners, as well as with our team at CZI.

In 2021, CZI will be continuing our statewide work on housing narrative change in California. Our approach will include grantmaking, offering support to discrete narrative shift campaigns and tactics, capacity building interventions, and uplifting strategies within the funder community to effectively integrate and prioritize narrative within our housing advocacy ecosystem.

Participation in the learning lab is free and open to any organization or individual committed to advancing housing solutions across California.

CZI invites organization leaders, communications experts, organizers, messengers, advocates, and policy advocates alike to participate, no matter your existing communications expertise or exposure to narrative work. This isn't just the work communications and media staff, **we all have a part to play in the long-term work of narrative power-building.**

PARTICIPATION CRITERIA

+ To ensure continuity of learnings, we ask that you commit to attending the whole 8-part series. For any session you are not able to attend, please nominate someone else from your organization to fill in on your behalf.

+ Fill out our short capacity assessment survey included in our registration link below.

+ Come to this virtual learning lab committed to values of respect, inclusivity, and dedication to learning from our peers.



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JOIN US

To register simply [complete this registration form](#) that will both register you for the series and help us learn about your organization.*

Registration deadline is September 25th.

*Please only complete one registration form per organization. Feel free to include up to 2 additional colleagues from your organization.

WORKSHOPS + SCHEDULE

Shifting Narratives for Change

Wed October 7 2020, noon - 2pm PST
Narrative provides a foundational framework for understanding both history and current events, and informs our basic concepts of identity, community and belonging. By changing the ideas and assumptions people hold about our issues, we change the landscape of what's possible for social change. This session unpacks the ideas behind and methodologies toward narrative change.

Workshop: Messaging to Shift Narrative

Wed October 14 2020; noon - 2pm PST
The work of narrative change is woven throughout your organization's day-to-day communications. In this working session we'll draw the distinction between message and narrative, examine the underlying narratives at play in your organization's existing messaging, and shape your messages toward narratives that work. Bring a piece of writing or collateral materials from your organization and we'll conduct a real-time narrative analysis of your messaging, to sharpen and strengthen the underlying narratives your messaging advances.

Building Community Power Through Narrative

Tues November 10 2020; noon - 2pm PST
In many ways, shifting narratives "is" the work of community organizing: it's rooted in power analysis, it's embedded in political education and advocacy, and it drives deep personal connection. In this workshop designed for those who want to build community power toward affordable housing solutions, we'll identify and explore the role of narrative strategies in organizing—and brainstorm ways to weave narrative into your efforts to create concrete wins for your community.

Making Narrative Sense of Events; Making a Path Forward

Wed December 2 2020; noon - 2pm PST
So much has happened in the housing landscape in such a short time; from local and

statewide policy advocacy on the need for eviction protections all the way to the ballot box in November. To make sense of the landscape, we'll come together to track how the housing conversation has shifted and implications for future debate. Specifically, we'll look at the pre-election dialog and the final results from the ballot box—especially the outcomes of the "Schools and Communities First" ballot measure—to explore the implications of this fall's events on the future of statewide housing dialog still to come.

Evaluating Your Narrative Arc

Wed December 16 2020; noon - 2pm PST
As the year comes to a close, reflections on the year that's gone by can help inform plans for the year ahead. In this session, we'll offer ideas and tools to help you trace the narrative arc of your organization's communications in 2020, with the purpose of helping you strategize for the narrative advances you hope to make in the year ahead.

New Year, New Approaches to Narrative Shift

Wed January 6 2020; noon - 2pm PST
Kick your communications efforts into high gear in the New Year. This session will offer new approaches, fresh ideas, and concrete tools you can put to work in your organization's 2021 plans to align your communications strategy with your day-to-day editorial calendar to guide your efforts to re-shape the conversation about housing in California for 2021 and beyond.

Research Rollout: Deep Learning for Deep Narrative Change

Wed January 27 2021; noon - 2pm PST
CZI has engaged in a multi-year, multi-disciplinary research effort to trace the narratives driving the housing debate in California -- and now we're ready to share the results with you. We'll share the most comprehensive California-based dataset on perceptions of the housing crisis, as well as tested narrative frames and segmented messages that drive change in housing-related values among California voters.

Research in Action: Narrative Tools to Guide Organizational Communications

Wed February 10 2021; noon - 2pm PST
Housing advocates across California have voiced the need for a statewide narrative framework that's both broad and deep, so CZI has engaged in rigorous research to provide California housing advocates with evidence-based narratives to enhance the long-term work that housing advocates are doing at this critical moment in our state. This session will offer a wide range of tools, tips and tactics to build on the existing expertise housing advocates, which can be used to shift existing narratives and establish new ones that resonate with the needs and values of the communities you serve.

