POWER 50 EVALUATION REPORT

PRESENTED TO COMMUNITY CHANGE
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SOCIAL INSIGHTS

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THE MOMENT

The second cohort of the Power 50 program began in what we now consider "pre-COVID" times.

Two of four gatherings were held in person, but in March the virus began to spread, and travel was ruled out for most participants. As a result, the April gathering and final June gathering were moved online and the program methods and implementation had to be reimagined. It was paramount to the program staff to remain relevant to the women's new organizational and family realities while maintaining fidelity to the program goals and concepts.

While the participants were sheltering in place and adjusting to rapidly changing circumstances within their work places and personal lives, the Power 50 program team adjusted to a new mode of curriculum delivery and engagement.

Although the program experience was shaped by factors beyond the facilitators' and participants' control, the evaluation found that the program was still impactful and participants remained highly engaged despite physical separation and social upheaval.

ABOUT THE WOMEN

I'm deeply rooted in returning power to the people.

-Cohort 2 Participant

There were 16 program participants from all regions of the United States including California, Nevada, Colorado, New Mexico, Texas, Michigan, Ohio, Kentucky, DC, New York, Florida, and Washington state. The group was multi-generational. All women identified as women of color from various lineages including native, African, Mexican, Indian, and Caribbean. Nine of the women were mothers and one was also a grandmother!

All participants worked in organizations who were in partnership with Community Change including:

- Mothering Justice
- Coalition for Humane Immigrant Rights (CHIRLA)
- Make It Work Nevada
- Kentuckians For The Commonwealth (KFTC)
- Organizers in the Land of Enchantment (OLÉ)
- Progressive Leadership Alliance of Nevada (PLAN)
- Coalition for Humane Immigrant Rights (CHIRLA)
- Direct Action & Research Training Center National (DART)
- Ohio Organizing Collaborative (OOC)
- SPACEs In Action
- New York Immigration Coalition (NYIC)
- Ohio Organizing Collaborative (OOC),
- 9to5 Colorado,
- OneAmerica,
- Texas Organizing Project (TOP).

ABOUT THE PROGRAM

Power 50 launched its first cohort in 2018. The 9-month program was designed to connect mid-career Women of Color leaders with a network of fellow change makers while sharpening their political analysis and expanding their access to tools, practices, and resources that would support their continued thriving. Participants were selected from a pool of applicants from the Community Change network. The program was led by Trish Adobea Tchume and Aida Cuadrado Bozzo.

PROGRAM COMPONENTS

• Women of color affinity space
• Vertical leadership development
• Transformative leadership model
• In-person retreats
• Peer coaching
• WhatsApp communication group

The guiding goals were that the women are drivers of organizational and societal transformation, have clarity of purpose, strengths, and vision and confidence in the value of their knowledge & experience.

"We call in and lift up WoC, holding space for them to cultivate their leadership within a community that activates love as a tool for getting free and repairing harm.."
- WoC Pedagogy Guide, 2020

PROGRAM OUTCOMES
After completing Power 50 participants will...
1. Be grounded in their authentic purpose;
2. Be able to think and operate from a deep sense of interdependence;
3. Have an expanded ability to imagine strategically and lead their communities in implementing transformational alternatives;
4. Have a shared political analysis;
5. Have a map of and access to key aspects of the progressive movement landscape

PROGRAM EVALUATION
This second year Power 50 evaluation used a mixed-method approach. Participants responded to surveys after each retreat, These data as well as results from a pre and post questionnaire and 20+ hours of observation were the source of evaluation findings.

KEY FINDINGS

*Power 50 helped me find my voice again and
realize that I am a leader.*

-Cohort 2 Participant

100%

At the end of the program,
100% of participants were able
to describe their **unique
movement contribution**.

70%

At the end of the program,
70% of participants mentioned
gains in **confidence** or
courage when describing their
experience.

90%

90% of participants said that
their understanding of **strategic
imagination** has "increased a lot
and they really get the concept."

90%

90% of participants said that their
understanding of
interdependence/ **transformative
organizing** has "increased a lot and
they really get the concept."

