Research for Organizing Webinar Series

Module 1: Unpacking the Toolkit

Presenters

Alexa Kasdan
Director of Research and Policy

Zarin Ahmed
Research and Policy Associate

Agenda

- Logistics
- Who we are
- Upcoming Webinar Modules
- Unpacking the Toolkit
- What is Participatory Action Research (PAR)?
- Is PAR right for you?
- Q&A

Webinar Logistics

- **Audio Options:**
  - **Listen by phone:**
    - Select “telephone” in the audio option on the control panel.
    - Call the number sent to you in registration confirmation
    - Enter your access code
    - Enter your audio pin (press # [code numbers]#) so we can identify you.
      - Pin will be shown on your screen when you log in online.
  - ***Or*, listen through your computer’s audio.**

Everyone but the presenters will be muted to reduce background noise.

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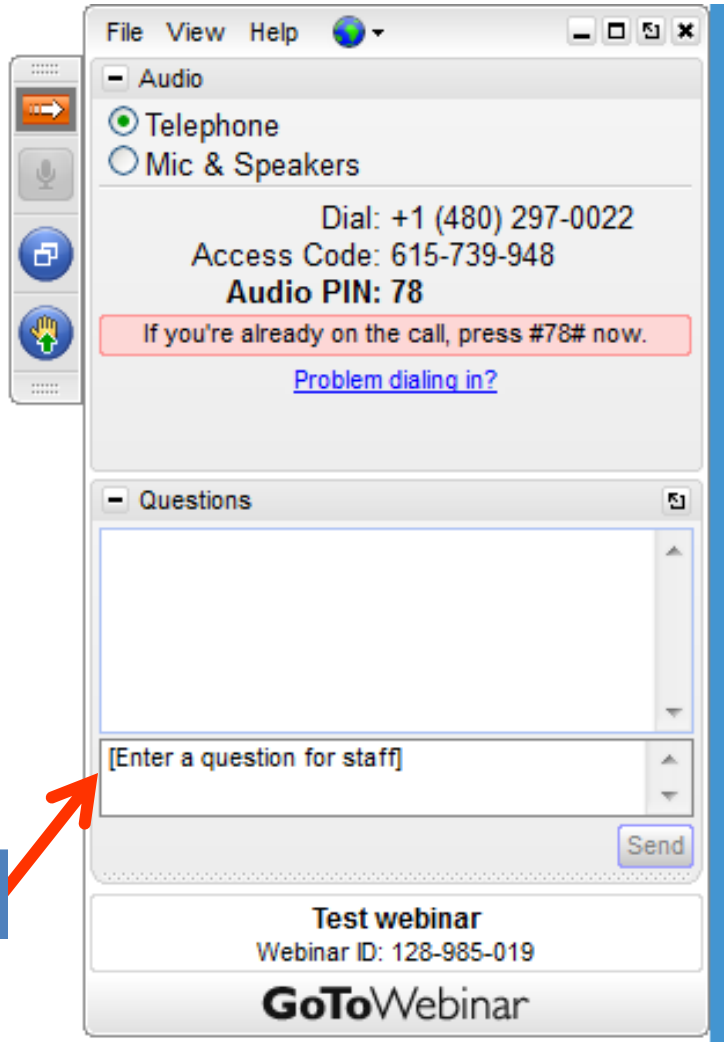
Webinar Logistics

Questions

- As we go through the webinar, if you have any questions, you can type them into the chat box
- We will answer questions after the webinar during the Q&A session



Your questions here!

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INTRODUCTION TO THE COMMUNITY DEVELOPMENT PROJECT (CDP)

Who is CDP?

- Strengthen impact of grassroots organizations, through…
  - Participatory Action Research Reports
  - Grassroots Policymaking
  - Popular-Education Curriculum Design and Research Training
  - Strategic Campaign Research

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**Find out more information about CDP here: http://cdp.urbanjustice.org/

CDP Partnership Model

- Work with groups that…
  - Are based in low-income communities of color in New York City
  - Conduct community organizing campaigns with a goal of achieving systemic change
  - Are membership-based, member-led
  - Engage in leadership development and base-building

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Research For Organizing Webinar Series

- **Module 1: Unpacking the Toolkit**

Moving Forward:

- Module 2: Designing your Research Project
- Module 3: Getting Your Data
- Module 4: Creating, designing, and implementing Surveys – Quantitative Data

Research For Organizing Webinar Series

- Module 5: Focus Groups & Interviews – Qualitative Data
- Module 6: Mystery shopping/observations
- Module 7: Creating research findings and Policy Recommendations
- Module 8: Presenting & Releasing your Research

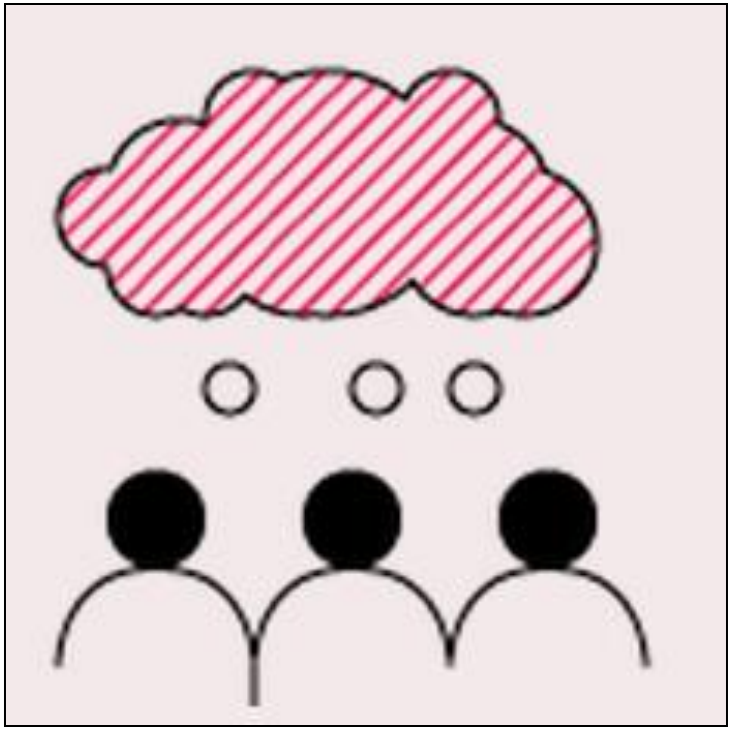
MODULE 1: UNPACKING THE TOOLKIT

Objectives for this Module

- *Participants will be able to…*
  - Navigate the toolkit and utilize various activities and tools
  - Understand principles of Participatory Action Research and how it strengthens organizing work
  - Understand basic components and timeline for conducting a PAR project

INTRODUCTION TO PARTICIPATORY ACTION RESEARCH (PAR)

What comes to mind when you think of a researcher?



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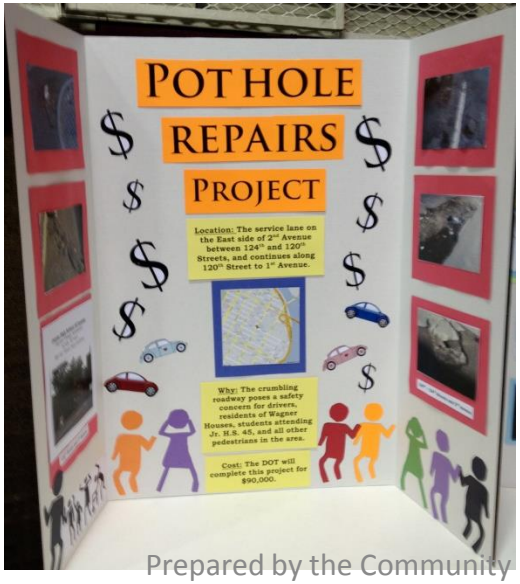
Participatory Action Research (PAR)

