

# **FIM Engagement Discussion**

**16th FIM4R Workshop & TAGPMA**

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# Prologue

- Lots of questions
- Few answers
- Much gratitude

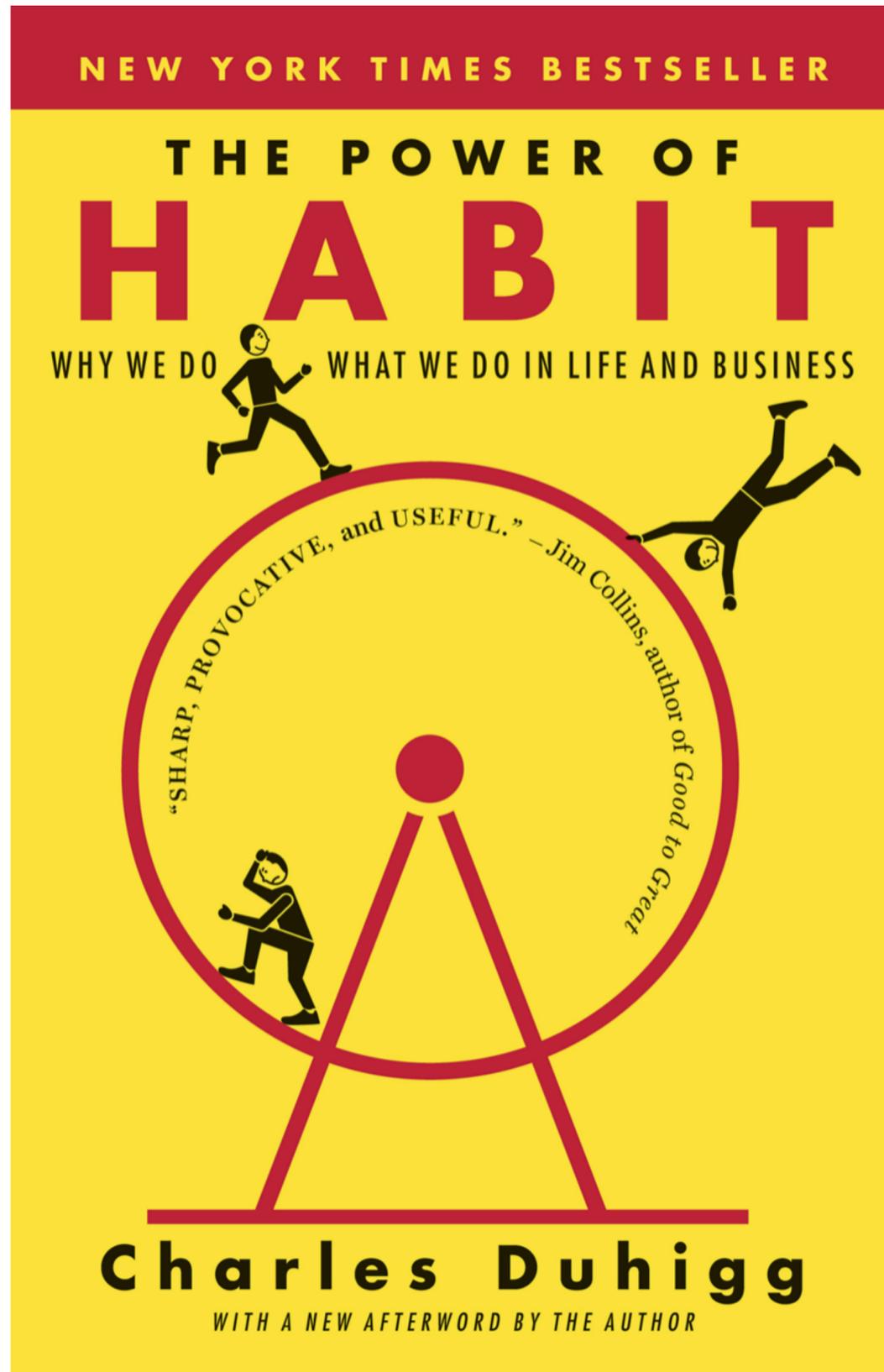
# Premise

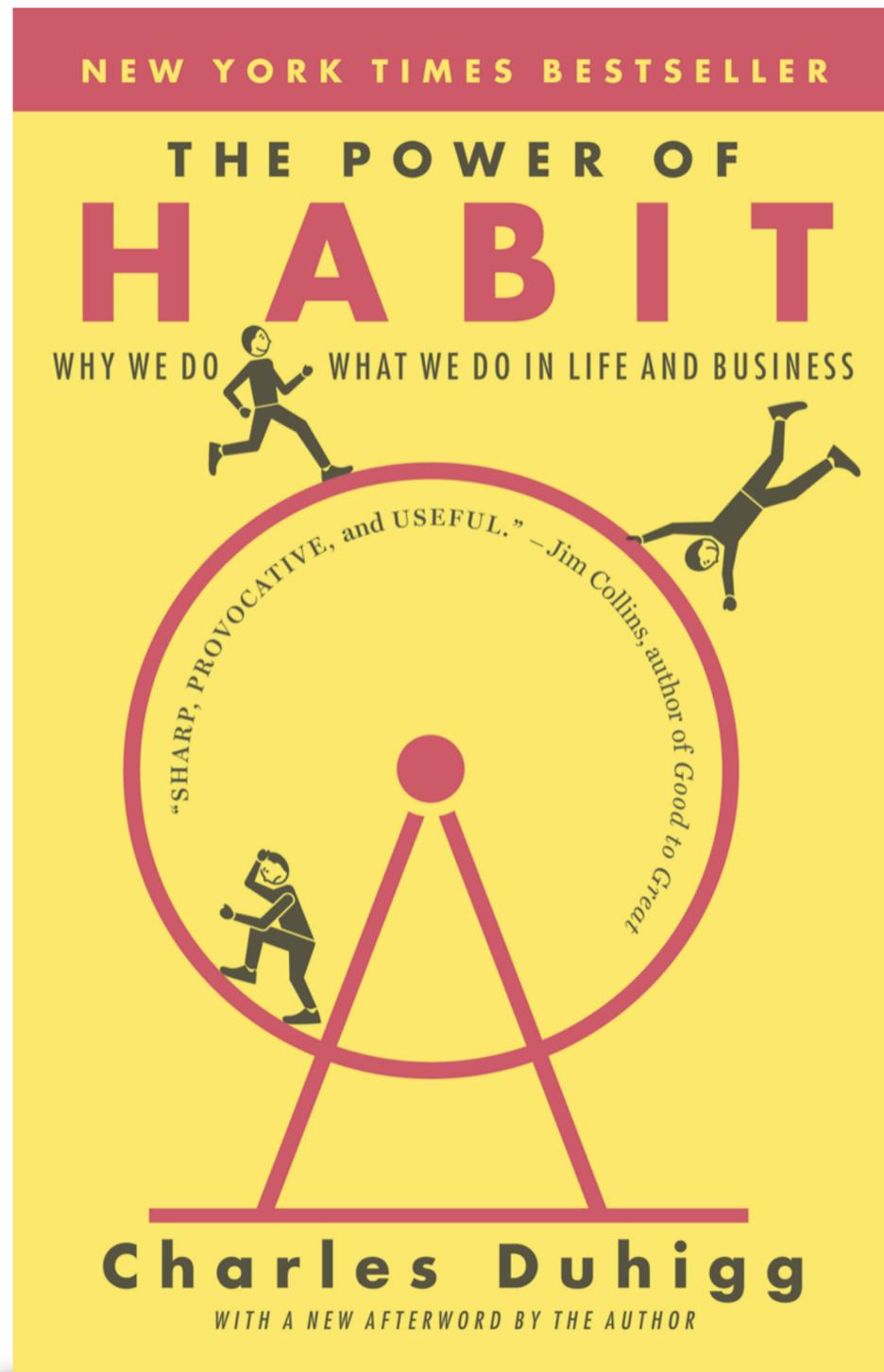
**We get a lot done together.**

***We could* do more.**

***We need* to do more.**

**We need more and different “friends” if  
we’re going to do more.**





- personal
- organizational
- societal

WITH A NEW AFTERWORD BY THE AUTHOR  
charles duhigg



“The first mass movement of the modern civil rights era could have been sparked by any number of earlier arrests. But it began with Rosa Parks because she had a large, diverse, and connected set of friends—who, when she was arrested, reacted as friends naturally respond, by following the social habits of friendship and agreeing to show their support.”

