

How small things are promising to make a big difference ...

Presentation at the
2007 Capitol Forum
Summer Institute

Brown University, Rhode Island

By Linda Quinn
Capitol Forum Washington State
Organizing Team
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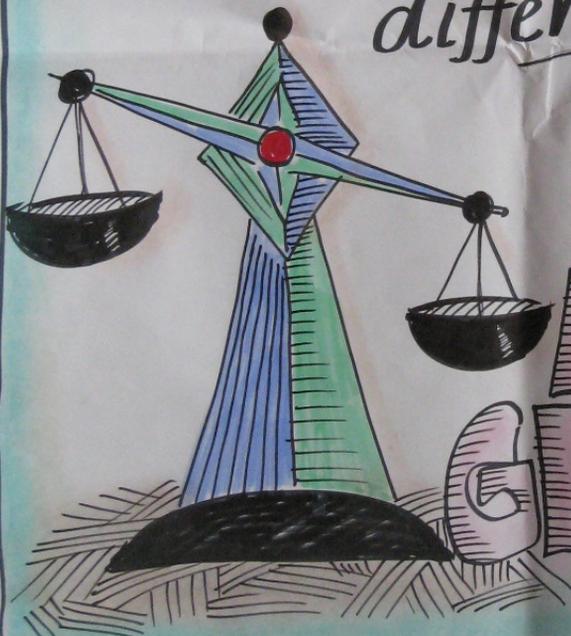


Washington State 2007

How small things are
promising to make a big
difference...

THE TIPPING POINT

How little things
can make a big
difference



BY
MALCOLM
GLADWELL

Create a **POSITIVE EPIDEMIC**

Gladwell's messages...

1 The Law of the Few:
Connectors, Mavens, Salespeople

2 The Stickiness
Factor

3 The Power of
Context



COMMUNICATION!

Creating a
"Stickier" Message



The value
of
Capitol
Forum

FROM

**EITHER...
OR**

TO

BOTH...AND

The purpose of education is not either knowledge and skill acquisition or citizenship development. We need both. Capitol Forum can deliver both.

Coordinating

CADRE

Connectors
Mavens
Salespeople



Our Washington Cadre

- ◆ Carol Teacher outreach and recruitment
- ◆ Linda Coalition building and leadership
- ◆ Michele Finance and fundraising
- ◆ Jim Curriculum applications and forum facilitation
- ◆ James Legislative liaison
- ◆ Liz Media liaison

POINTS TO PONDER



- ★ How do we make Capitol Forum integral rather than extra?
- ★ How do we serve the greatest number of students?
- ★ What does "it" look like if Capitol Forum has successfully "tipped"?
- ★ Is there such a thing as too much money for Capitol Forum?