*I was able to bring my whole self more and more into my work and my life.
This allowed me to express myself and my vision & unite with others to take action.
Power 50 helped to affirm and solidify my values and
gave me conceptual and functional tools to make it happen.*

-Cohort 2 Participant

80%

80% of participants named
developing relationships with
the other women as the most
valuable part of the process .

64%

64% of participants thought that
the program experience
exceeded their expectations.

Only **19% of participants** had preiously attended a program specifically for WoC. Those who did, noted a lack of overall depth and political analysis in previous trainings.

At post survey, these same respondents indicated that their **political analysis had deepened.** The participants were also introduced to nonprofit leaders across the Community Change ecosystem to expand their network.

PRE SURVEY   POST SURVEY
69% → 80%

69% of participants **considered systemic causes** when working or strategizing on their campaigns (including patriarchy, capitalism, the myth of white supremacy, systemic racism) At post survey, the percentage climbed to 80.

The program team knew that building capacity for action within the lives of WoC during a pandemic and at the cusp of an uprising would require more attention to rest and healing practices than to education and training.

PRE SURVEY   POST SURVEY
94% → 100%

At the beginning of the program, 94% of the women were engaged in regular **spiritual/health/self-care practices.** That percentage went up to 100 at post survey.

I gained ideas and exercises to put into practice for my staff around leadership development, team building, and anti-oppression work.

-Cohort 2 Participant

100%

At the end of the program, 100% of participants **reported learning at least one new spiritual/health/self-care practice**. Many reported learning 2 or more.

4 LESSONS FOR THE FIELD

DRAW FROM EXISTING WOC KNOWLEDGE

Trish and Aida provided readings and book recommendations from Black, Indigenous, and Latinx writers and scholars that were new to many of the women. Gloria Anzaldua, Audre Lorde, Aneb Kgositsile, and Luz Orah Schreiber, among others. At the gatherings there was a table of books that the women were encouraged to read during breaks. At the close of the program, the leadership team mailed every woman a care package that included Emergent Strategy by adrienne maree brown.

CONNECTION OVER CONTENT

Halfway through the program content, coronavirus rearranged everyone's lives and suddenly, what was supposed to be covered in 10 solid days in curated spaces became an impossibility. Holding virtual meetings for that many hours was impractical and unrealistic for participants who were suddenly juggling full-time jobs and the needs of children who could no longer go to school. Instead of hustling to stuff in as much content as possible to meet program goals, Trish and Aida reimagined how to connect the women over time and space. They leaned heavily on practices that would engage the senses. For example, the group sang chants, meditated together, listened to music on breaks, shared playlists, and ate food around a virtual table. We dressed up in the same color, and all wore red lipstick during brief happy hours. Imagination became a tool to heal- Trish and Aida invited us to come to a party ten years in the future. We showed up and described what was happening in our lives- how the world had healed and how we evolved into who we hoped to become.

EVALUATE OFTEN TO IDENTIFY GAPS & OPPORTUNITIES

Social Insights developed a tool to assess learning after each gathering/retreat. The findings were used to identify which concepts were hitting the mark and being internalized by participants. The evaluation also revealed topics that participants thought needed more attention or additional time to really understand.

CO-CREATION IS QUEEN

Trish and Aida created small committees to encourage the women to bring their ideas and gifts to the group. For example, the *P50 cultural workers* collected healing practices that the group had practiced or suggested to the group during the program. They also created playlists and decided to create a cultural book for use after the program formally ended.

CONCLUSION

Programs for women of color leaders in the nonprofit field remain relevant and necessary, even more-so during world events that multiply the forces pulling on their expertise and leadership.

Power 50 fills a gap in the leadership development space by centering women of color who are experienced but not executive directors or budding talent. The curriculum and approach eschewed a deficit model, and instead built upon the assumption that the participants already had what they needed within themselves.

The transformative practices, cultural discourse and community building led to positive outcomes that were also seen in year one. As this program continues to expand, the opportunity for greater impact does as well.

POWER 50