



CHICAGO

is a

WONDERFUL

PLACE

OUTLINE

1. Urban Trends Brainstorm
2. Urban Trends Gestalt
3. Futuristic Contradictions
4. Action Components
5. Monthly Emphases
6. Monthly Timeline

1. Return to the city
2. Massive downtown construction
3. Improved mass transit
4. Neighborhood revitalization
5. Serious economic problems
6. From economic centers to cultural centers
7. From Boss machine to local participation
8. From outside established structures to alongside them
9. From Loop development to suburban
10. From general impact toward a focused impact
11. Business and government aware of their social responsibility
12. A cry for viable methods
13. Women using their power responsibly in public affairs
14. Concrete creation of our consciousness in cultural events
15. City identity as networks, organizations and neighborhoods
16. Increased support and solitification of our work from individual representation to agencies, institutions and corporations
17. Visable experimentation encouraged
18. Local man forcing improved education in the schools
19. Global economic interrelatedness
20. Education pushed to test out alternatives
21. Neighborhood leadership more sophisticated in structural relations
22. HDTs receptivity
23. People want community
24. Rapid political change
25. Winds of change whirling around
26. Search for peace
27. Networking happening over visable demonstrations
28. Church reimaging its mission in the urban
29. Radical school reorganization
30. Motivation is a selfconscious quest
31. Slow reclaiming of urban space
32. Increased parent involvment in education
33. Runaway labour shops
34. Demands for replication
35. Emphasis on youth jobs
36. Emphasis of capability vs. qualification
37. Emphasis on the senior citizen

URBAN GUILD:
CHICAGO

URBAN TRENDS GESTALT

ICA
Jan. 26, 1980

AWAKENMENT	ENGAGEMENT	FORMATION	THRUSTS
<p>SEARCH FOR EFFECTIVE TOOLS engagem't & local leadership</p> <p>19 Global econ. interrelated 24 Rapid change 26 Peace search</p>	<p>IMPROVING EDUCATION through methods</p> <p>18 Improved education 29 School reorganization</p>	<p>TRAINING AMIDST DOING Tr. Ink, HDTS, 36 capabilities</p> <p>10 Toward focused impact 20 Education alternatives 22 HDTS 35 Youth jobs</p>	<p>TO RELEASE CHANNELS OF ENGAGE. in local and groups</p> <p>Channels Real solutions, Local Man Close gap-City/Local Handles/Symbols Cry for viable methods Modes?</p>
<p>BUSINESS & GOVERNMENT picking up resp. for local-11</p> <p>2 Downtown construction 3 Mass transit 5 Economic problems 9 From Loop to suburbs 16 Broaden support to groups</p>	<p>SHARING IN SOLID RESULTS like housing</p> <p>12 Cry for methods 30 Reclaiming Space</p>	<p>YEARNING FOR THE PRACTICAL</p> <p>12 Viable methods 17 Experimentation 20 Education alternatives 25 Winds whirling 30 Motivation-34 Replication</p>	<p>TO ENABLE COMPREHENSIVE URBAN Planning/change/networking</p> <p>Current demonstra'tions Illum. Comb. systematic networking</p> <p>Delivering on the ground New events Maneuver-geo/city</p>
<p>REEMPOWERING NETWORKS through neighborhoods</p> <p>5 Economic problems 15 City identity as 16 Support/solidification 27 Networking 28 Church/urban</p>	<p>NEIGHBORHOOD PARTICIPATION to affect the issues (Ed.)</p> <p>4 Neighbor. revitalization 7 From boss to local 18 Local man forcing 21 Sophisticated leadership 23 Want community 32 Parent involv. in Ed. 33 Labor shops</p>	<p>DECISION BY CONSENSUS</p> <p>13 Women responsible 14 Consciousness created 37 Senior citizen</p>	<p>TR. PEOPLE W/I INSTIT. STRUCT. for institutional effectivity</p> <p>Ministering to educators Train in do our programs ? knowing what we do</p>
<p>FROM "HOG BUTCHER" to cultural center</p> <p>1 Return to city 6 From econ. to cult center 14 Cons. created in cultur</p>	<p>TWC ARE GATHERING as geo. focused cores</p> <p>8 Alongside structures 27 Networking/visible 30 Reclaiming space</p>	<p>CORES OF MOVEMENT around particular task</p> <p>8 Alongside structures 10 Toward focused impact 34 Replication</p>	<p>FORMULATION & AWAKENMENT toward common thrust</p> <p>Black movement Develop Mvt. cores Hold complexity in 1 thrust</p>