- Community-driven
- Power-building
- Action oriented



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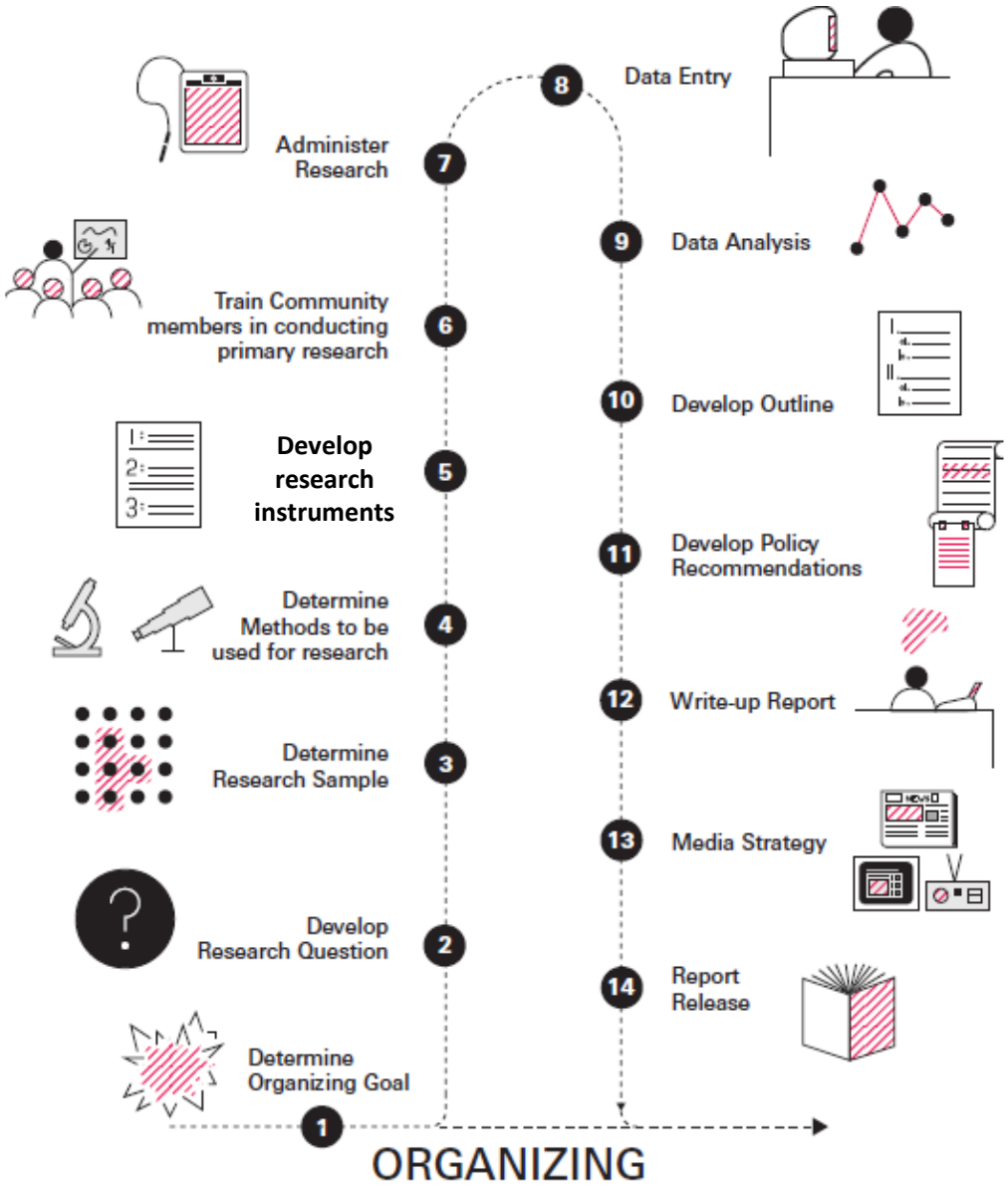
Tool 1.3: Participatory Action Research Timeline

- Each PAR step designed in conjunction with organizing efforts
- You may have extra steps, or less steps depending on project



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RESEARCH FOR ORGANIZING (RFO) TOOLKIT

Research for Organizing Toolkit

- Designed for organizations and individuals using PAR in social justice work
- Compiled from years of working with grassroots organizations
- Trainings, tools and tips created for organizers & community members to become more actively involved in research process

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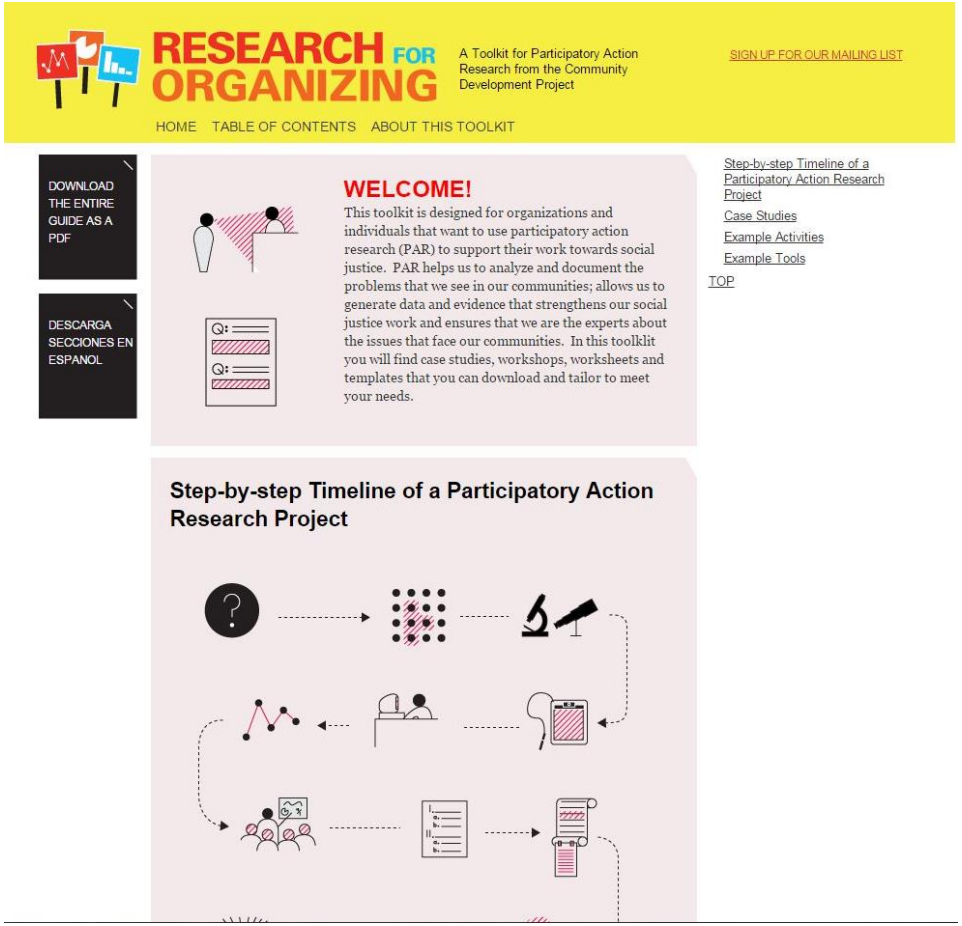
Research for Organizing Toolkit



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www.researchfororganizing.org

How the Toolkit Should be Used

- Intended audiences
  - Community organizers
  - Community members or
  - Students studying PAR
  - Grassroots organizations
- Supporting and strengthening organizing efforts

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Community Participation is Essential!

