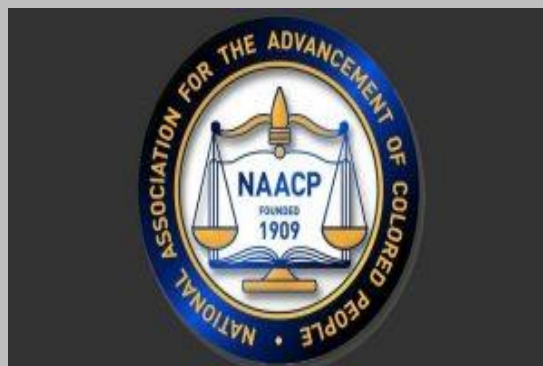


National Association for the Advancement of Colored People (NAACP)



Central Delaware Branch

Strategic Outlook- 2021 and Beyond

“Reigniting our Movement, Redeeming our Rights & Reclaiming our Time”



Fleur McKendell
President



David Williams Jr.
1st Vice President



Ruby Allen
2nd Vice President



Charlotte Phillips
Treasurer



Dray Etienne
Secretary

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I. Who Are We?

The NAACP is the oldest, largest, most widely recognized Civil Rights organization in the nation. In 1908, a deadly race riot broke out in Springfield, Illinois. Eruptions of anti-black violence – particularly lynching – were common during this time, but the Springfield riot was the final tipping point that led to the creation of the NAACP. Outraged by this rampant violence, a group of White liberals issued a call for a meeting to discuss racial justice. Approximately 60 people, 7 who were Black (including W. E. B. Du Bois, Ida B. Wells-Barnett, and Mary Church Terrell) attended and in February 1909, the NAACP was founded. The NAACP established its national office in New York City in 1910 and the rest is history. Today, nearly 113 years later, the NAACP remains on the battlefield for racial justice and equality. We are the voice for the voiceless and we maintain the stamina to fight for the vulnerable, marginalized and those closest to the pain caused by racism and discrimination.

Our Branch's current Executive committee members are:

Fleur McKendell, MBA - President

David L. Williams Jr. - 1st Vice President and Chairman, Fundraising Committee

Ruby Allen- 2nd Vice President

Charlotte Phillips- Treasurer

Reverend Dr. Geraldine Jones- Assistant Treasurer

Dray Etienne- Secretary and Co-chairman, Legal Redress/Criminal Justice Committee

Andre Boggerty- At-large member

Tracy Palmer- Chairwoman, Community Coordination Committee

Dr. Terri Hodges- Chairwoman, Education Committee

Alia Smith- Chairwoman, Environmental Justice Committee

Anne Smith- Chairwoman, Membership Committee

Angela Williams- Chairwoman, Political Action Committee

Bishop Nelson Lewis- Co-chairman, Religious Affairs Committee

Pastor Kelvin Jenkins- Co-chairman, Religious Affairs Committee

Taj McNair- Youth Council Advisor

II. NAACP's MISSION, VISION & OBJECTIVES

Mission Statement:

The mission of the National Association for the Advancement of Colored People is to ensure the political, educational, social, and economic equality of rights of all persons and to eliminate racial hatred and racial discrimination.

Vision Statement:

The vision of the National Association for the Advancement of Colored People is to ensure a society in which all individuals have equal rights and there is no racial hatred or racial discrimination.

Objectives:

The principal objectives of the NAACP as defined by its Constitution shall be:

- to ensure the political, educational, social, and economic equality of all citizens
- to achieve equality of rights and eliminate race prejudice among the citizens of the United States
- to remove all barriers of racial discrimination through democratic processes
- to seek enactment and enforcement of federal, state, and local laws securing civil rights
- to inform the public of the adverse effects of racial discrimination and to seek its elimination
- to educate persons as to their constitutional rights and to take all lawful action to secure the exercise thereof, and to take any other lawful action in furtherance of these objectives, consistent with the NAACP's Articles of Incorporation and Constitution