The Chicago Urban Lab
January, 1980

FUTURIC CONTRADICTIONS

1. In the arena of local political advocacy the contradiction is the unrealized support of city structures for the Chicago Urban Lab. This includes both strict machine dictates to the local as well as local suspicion of unknown organizations operating on clearly designated turf. If comprehensive city support is not done, a fractured response to our impact events will happen.
2. In the arena of framing the campaign the contradiction is the diversified focus of the people of the frame for the Chicago Urban Lab. This includes those who support Training, Inc., Fifth City, Uptown and the general work of the ICA, who only support one or the other of these entities and do not discern these as one inclusive thrust. If strategic selection of persons of this frame is not done to constitute a frame focused on the Chicago Campaign then the resources and imaginal support of the Campaign will be diminished.
3. In the arena of planning a comprehensive strategy for the City of Chicago, the contradiction is an outdated geo-socio analysis of the city (for the Chicago Urban Lab). This includes obsolete grids, incomplete neighborhood analysis, limited understanding of network capability and entry as well as neighborhood frames and advocacy without which an effective Chicago awakening campaign is not possible. If an updated geo-social analysis is not done to serve as the basis of the campaign then we will be unable to focus our efforts effectively.
4. In the arena of forces engagement the contradiction for the Chicago Urban Lab is obscure potential and a lack of priorities for effective troop engagement. This includes an image that some are only part-time and some are full-time troops; a tendency to pre-judge peoples' responses; a feeling of being overwhelmed by the troop demand; and an unrealistic expectation about time people actually have to give to the campaign. If the full array of forces is not effectively and totally engaged then the campaign will be limited to the efforts of a few instead of unleashing the power of a movement.
5. In the arena of campaign forces the contradiction is the fragmented approach of the currently engaged cores of the Chicago Urban Lab. This includes three locations of core groups who have not previously been missionally required to coordinate their agendas and systems in relationship to Chicago. If a coordinated 10 year plan is not created we will continue to do less than an a comprehensive job on Chicago.
6. In the arena of the Urban Mindset the contradiction is a cynicism regarding the capacity to effect urban change for the Chicago Urban Lab. This includes those who have worked for years to deal with the urban issues such as citizen engagement, community care, economic development, etc. and have not perceived any enduring results. If imaginal tools are not readily available to cut across their despair and we do not learn how to use our current social demonstrations to show that enduring change can occur and the people of the demonstrations are not empowered to bear testimony to that change then we will experience protraction of the set-up and implementation of this campaign.

The Chicag Urban Lab
January, 1980

CONTRADICTIONS CONTINUED

7. In the arena of establishing credibility the contradiction is defensive low-profile public relations for the Chicago Urban Lab. This includes;

1. accountability to the public
2. defensive response to attack only
3. failure to generate affirmative P.R.

which leaves us vulnerable to attack on isolated situations. If we don't create affirmative P.R., then an inordinate time and effort will be spent dealing with immediate problems.

8. In the arena of awakenment tools the contradiction for the Chicago Urban Lab is limited means of awakenment tools application. This includes an arsenal of atleast 62 options some of which need updating, some of which are religious, some of which are politically dangerous and an unclarity on which to use with what audiences. If a way of matching the right tools with the right audiences is not found the campaign will be blocked and a trial and error approach could be deadly.