- Communities are at the center of PAR!
- Crucial to develop research with a community, not for it

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RFO TOOLKIT STRUCTURE

RFO Toolkit Structure

- Broken down into seven sections, each addressing a component of PAR
- Each section contains activities, tools, and case studies

RFO Table of Contents

RESEARCH FOR ORGANIZING

A Toolkit for Participatory Action Research from the Community Development Project

SIGN UP FOR OUR MAILING LIST

HOME | TABLE OF CONTENTS | ABOUT THIS TOOLKIT

DOWNLOAD THE ENTIRE GUIDE AS A PDF

DESCARGA SECCIONES EN ESPANOL

- Timeline of a PAR Project
- An Overview of Participatory Action Research
- Designing Your Research Project
- Getting Your Data
  - I. Surveys
  - II. Interviews
  - III. Focus Groups
  - IV. Community Mapping
  - V. Community Visioning
  - VI. Mystery Shopping
- Entering Your Data Into a Database
- Analyzing Your Data
- Presenting and Packaging the Report
- Releasing the Report
- Glossary of Terms
- Tips for Facilitators

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se participatory action
t their work towards social
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ur communities; allows us to
e that strengthens our social
hat we are the experts about
mmunities. In this toolklit
workshops, worksheets and
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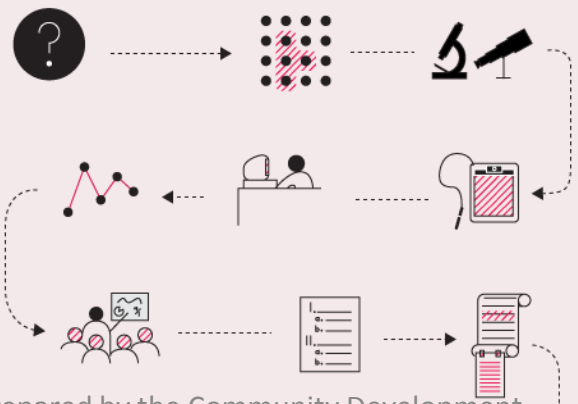

Step-by-step Timeline of a Participatory Action Research Project

Case Studies

Example Activities

Example Tools

TOP

Prepared by the Community Development Project

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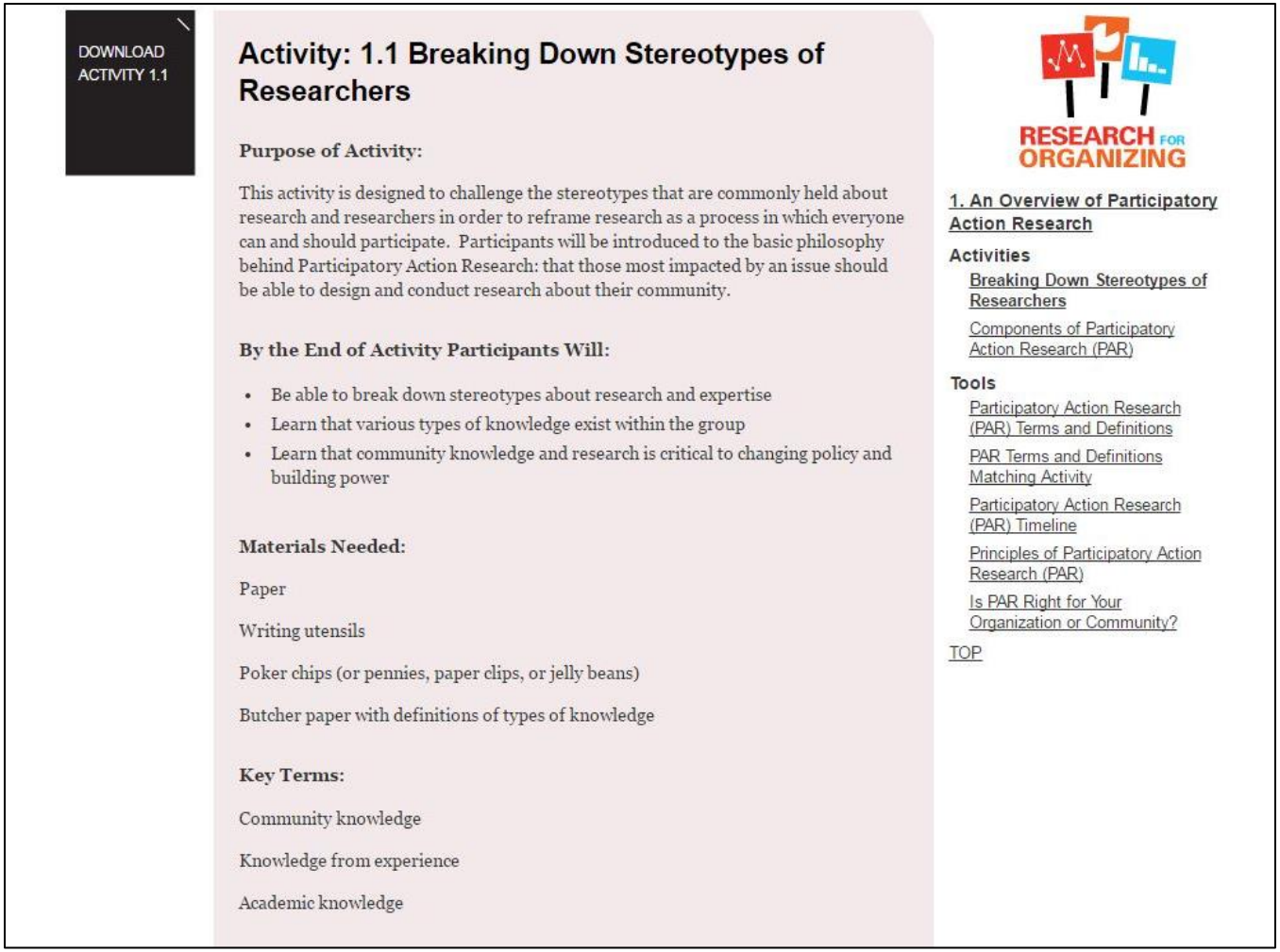
Activities

- Designed to be completed with community members
- Led by a facilitator with step-by-step instructions
- *"Train the Trainer"* method

Activities



DOWNLOAD ACTIVITY 1.1

Activity: 1.1 Breaking Down Stereotypes of Researchers

Purpose of Activity:

This activity is designed to challenge the stereotypes that are commonly held about research and researchers in order to reframe research as a process in which everyone can and should participate. Participants will be introduced to the basic philosophy behind Participatory Action Research: that those most impacted by an issue should be able to design and conduct research about their community.

By the End of Activity Participants Will:

- Be able to break down stereotypes about research and expertise
- Learn that various types of knowledge exist within the group
- Learn that community knowledge and research is critical to changing policy and building power

Materials Needed:

Paper

Writing utensils

Poker chips (or pennies, paper clips, or jelly beans)

Butcher paper with definitions of types of knowledge

Key Terms:

Community knowledge

Knowledge from experience

Academic knowledge

RESEARCH FOR ORGANIZING

1. An Overview of Participatory Action Research

Activities

Breaking Down Stereotypes of Researchers

Components of Participatory Action Research (PAR)

Tools

Participatory Action Research (PAR) Terms and Definitions

PAR Terms and Definitions Matching Activity

Participatory Action Research (PAR) Timeline

Principles of Participatory Action Research (PAR)

Is PAR Right for Your Organization or Community?

TOP

RESEARCH FOR ORGANIZING

Components of Activities

Materials

Purpose of Activity

Time needed

Activity 1.1: Breaking Down Stereotypes of Researchers

Materials Needed
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Writing utensils
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Butcher paper with definitions of types of knowledge

Key Terms
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Knowledge from experience
Academic knowledge

Intended Participants
Members and staff of your organization

Time Needed
45 minutes

Purpose of Activity
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Part I: "What does a researcher look like?" (20 minutes)

Facilitator Instructions

1. Make sure everyone has a sheet of paper and a pen.
2. Ask each person to take a few minutes to draw a picture responding to the question: "What does a researcher look like?"
3. After everyone has drawn something, ask for a few volunteers to show what they've drawn (if the group is big you can have each person share their drawing with their neighbor).
4. Popcorn questions: What/who did they draw? Where is the researcher located? How are they doing their research? Is the researcher from the community? How does this drawing compare to what other people drew?

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Components of Activities

End goals for participants

Intended participants

Step-by step instructions

Activity 1.1: Breaking Down Stereotypes of Researchers

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Tools

- Variety of functions
  - Some correspond to specific activity
    - Handouts, lists of terms, or scenarios
  - Some stand on their own
    - Templates or sample materials
- Most tools and glossary available in Spanish!