III. Central Branch's Major Focus Areas

- a. Economic Sustainability
- b. Education
- c. Health
- d. Public Safety and Criminal Justice
- e. Environmental Justice
- f. Voting Rights and Political Representation

A. Economic Sustainability

The NAACP recognizes the importance of advancing economic equal opportunity and aims to address the challenging economic realities that people of color face- including but not limited to: poverty, lack of jobs, disproportionately high unemployment, lack of affordable housing, foreclosures. The Economic Development committee of the NAACP is charged with working to enhance the capacity of African Americans and other underserved groups through economic outreach and education initiatives; individual and community asset building initiatives; diversity and inclusion in business hiring; career advancement and procurement; and monitoring financial banking practices.

Anticipated deliverables include but are not limited to:

- Ensure equitable recovery and stability support for minority businesses impacted by the coronavirus (COVID-19).
- Local companies and organizations should demonstrate a sincere commitment to bridging racial inequality particularly as it relates to employment, wealth, lending, and business ownership.
- Upon request, local companies and organizations should share the number of racism and discrimination grievances filed by people of color, as well as an action plan to address the disparities and consternations.
- When racial discrimination claims and charges are filed, companies must work diligently to “right the wrong” by indemnifying those harmed, and must commit to sustained improvement.
- Upon request, organizations should share their Diversity and Inclusion (D & I) training materials that address systemic racism and cultural biases within the workplace.

B. Education

The NAACP works to ensure that students of color have equal access to great teaching, equitable resources, and a challenging curriculum. Our ultimate goal is for every student of color to receive a quality public education that prepares them for college or an alternate path to a successful career. Additionally, we recommend school support of and advocacy for the NAACP’s ACT-SO program, as the program recognizes and encourages creative talent and academic achievement, while promoting a climate of artistic development,

mentorship and serves as an avenue to assist African American students with the necessary skills for goal attainment.

Anticipated deliverables include but are not limited to:

- Discipline
 - The delivery of quality public school education in a safe environment, free from racism, discrimination and bullying of any form.
 - Institutionalized mandates for zero tolerance of racism, discrimination and prejudice whether overt or covert.
 - The removal of subjectivity in the definition of disciplinary infractions that result in disparate disciplinary outcomes.

- Academic Achievement
 - Allocation of funding for programs targeting the academic needs of Black and Brown students.
 - Expanded curriculum to include studies of minorities/ethnic groups as relayed by African American writers and historians- courses should elaborate on the history of people of color and the importance of diversity and inclusion.
 - Provision of equal opportunity and access for Black and Brown students to enroll in accelerated/advanced courses starting in middle school and continuing throughout higher education.

- Hiring
 - The active recruitment, hire and retaining of African American teachers, professors, administrators and staff of diverse ethnic backgrounds.
 - Partnerships to target recruitment beyond local and in-state schools by leveraging Historically Black Colleges and Universities (HBCUs) and the NAACP.
 - The requirement of diversity training for students, administrators, professors, teachers and staff members.

C. Health

The NAACP's mission includes a focus on the right of African Americans and other people of color to have optimal health outcomes and access to timely, quality, affordable health care. African Americans continue to have the highest incidence, prevalence and mortality rates from chronic diseases like cardiovascular disease, diabetes and obesity; and HIV/AIDS continues to overwhelm the Black community more so than any other racial or ethnic group. The Central Branch is committed to eliminating the racial and ethnic inequities that exist within our health care system which undermine communities of color their life opportunities and their ability to contribute fully to the common good.

Anticipated deliverables include but are not limited to:

- Ensure equitable access to affordable, quality health care.
- Ensure equitable access to care and treatment for vulnerable populations impacted by the coronavirus (COVID-19).
- Upon request, the Delaware's Division of Public Health shall provide status updates related to COVID-19, AIDS, diabetes and other ills that disproportionately impact African Americans and action plans to address them.
- Quality health care must be free from biases. Upon request, medical facilities should share, when permissible, a list of grievances and complaints from patients, as well as the recommended plan of action to resolve them.
- The Division of Public Health, local hospitals and clinics are strongly encouraged to establish a Diversity and Inclusion (D & I) Department. Regular D & I training will assist with addressing systemic racism and cultural biases within our healthcare system.