Excerpt From  
The Power of Habit  
Charles Duhigg

# How she spent her time

- secretary of a local NAACP chapter
- active parishioner at a Methodist church
- led a youth group at a Lutheran church
- volunteered at a shelter for the homeless
- volunteered at a botanical club
- knitted blankets at/for a hospital
- made dresses for the poor for important life events



*"She was so deeply enmeshed in the community, in fact, that her husband complained that she ate more often at potlucks than at home."*

Rosa Parks was an  
awesome person and  
lots of people knew it.



“In general, sociologists say, most of us have friends who are like us. We might have a few close acquaintances who are richer, a few who are poorer, and a few of different races—but, on the whole, our deepest relationships tend to be with people who look like us, earn about the same amount of money, and come from similar backgrounds.

Parks’s friends, in contrast, spanned Montgomery’s social and economic hierarchies. She had what sociologists call “strong ties”—firsthand relationships—with dozens of groups throughout Montgomery that didn’t usually come into contact with one another. “This was absolutely key,” Branch said. “Rosa Parks transcended the social stratifications of the black community and Montgomery as a whole. She was friends with field hands and college professors. And the power of those friendships became apparent as soon as Parks landed in jail.”

Excerpt From  
The Power of Habit  
Charles Duhigg

“He immediately agreed to help, and called a prominent white lawyer named Clifford Durr who knew Parks because she had hemmed dresses for his three daughters.”

Excerpt From  
The Power of Habit  
Charles Duhigg

# Key characteristics

- Rosa Parks had a well earned and spectacular reputation as an earnest, helpful person
- She had communities with which she had strong ties **and** weak ties
- The collection of ties of both kinds, spanned an incredible set of dimensions of life in Montgomery, Alabama

FIRST TIME IN BALTIMORE!

HEAR!— **MRS. ROSA PARKS**

Whose arrest, because she refused to be segregated, led to the Bus Boycott in Montgomery, Alabama.



BALTIMORE BRANCH N.A.A.C.P.  
**KICK-OFF  
MASS MEETING**

**SUNDAY, SEPTEMBER 23, 1956 - 3 P.M.**  
**SHARP STREET METHODIST CHURCH**  
Delphia and Ething Streets



Thanks for the U.S. history lesson, what does that have to do with us?

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# Good friends have...

- awareness
- knowledge
- understanding
- passion
- enthusiasm
- ?

# What could our new “friends” help with?

- different consideration in resource allocation
- differently prioritized
- a target for new resource acquisition
- ?

# So who might friend us?

Inside of our organizations

- 
- 
- 
- 
- 
- 

Outside of our organizations

Other communities

- 
- 
- 
- 
- 

Other organizations

- 
- 
- 
- 
-

“Convincing thousands of people to pursue the same goal—especially when that pursuit entails real hardship, such as walking to work rather than taking the bus, or going to jail, or even skipping a morning cup of coffee because the company that sells it doesn’t support organic farming—is hard. Most people don’t care enough about the latest outrage to give up their bus ride or caffeine unless it’s a close friend that has been insulted or jailed. So there is a tool that activists have long relied upon to compel protest, even when a group of people don’t necessarily want to participate. It’s a form of persuasion that has been remarkably effective over hundreds of years. It’s the sense of obligation that neighborhoods or communities place upon themselves.

**In other words, peer pressure.”**

Excerpt From  
The Power of Habit  
Charles Duhigg

# The questions

- who do we befriend?
- what behavioral objectives do we have for each friend?
- how do we want our friends to help?
- how do we design an effort to build a new network of friend? should we even bother?