ORGANIZING THE SUPPORT

DEVELOPING THE FORCES

I. Chicago Frame	II. Foundational Rational	III. Program Actuation	IV. Practical Motivity	V. Data Interchange
A. Generating Fiscal Support	C. Developing Phased Strategy	E. Implementing Program Events	F. Formulating Urban Guilds	H. Publishing Program Materials
<ol style="list-style-type: none"> 1. Budget design 2. Proposal submissions 3. Targeted sources 4. Stylized presentations 	<ol style="list-style-type: none"> 1. City zones grid 2. Four year vision 3. Phased time design 4. 76 events schedule 	<ol style="list-style-type: none"> 1. Common thrust state. <ul style="list-style-type: none"> - service - TWC - methods - implementation 2. Pilot series schedul <ul style="list-style-type: none"> - community - education - institution - women/youth 	<ol style="list-style-type: none"> 1. Training center advantages 2. Task force configuration 3. Forum leadership training 4. Guild operations design 	<ol style="list-style-type: none"> 1. Campaign story 2. Forums publicity 3. Forums materials 4. Forums results
B. Creating Campaign Advocacy	D. Conducting Chicago Research	3. Advocacy participa. <ul style="list-style-type: none"> -forums -impact -Eve at Institute -guild meetings 	G. Forging Common Symbology	I. Systematizing Information Flow
<ol style="list-style-type: none"> 1. Advisory committee selected 2. Frame review 3. Selected network sponsorship 4. Event host/sponsors 	<ol style="list-style-type: none"> 1. Demonstrations documentation 2. Networks utilization 3. Geo-social analysis 4. Information resources 	<ol style="list-style-type: none"> 4. Publicity coord'tion <ul style="list-style-type: none"> -Brochures -Releases-multimedia -correspondence -reports 	<ol style="list-style-type: none"> 1. Past/futuric mythology 2. Chicago logo 3. Songs 4. Decor and logo 	<ol style="list-style-type: none"> 1. Computerized data 2. Organization/agency grids 3. Grad newsletter 4. Reporting systems

MONTHLY EMPHASES

Guild Function: The Guild of Those Who Care, represent the City of Chicago in planning the comprehensive campaign, researching the advisory committee, framing the networks and neighborhoods, and creating a marketing scheme.

Community Enlistment: Strategic networks and neighborhood leaders will engage in pilot forums and leadership training through specially focused impact tools.

Event Momentum: The public face of the campaign will be realized through publications, brochures, replication forums, and assemblies and documentation of learnings.

January	February	March	April	May	June
<p>From January through March we are preparing and deciding the campaign on the basis of organizing available forces and support.</p> <p>By the end of March we will have frame and sponsors ready; decide the forums; prepare a brochure (copy-ready in print shop); and form the configuration of troops for the maneuvers.</p>			<p>During April through June we will conduct a public campaign for comprehensive impact on the neighborhoods and networks of Chicago.</p> <p>We will hold forums which involve agencies and individuals working in every neighborhood, with newly trained workshop leaders, and will hold an assembly. The products will include a newsletter, a report published for sponsors and advisors, and a statement to the Mov't. of urban learnings and implications.</p>		
<p>Pulling together the movemental core which will initiate the campaign.</p>	<p>Developing the advocacy for the campaign within the public and private Chicago frame. Developing the marketing strategy.</p>	<p>Decision re: bottom line for geo-coverage this spring. Set up local sponsorship. Prepare publicity materials.</p>	<p>Schedule leadership training events and refine program tools. Pilot demonstration events.</p>	<p>Hold a variety of geographically spread forums. Link them imaginally into a city wide event via newsletter and assembly.</p>	<p>Prepare campaign report and reflect on broad implications for the urban strategy globally.</p>

ICA

Quarter III, 1979-80

MONTHLY TIMELINE

FOCUS	January GUILD PLANNING	February FORUM ADVISORS	March FORUM SCHEDULING	April LEADERSHIP TRAINING	May SERIES INTENSITY	June FUTURIC EVALUATION
A Major Tactics	Neighborhood Research	Framing Workshop	Participating Groups	Pedagogy Sessions	Newsletter Interchange	Forum Report
B Events	Campaign Image	Advisors Selection	Host Confirmation	Pilot Demonstrations	Forum Events	Learnings Documentation
C GUILD WORK	Comprehensive Plan	Marketing Visits	Local Sponsorship	Tools Refinements	Event Products	Urban Implications
D POST WORK	Guild Formulation	Site Events	Publicity Coordination	Materials Publications	Interchange Assembly	Summer Preparation