D. Public Safety & Criminal Justice

The criminal justice system is heavily impacted by systemic and institutionalized bias, as well as outdated judicial precedents. Black and Brown communities have continued to be under surveillance and targeted by police; and for decades have fallen victim to the era of War on Drugs, excessive use of force, and mass incarceration. The 2020 murders of Ahmaud Arbery, Breonna Taylor, and George Floyd have awakened the world's conscious as it relates to these types of injustice towards people of color. The NAACP advocates for results-based criminal justice policies and programs such as: treatment for addiction and mental health problems, judicial discretion in sentencing and an end to racial disparities at all levels of the system.

Anticipated deliverables include but are not limited to:

- Regular and ongoing communication between local law enforcement and the Central Delaware NAACP Branch in an effort to proactively identify and address social justice issues.
- Upon request, law enforcement agencies should provide timely review of each and every officer's discrimination complaint repository and share the results and strategies to address discrimination concerns.
- The establishment of a robust Diversity and Inclusion (D & I) Department and regular and ongoing D & I training for all employees throughout local and state law enforcement agencies to address systemic racism and cultural biases.
- Funding for Community-Based Policing initiatives.
- Citizen Review Boards with subpoena power and identifiable accountability structures.
- Adoption of de-escalation training and techniques throughout local and state law enforcement agencies.
- The requirement that all police agencies in the State of Delaware have a written plan to respond to civil unrest and adequate funding for ongoing training to ensure appropriate and fair response.

E. Environmental Justice

Environmental injustice, including the proliferation of climate change, has a disproportionate impact on communities of color and low income communities in the United States and around the world. The Central Branch will work to ensure that citizens are free from the ills associated with environmental injustice and climate change.

Anticipated deliverables include but are not limited to:

- Community leaders and politicians must acknowledge the reality of climate change and begin advocating immediately by sharing solar and “go green” initiatives with constituents.
- Development of incentives to reduce global warming and looming water resource crises at local levels.

F. Voting Rights & Political Representation

The NAACP recognizes the fundamental right of every eligible voter to cast their ballot in local, state and federal elections in a manner that is free from discrimination. Over the years, we have seen repeated attempts to delegitimize our democracy by the disenfranchisement of Black and Brown voters. The Central Branch will continue working to strengthen our collective voice as it relates to voting and its processes.

Anticipated deliverables include but are not limited to:

- Increase voter registration and participation.
- Promote town halls and other forums to educate the public on candidates, their platforms and how/when/where to vote.
- Ensure equal access to local polling places to promote safe and full voter participation.
- Ensure election protection through widespread information sharing on how voting irregularities and indiscretions can be reported and investigated.
- Elimination of laws, regulations, policies, and practices that inhibit equal access to voter registration.

IV. Conclusion

Since the early 1600's, African Americans have endured centuries of racism, discrimination and disenfranchisement. Since 1909, the NAACP has fought tirelessly for equality associated with health care, education, climate justice, legislation, and economic reform. The Central Branch seeks to ensure that the civil rights of all people are honored and that our communities will experience significant and sustained change as it relates to the elimination of discrimination and other forms of bias. As such, the Central Delaware NAACP will initiate regular meetings with the entities mentioned throughout this Newsletter, as well as with constituents and allies to make sure that we have "a seat at the table" to effect real change. We will address racial inequalities from the courtroom, to the corporate boardroom, to the hospital room. We will hold elected officials, CEOs, educators and our law enforcement agencies accountable for deliverables.

The Central Branch will remain vigilant, while navigating two pandemics—the coronavirus (COVID-19) and discrimination; and we welcome community members, who are aligned with the NAACP's mission and vision, to join us as we continue to eradicate all elements of racism and discrimination.

I look forward to working with each and every branch member, getting into "good, necessary trouble" while fighting for the rights of the undervalued, underserved and unprotected.

Peace and Blessings!

Fleur McKendell, President