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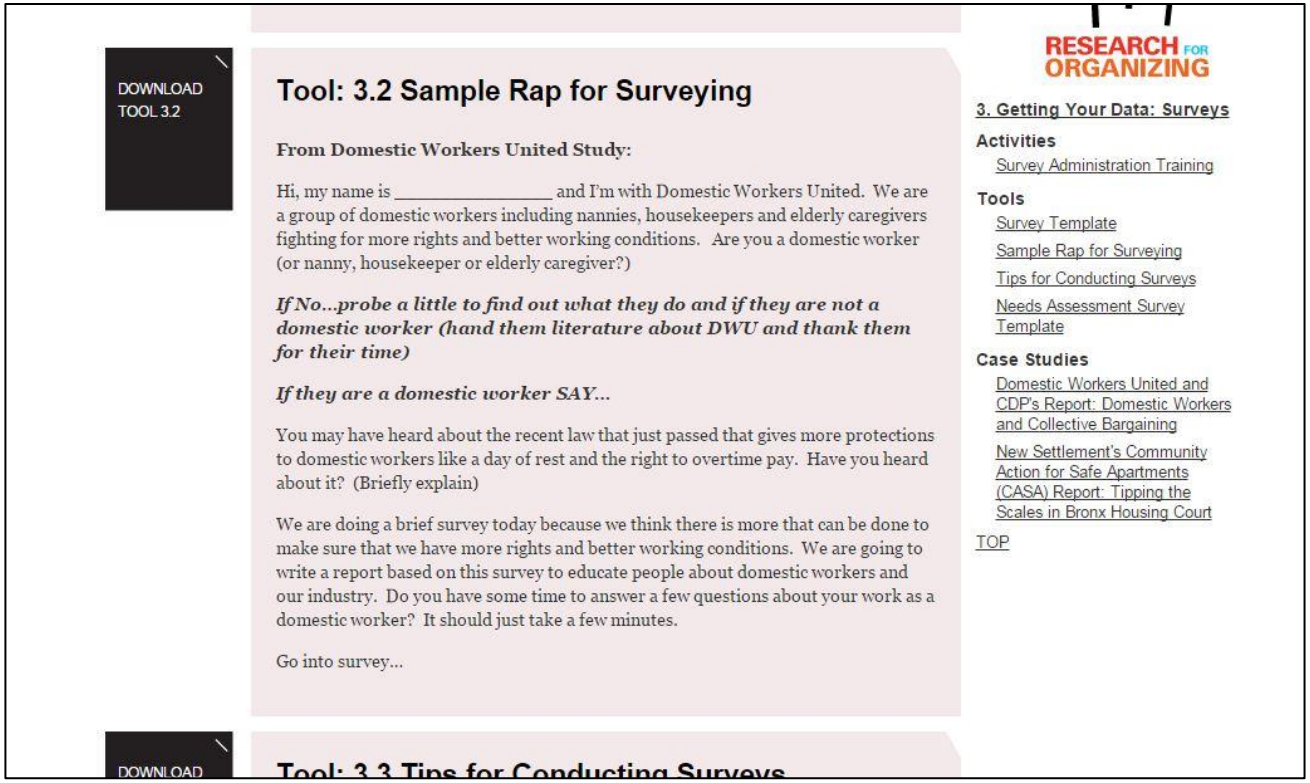
Tools



DOWNLOAD TOOL 3.2

Tool: 3.2 Sample Rap for Surveying

From Domestic Workers United Study:

Hi, my name is _____ and I'm with Domestic Workers United. We are a group of domestic workers including nannies, housekeepers and elderly caregivers fighting for more rights and better working conditions. Are you a domestic worker (or nanny, housekeeper or elderly caregiver?)

If No...probe a little to find out what they do and if they are not a domestic worker (hand them literature about DWU and thank them for their time)

If they are a domestic worker SAY...

You may have heard about the recent law that just passed that gives more protections to domestic workers like a day of rest and the right to overtime pay. Have you heard about it? (Briefly explain)

We are doing a brief survey today because we think there is more that can be done to make sure that we have more rights and better working conditions. We are going to write a report based on this survey to educate people about domestic workers and our industry. Do you have some time to answer a few questions about your work as a domestic worker? It should just take a few minutes.

Go into survey...

DOWNLOAD

Tool: 3.3 Tips for Conducting Surveys

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3. Getting Your Data: Surveys

Activities

Survey Administration Training

Tools

Survey Template

Sample Rap for Surveying

Tips for Conducting Surveys

Needs Assessment Survey Template

Case Studies

Domestic Workers United and CDP's Report: Domestic Workers and Collective Bargaining

New Settlement's Community Action for Safe Apartments (CASA) Report: Tipping the Scales in Bronx Housing Court

TOP

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Tools

This tool corresponds with Activity 2.2: Choosing your Research Method

Tool 2.2: Guiding Questions for Choosing a Research Method

HOW...

... can you document or better understand the issue? Do you need "hard" numbers (quantitative data) or stories of personal experience (qualitative data)?
Quantitative Qualitative Both

_____

_____

... are you going to give legs to your research? What action strategies could you employ to make the research and report as effective as possible? _____

_____

_____

WHO...

... are the stakeholders in the issue? Who has interest, who is affected?

_____

_____

... needs their voice to be heard?

_____

_____

...are you trying to influence? Who has power over the issue?

_____

_____

...is your target audience (community members, elected officials, media)?

_____

_____

...will collect your data?

_____

_____

Tools

The same tool in Spanish

Herramienta 2.2: Preguntas Guías para Escoger el Método de Investigación

¿Cómo puedes documentar o entender mejor un asunto? ¿Necesitas números (data cuantitativa) o historias sobre experiencias personales (data cualitativa)?
Cuantitativa Cualitativa Ambas

¿Cómo le vas a dar riendas a tu investigación? ¿Qué acciones estratégicas puedes usar para que tu investigación y reporte sean los más efectivos posibles? _____

¿Quiénes son las partes interesadas en este asunto? ¿Quién es afectado?

¿Quienes necesitan ser escuchados?

¿A quienes estás tratando de influenciar? ¿Quién tiene poder sobre este asunto?

¿Q qué público va dirigido (miembros de la comunidad, oficiales electos, media)?

Case Studies

- Demonstrate how PAR has been used by other organizations
- Ground activities and tools in concrete examples

Case Studies

On RFO website, have option to download pdf of case study and the CDP report!

DOWNLOAD CASE STUDY

DOWNLOAD THE REPORT

Case Study: 3.2 VOCAL-NY and CDP Report: Stuck in the System

Background on Organization and Issue

Voices of Community Activists and Leaders (VOCAL-New York), formerly New York City AIDS Housing Network (NYCAHN), is a statewide grassroots membership organization building power among low-income people who are living with and affected by HIV/AIDS, drug use and incarceration, to create healthy and just communities. VOCAL accomplishes this through community organizing, leadership development, participatory research, public education and direct action.

New York has led the nation in reducing HIV transmission among injection drug users (IDUs) through various syringe access efforts, including syringe exchange programs (SEPs) and the Expanded Syringe Access Program (ESAP) initiative. These lawful programs, which allow properly documented participants to possess sterile or

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3. Getting Your Data: Interviews

Activities
- Creating Effective Interview Questions
- Interview Role Play

Tools
- Tips for Creating Effective Interview Questions
- Interview Guide Template
- Informed Consent Form Template

