

THE FIVE INDICATORS OF SOCIAL CHANGE:
DEFINITIONS AND EXAMPLES

The Five Indicators of Social Change: Definitions and Examples defines and illustrates the five indicators using fictional descriptions of various non-profit organizations' responses to the Katrina Disaster.

	Shift in Definition	Shift in Behavior	Shift in Engagement	Shift in Policy	Maintaining Past Gains
Definition	The issue is defined differently in the community or larger society.	People are behaving differently in the community or larger society.	People in the community or larger society are more engaged.	An institutional, organizational, or legislative policy or practice has changed.	Past gains have been maintained, generally in the face of opposition.
Example	After Hurricane Katrina, an organization teams with others to condemn the media's description of those displaced as <i>refugees</i> . As a result, those displaced are perceived as evacuees instead.	An organization in the Gulf works to educate displaced residents about the value of voting and the absentee ballot process. As a result, people who would not have voted do so.	A legal justice organization releases their documentation of evacuees being unfairly evicted from temporary housing to a major news network. A news report appears on the national news. Concerned citizens contact the organization to determine what they can do to help.	A coalition of organizations protests the lack of economic and racial diversity among local government agencies responsible for planning the rebuilding of the New Orleans area. As a result, the city institutes more inclusive policies for recruiting new members to the planning commission.	An organization whose domestic violence shelter was destroyed during Hurricane Katrina raises funds to rebuild so that they can continue to meet the safety needs of domestic violence survivors in their community.

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