

# 2012–2014 Strategic Goals and Core Functions

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## Strategic Goals

- 1. Strong Affiliates for Great Public Schools**

Preserving the voice of education professionals is critical to the advancement of public education in America. In partnership with affiliates, promote strategies designed to enhance public education and assist affiliates in fending off attacks to member rights by providing financial support, technical assistance, field support, member engagement support, communications support, and facilitating the sharing of best practices throughout the Association.
- 2. Uniting the Nation for Great Public Schools/Priority Schools**

All of America's students deserve to be educated in a great public school, and students at greatest risk must be a priority. In partnership with state and local affiliates, provide support and advocacy, build organizational capacity, foster Association and member led school transformation and pursue state and district level policies that support great public schools for all students. Struggling schools will be targeted for intensive support and lessons learned will be shared at the local and state levels.

## Core Functions

- 1. Research, Policy & Practice for Great Public Schools**

Identify, develop and promote policy and practice that define a quality education profession. Incubate sound practice, gather key learnings that would benefit student learning, and define national, state and district policy that supports the advancement of Great Public Schools.
- 2. Organizing**

In partnership with state affiliates, engage members as a collective by supporting affiliates to activate our vast network in pursuit of the vision.

- 3. Advocacy and Outreach** Advocate NEA's positions to policymakers, education stakeholders (with priority focus on ethnic minority communities and labor partners), and the public to influence policy debate and development, and to advance our members' views and expertise about policy for great public schools for every student.
  
- 4. Communications** Utilize the best communication strategies to engage members and the public.
  
- 5. Business Operations** Administer the business operations in a manner that supports the changing needs and priorities of the organization and ensure efficient and effective infrastructure that supports good fiscal management, uses technology for innovation and strengthens NEA's human capital.
  
- 6. Governance** Support leadership in their development and decision making to advance the organization's mission and vision.