Case Studies
- VOCAL-NY and CDP Report: Stuck in the System

TOP

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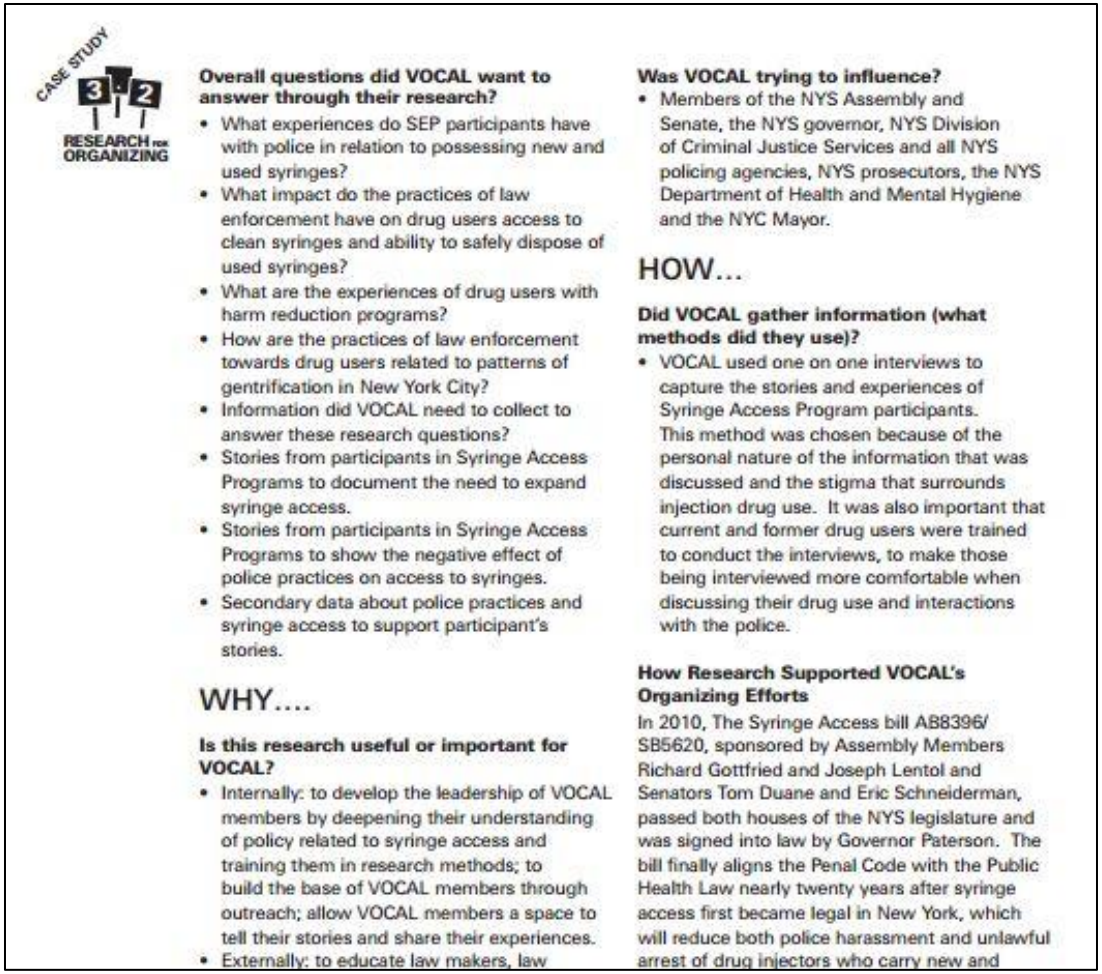
Case Studies

Explores the way the partner group used PAR for organizing goals



CASE STUDY 3.2 RESEARCH FOR ORGANIZING

Overall questions did VOCAL want to answer through their research?

- What experiences do SEP participants have with police in relation to possessing new and used syringes?
- What impact do the practices of law enforcement have on drug users access to clean syringes and ability to safely dispose of used syringes?
- What are the experiences of drug users with harm reduction programs?
- How are the practices of law enforcement towards drug users related to patterns of gentrification in New York City?
- Information did VOCAL need to collect to answer these research questions?
- Stories from participants in Syringe Access Programs to document the need to expand syringe access.
- Stories from participants in Syringe Access Programs to show the negative effect of police practices on access to syringes.
- Secondary data about police practices and syringe access to support participant's stories.

WHY....

Is this research useful or important for VOCAL?

- Internally: to develop the leadership of VOCAL members by deepening their understanding of policy related to syringe access and training them in research methods; to build the base of VOCAL members through outreach; allow VOCAL members a space to tell their stories and share their experiences.
- Externally: to educate law makers, law

Was VOCAL trying to influence?

- Members of the NYS Assembly and Senate, the NYS governor, NYS Division of Criminal Justice Services and all NYS policing agencies, NYS prosecutors, the NYS Department of Health and Mental Hygiene and the NYC Mayor.

HOW...

Did VOCAL gather information (what methods did they use)?

- VOCAL used one on one interviews to capture the stories and experiences of Syringe Access Program participants. This method was chosen because of the personal nature of the information that was discussed and the stigma that surrounds injection drug use. It was also important that current and former drug users were trained to conduct the interviews, to make those being interviewed more comfortable when discussing their drug use and interactions with the police.

How Research Supported VOCAL's Organizing Efforts

In 2010, The Syringe Access bill AB8396/ SB5620, sponsored by Assembly Members Richard Gottfried and Joseph Lentol and Senators Tom Duane and Eric Schneiderman, passed both houses of the NYS legislature and was signed into law by Governor Paterson. The bill finally aligns the Penal Code with the Public Health Law nearly twenty years after syringe access first became legal in New York, which will reduce both police harassment and unlawful arrest of drug injectors who carry new and

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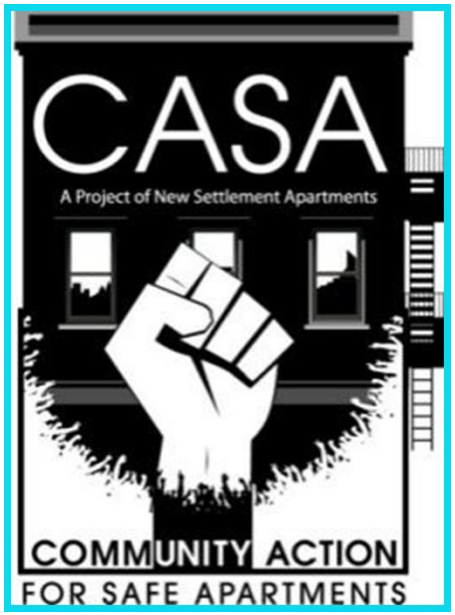
http://www.researchfororganizing.org/uploads/pdfs/C-3-2.pdf

Case Study: Burden of Fees

Community Action for Safe Apartments (CASA)



- Mission to protect and maintain affordable and safe housing
- Organize campaigns to protect affordable housing & prevent displacement.
- Develop leaders and build power

The Issue

- Tenants in Bronx being charged non-rent fees: confusing, often unwarranted fees in addition to their rent.
- Used by landlords to push rent stabilized tenants out of their homes.
- Organizing effort to expose this issue, base-build, advance policy changes to end this practice.

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Non-Rent Fees

Code	Description	Previous Balance	Current Charges	Amount Due
DAM	DAMAGES	260.10		260.10
LEG	LEGAL FEES	900.00		900.00
RNT	RENT			
WM	WASHING MACHINE	244.84	13.62	258.46

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Organizing Goals

- Preserve and maintain affordable and safe housing and prevent displacement.
- Build a strong base of tenants who are affected by this issue, and develop tenant leadership roles.
- Win policy change to protect tenants against the imposition of non-rent fees.

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Research Goals

- Collect data on the impact of non-rent fees on rent stabilized tenants.
- Identify patterns in how fees are being charged to develop a clearer picture of the landscape and inform organizing strategy

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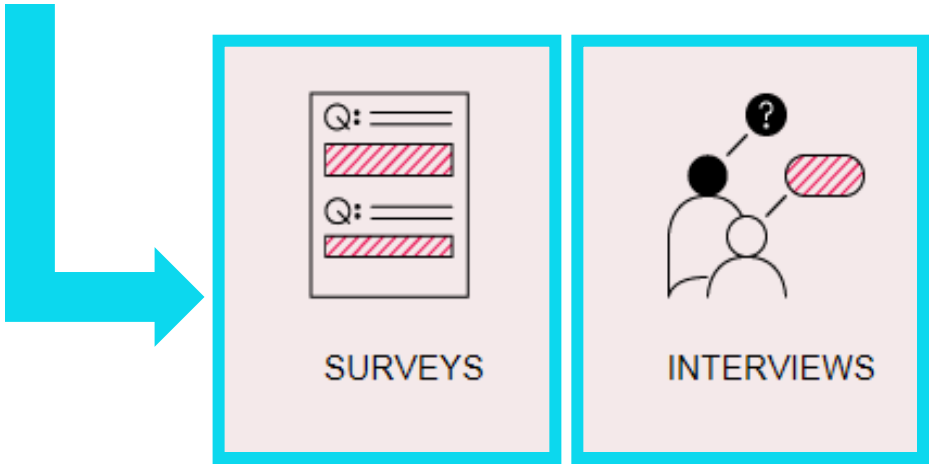
Research Questions

- What are the experiences of rent-stabilized tenants with non rent fees?
- What fees are tenants being charged? Have they paid these fees? Do they experience confusion about fees?
- What is the financial impact of the fees?
- What are tenant stories about their experiences?



