

Strategic Plan for 2010–2012

NEA 2010–2012 Core Service Areas

- Student Learning & Workforce Quality** Promote policies and practices to transform our public education system to meet the needs of all students by (1) creating teaching/learning conditions that will close achievement gaps, increase graduation rates, and provide quality education for all students, and (2) recruiting and retaining a quality workforce by improving total compensation systems (salary and benefits), assessment and evaluation systems, teacher distribution and placement, and standards, preparation, and conditions for entry into the education professions.
- Membership** Partner with state affiliates to provide integrated programs and services that increase membership and capacity for membership growth, retention, and engagement.
- Advocacy** Support pro-public education candidates, advocate public policy and social justice through collective action, and utilize the best communication strategies to engage members and the public.
- Partnerships** Develop partnerships that engage the ethnic minority, labor, faith-based, environmental, philanthropic, educational, civil and human rights, and business communities to enhance our ability to achieve great public schools for every student.
- Business Operations** Administer the business operations in a manner that supports the changing needs and priorities of the organization and ensures efficient and effective governance and shared services.

NEA 2010–2012 Strategic Goals

- School Funding** **Students must have public schools with adequate, equitable, and stable funding for quality facilities, programs, and services.** In partnership with state affiliates, establish public policy in at least six states by mobilizing members and the public to build tax and economic infrastructures for achieving adequate and equitable funding for public education.

Salary

Students must have public schools that attract the most talented career professionals. In partnership with state affiliates, engage in living wage campaigns that establish a minimum starting salary for education support professionals of at least \$28,000; a minimum starting salary for teachers of at least \$40,000; and increases in salary for higher education members that exceed the cost of living for at least 60% of our members.

Priority Schools

Students who are at greatest risk must be a priority. In partnership with state affiliates and targeted local affiliates, provide support and advocacy to struggling schools so that 50% of targeted schools become great public schools as measured by NEA's criteria and indicators.