

**2b.TS3 What are “Strategies” and How are They Related to “Activities” or “Programs”?**

As used here, strategies refer to sets of activities, services, or programs that are intended to accomplish the same ends.

Conducting a public awareness and education campaign about racial disparities in educational opportunities and outcomes is a strategy. Activities that may be part of that strategy include public service announcements on radio and television, editorials and commentary in print media, a web site, presentations at public meetings, distribution of a community report card, etc.

Helping increase success of minority-owned small business start-ups is a strategy. Programs may include grants and workshops for business plan development and for setting up inventory control, bookkeeping, personnel management and other systems. Other programs under this strategy might be mentorships or start-up loan funds offered at zero or low interest.