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Research Methods

- **Short survey** to collect information from rent stabilized tenants
- **Analysis of rent bills** to generate additional data about fees being charged
- **Tenant interviews** to create short profiles of tenants who have been charged non-rent fees

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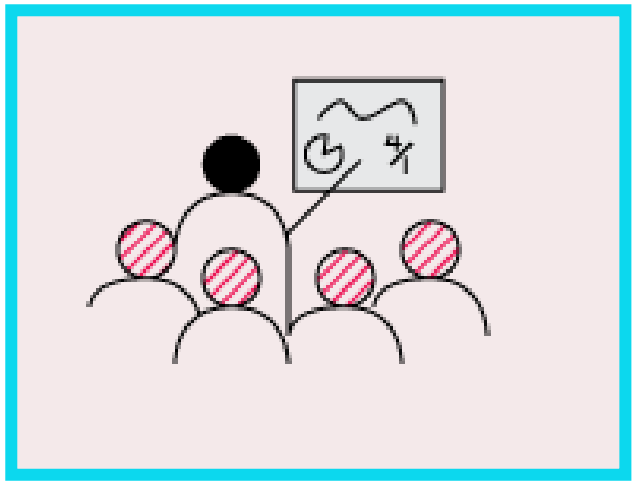
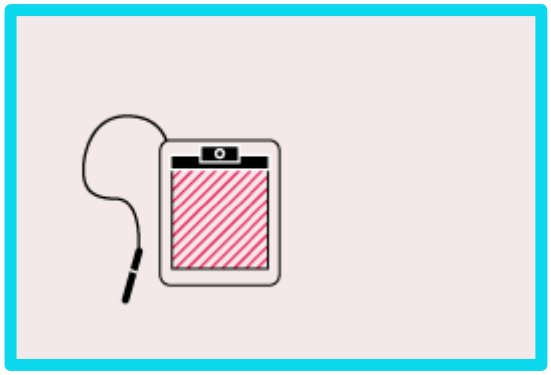


Staff and members trained on survey collection and research best practices



Survey collection at legal clinics, tenant associations, meetings and organizational events

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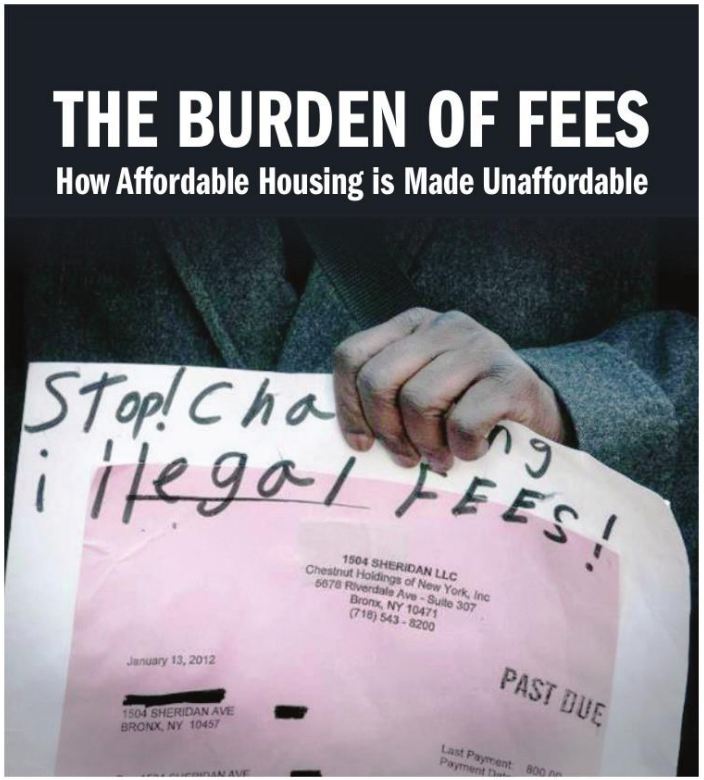
Burden of Fees Report



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Prepared by the Community Development Project

Nonrent Fees for Bronx Tenants Are Focus of Advocates' Report

Chang W. Lee/The Ne

Report says new fees harass tenants

Mt. Eden residents claim landlords adding extra fees

Updated September 14, 2013 6:04 PM

Making Affordable Housing Unaffordable

Inquilinos en El Bronx denuncian cargos en renta

PAR Supporting Organizing Efforts

- Release of the report "*The Burden of Rent Fees: How Affordable Housing is Made Unaffordable*"
- Form the Fees are Fraud coalition, focused on the citywide impact of fees.
- Coalition expanded CASA's initial research and released an addendum to the original non-rent fee study
- Cultivated tenant-leaders and mobilized their memberships

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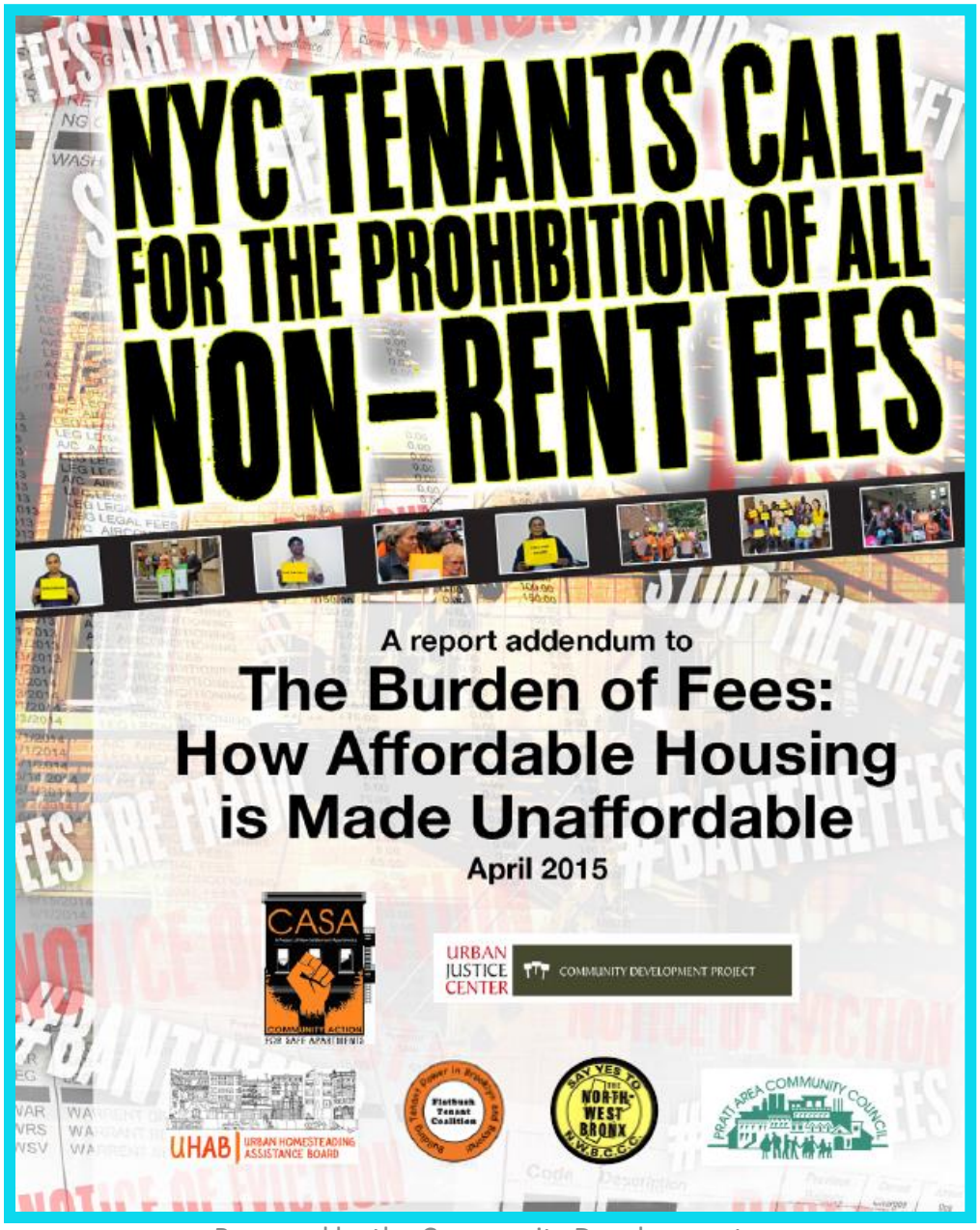
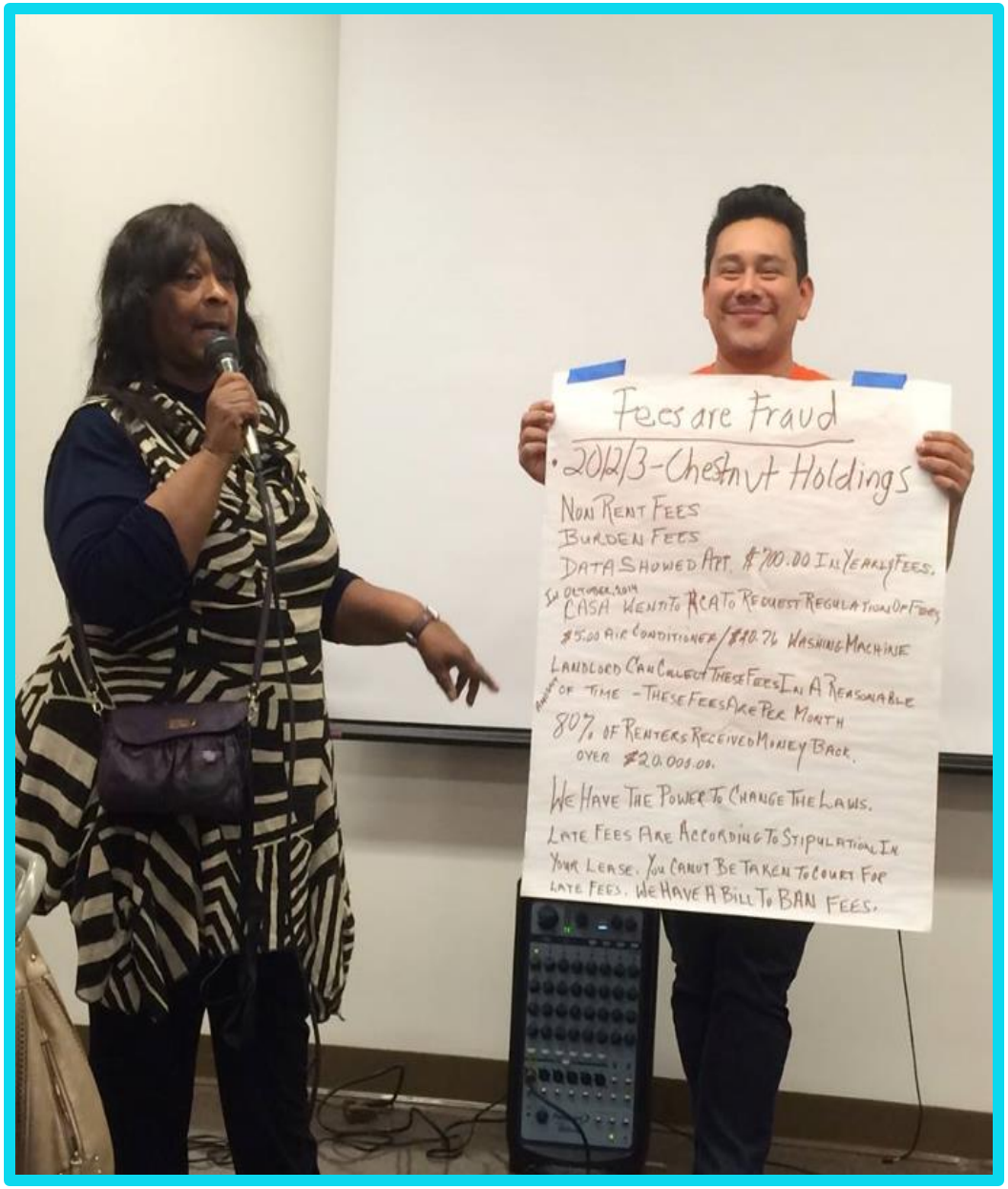

NYC TENANTS CALL FOR THE PROHIBITION OF ALL NON-RENT FEES
A report addendum to
The Burden of Fees: How Affordable Housing is Made Unaffordable
April 2015
CASA
COMMUNITY ACTION
URBAN JUSTICE CENTER
COMMUNITY DEVELOPMENT PROJECT
UHAB
URBAN HOMESTEADING ASSISTANCE BOARD
Flatbush Tenant Coalition
SAY YES TO THE NORTH-WEST BRONX
NWBCCC
PRATT AREA COMMUNITY COUNCIL

- Introduction of state-level legislation.
- Coordinated filing of overcharge complaints.
- Push for HCR to eliminate non-rent fees.



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Policy Impact

- State's Department of Housing and Community Renewal (DHCR) released a factsheet regarding the legality of fees that can be charged to tenants.
- "Fees are Fraud" report cited in the memo that accompanies package of state-level legislation to curtail and increase tenant awareness of illegal non-rent fees

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Case Study: Burden of Fees

DOWNLOAD THE CASE STUDY

Case Study: 1.1 Community Action for Safe Apartments (CASA) and Fees are Fraud Coalition - NYC Tenants Call for the Prohibition of all Non-Rent Fees

Case Study 1.1: Community Action for Safe Apartments (CASA) and Fees are Fraud Coalition - **NYC Tenants Call for the Prohibition of all Non-Rent Fees**

Background on Organization and Issue

Community Action for Safe Apartments (CASA) is New Settlement Apartments' housing organizing initiative. CASA is a community-led organization that works to improve housing conditions with neighborhood-wide campaigns focused on tenants' rights to a safe, healthy and stable home. CASA began in 2005 out of the community's need to improve the poor housing conditions that persist for many

RESEARCH FOR ORGANIZING

1. An Overview of Participatory Action Research

Activities

Breaking Down Stereotypes of Researchers

Components of Participatory Action Research (PAR)

Tools

Participatory Action Research (PAR) Terms and Definitions

PAR Terms and Definitions Matching Activity

Participatory Action Research (PAR) Timeline

Principles of Participatory Action Research (PAR)

Is PAR Right for Your Organization or Community?

Case Studies

Community Action for Safe Apartments (CASA) and Fees are Fraud Coalition - NYC Tenants Call for the Prohibition of all Non-Rent Fees

TOP

DECIDING IF PAR WORKS FOR YOUR ORGANIZING EFFORTS

Tool 1.5: Is PAR Right for You?

Campaign strategy:

- Is your organization or community actively organizing to change a policy or win a campaign OR are you developing an organizing campaign?
- Do you need more information to convince people that your campaign or issue is important?

Tool 1.5: Is (PAR) Right For You?
http://www.researchfororganizing.org/index.php?page=participatory-action-research#Tool15

Tool 1.5: Is PAR Right for You?

Community needs & participation:

- Are you trying to learn more about the needs and issues in your community?
- Is there a group of community members that will participate in designing the research?
- Is there a group of community members that will be involved in collecting data?

Tool 1.5: Is (PAR) Right For You?
http://www.researchfororganizing.org/index.php?page=participatory-action-research#Tool15

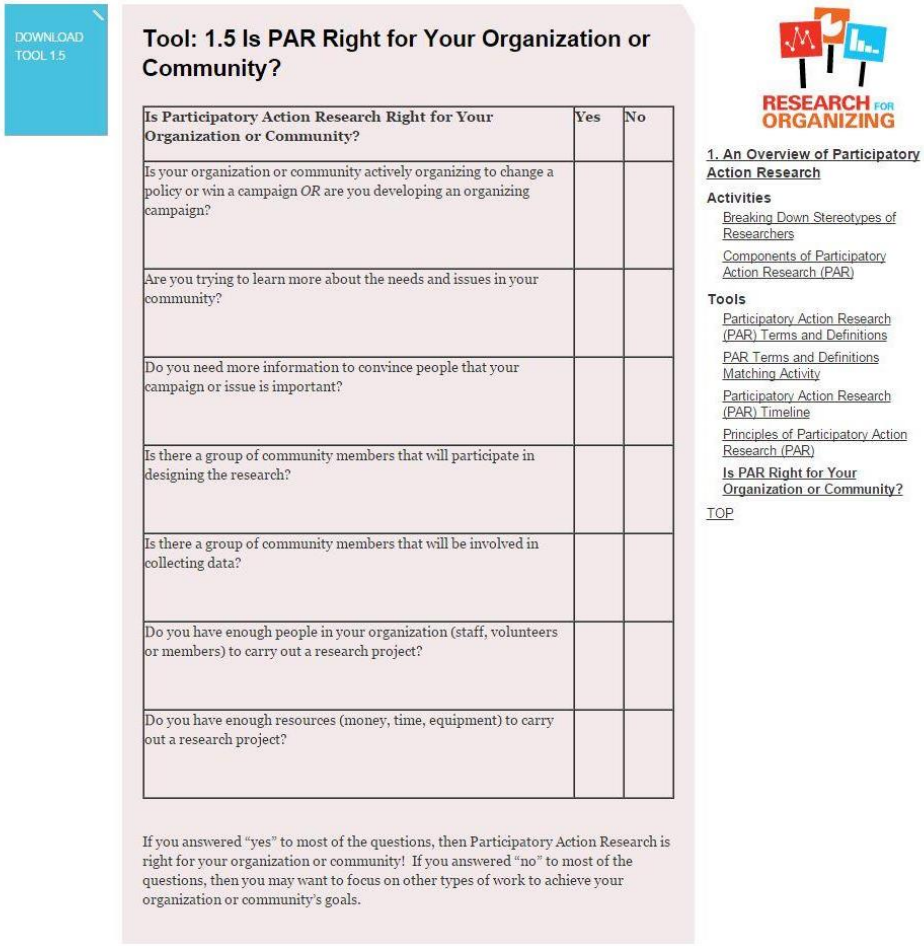
Tool 1.5: Is PAR Right for You?

Capacity and resources:

- Do you have enough people in your organization (staff, volunteers or members) to carry out a research project?
- Do you have enough resources (money, time, equipment) to carry out a research project?
- Can you think of existing funders/pots of money that you could tap into?

Tool 1.5: Is (PAR) Right For You?
http://www.researchfororganizing.org/index.php?page=participatory-action-research#Tool15

Tool 1.5: Is PAR Right for You?



DOWNLOAD TOOL 1.5

Tool: 1.5 Is PAR Right for Your Organization or Community?

Is Participatory Action Research Right for Your Organization or Community?	Yes	No
Is your organization or community actively organizing to change a policy or win a campaign *OR* are you developing an organizing campaign?		
Are you trying to learn more about the needs and issues in your community?		
Do you need more information to convince people that your campaign or issue is important?		
Is there a group of community members that will participate in designing the research?		
Is there a group of community members that will be involved in collecting data?		
Do you have enough people in your organization (staff, volunteers or members) to carry out a research project?		
Do you have enough resources (money, time, equipment) to carry out a research project?		

If you answered "yes" to most of the questions, then Participatory Action Research is right for your organization or community! If you answered "no" to most of the questions, then you may want to focus on other types of work to achieve your organization or community's goals.

RESEARCH FOR ORGANIZING

1. An Overview of Participatory Action Research

Activities

- Breaking Down Stereotypes of Researchers
- Components of Participatory Action Research (PAR)

Tools

- Participatory Action Research (PAR) Terms and Definitions
- PAR Terms and Definitions Matching Activity
- Participatory Action Research (PAR) Timeline
- Principles of Participatory Action Research (PAR)
- Is PAR Right for Your Organization or Community?

TOP

RESEARCH FOR ORGANIZING

Tool 1.5: Is (PAR) Right For You?
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MOVING FORWARD: FUTURE WEBINAR MODULES

Research For Organizing Webinar Series

- **Module 1: Unpacking the Toolkit**

Moving Forward:

- Module 2: Designing your Research Project
- Module 3: Getting Your Data
- Module 4: Creating, designing, and implementing Surveys – Quantitative Data

Research For Organizing Webinar Series

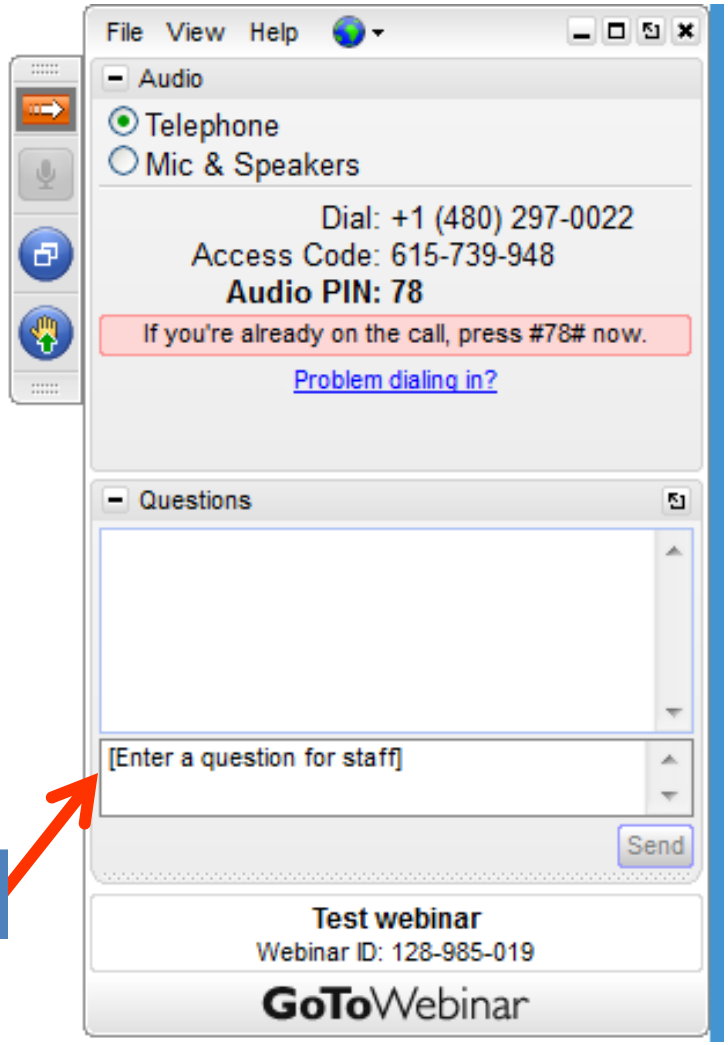
- Module 5: Focus Groups & Interviews – Qualitative Data
- Module 6: Mystery shopping/observations
- Module 7: Creating research findings and Policy Recommendations
- Module 8: Presenting & Releasing your Research

Q&A

Webinar Logistics

Questions

- As we go through the webinar, if you have any questions, you can type them into the chat box
- We will answer questions after the webinar during the Q&A session



Your questions here!

RESEARCH FOR ORGANIZING

Thank you!

Research for Organizing Toolkit website:

www.researchfororganizing.org

Community Development Project Website:

https://cdp.urbanjustice.org/

Sign up for RFO updates:

https://cdp.urbanjustice.org/RFOsignup