



## REQUEST FOR PRESENTERS

*Uniting Our Members and the Nation*

### 2018 NEA NATIONAL LEADERSHIP SUMMIT

Hyatt Regency Chicago

Chicago, Illinois

March 16 – March 18, 2018

Proposal Deadline: October 6, 2017

Presenters will be notified of selection by November 3, 2017

Presenter deadline for Summit registration: January 5, 2018

#### Introduction

The National Education Association (NEA) is looking for dynamic presentations for its annual National Leadership Summit, March 16 – March 18, 2018, in Chicago, Illinois. The Leadership Summit is designed to empower NEA members and leaders to develop the knowledge and skills articulated in NEA's leadership competency framework to lead a relevant and thriving association. The Leadership Summit is intended for all NEA leaders, regardless of experience level membership type or educator category.

In support of this year's theme, and to be inclusive in our approach to moving our leadership competency framework to scale, the NEA Higher Ed Conference will immediately precede the National Leadership Summit and the NEA-Retired Conference will proceed the Summit. We are encouraging proposals from Higher Ed and NEA-Retired members during the RFP process.

Our theme this year is: *Uniting Our Members and the Nation*. We are seeking proposals for interactive sessions, workshops, and other formats that allow participants, through the lens of the NEA leadership competency framework, to explore the most pressing issues facing public education, professional education associations, and the labor movement, to share sustainable solutions, and to return to their school districts, worksites and affiliates with new ideas, skill sets and a plan of action. The sessions should be high energy, intense and provide a different kind of experience for our NEA leaders.

The following guidance will help to prepare you as you submit your proposed session ideas.

NEA Strategic Goals

NEA Organizational Priorities

NEA Leadership Competency Domains

Session Formats

Audio-Visual Equipment

Preparing Successful Proposals

How to Submit a Proposal

Important Notes

NEA Strategic Goals

Session proposals must be submitted based on one of two NEA Strategic Goals.

**Strategic Goal #1. Strong Affiliates for Educator Voice and Empowerment:** NEA will partner with state and local affiliates to strengthen their organizational capacity to: secure opportunities for empowered educators to transform the conditions of teaching and learning through supportive policies, practices and structures; engage and continually deepen relationships with and relevance to members; and grow Association membership and strength while thwarting attacks on member rights and union strength.

**Strategic Goal #2. Empowered Educators for Successful Students:** In partnership with state and local affiliates, parents, and communities, NEA will enhance the quality of education professions by supporting the development of educators across their professional continuums for empowerment roles that elevate the quality of professional practice, shape the future of teaching and learning, achieve educational opportunity and equity, advance national, state and district level policies, and create solutions designed to improve student outcomes.

## NEA Organizational Priorities

Session proposals must be submitted based on one of three NEA Organizational Priorities.

**Early Career Educators:** Our new educators enter and are making the decision to leave the profession within the first 5 years. While the reasons may vary, the impact is the same – not enough professionals in the classroom working to ensure the success of their students. Through this effort, we hope to improve the supports for new educators, engage new generations of members ready to advocate for the issues that matter the most to them and reignite the passion for education that drove many of them towards a career in education in the first place.

**My School, My Voice:** The best opportunities for students arise when educators are at the table driving the discussion about teaching and learning. The Every Student Succeeds Act (ESSA) gives us the opening to do that. It will only work for students if educators get involved and shape how it's put into action in our classrooms and schools. The best part about it is that we get a say in determining what factors lead to student success. Make sure students have the support, tools and time they need by putting your two cents in right now.

**Racial Justice in Education:** The norms, policies and practices that are structured into political, societal and economic institutions that have the net effect of imposing oppressive conditions and denying rights, opportunity, and equality to identifiable groups based upon race or ethnicity. Racial Justice in Education is a moral and ethical imperative that we must pursue in our efforts to truly realize our mission and vision for public education. Through intentional internal and external engagements on awareness, education and activism, we will work with our members to expand their own self-awareness and redefine their practices so they are empowered to lead to end the systemic patterns of inequity--racism and educational injustice--that affect our students.

## NEA Leadership Competency Domains

Session proposals must be submitted based on one of the six NEA Leadership Competency Domains and tailored to different levels of leadership experience. Each domain has a specific set of skills, behaviors and knowledge that define our leadership development goals. A summary of the six domains is provided below. The application contains the specific themes that will be the focus of our Summit content and session offerings.

1. **Advocacy:** Advances the cause of public education through social justice and how it benefits our students and members' professional needs and rights.
2. **Business:** Builds the brand and accomplishes the goals of the association through effective financial management and understanding of fiduciary responsibilities.
3. **Communication:** Builds an integrated communications strategy that drives the goals of our professions.
4. **Governance and Leadership:** Sets the mission and establishes strategies necessary for a relevant and thriving organization; empowers, motivates, and fosters a pipeline of talent for the future.
5. **Leading Our Professions:** Advocates for quality inside our professions and promotes our union's role in advancing education transformation and student learning.
6. **Organizing:** Mobilizes to influence successful organizing outcomes, strengthen internal and external relationships, and membership capacity; as well as recruit and identify new members and potential leaders into the association.

## Session Formats

Please read the following descriptions carefully and apply for the format most appropriate to your presentation. We will select a mixture of format types within each competency area.

### Workshops (120 minutes)

Workshops are in-depth sessions that actively develop specific professional competencies and have widespread potential for implementation.

### Symposium/Panel (120 minutes)

Panels are a group of three or more presenters gathered to discuss a single topic or multiple related topics.

### Traditional Presentation (120 minutes)

Traditional presentations focus on a single topic or program, typically including a talk or media presentation followed by a short discussion.

### Roundtable Discussion (120 minutes)

Roundtable discussions are informal presentations that emphasize spirited discussion between the presenter(s) and session attendees. Presenters start the discussion by sharing information about the program/question they wish to explore, and then open discussion for input and exchange of ideas. Examples and interactive materials are welcome.

### Audio-Visual Equipment

Rooms for all presentations are equipped with a PC laptop (with Office Suite loaded), LCD projector, screen, clicker, and flip chart.

### Preparing Successful Proposals

A team of reviewers, evaluates and rates all concurrent session proposals. Reviewers consider the following questions when evaluating proposals; please consider them carefully as you prepare your session descriptions. Provide enough detail for reviewers to fully understand your plans.

- How well does this presentation support NEA's strategic goals?
- How well does this presentation fit NEA's organizational priorities?
- How well does this presentation fit the competency themes, and instill the skills, knowledge and behaviors articulated in the competency description?
- Is the content suitable for a specific leadership experience level, either leadership level 1, 2 or 3?
- Does the presentation inform educators and education leaders about proven practices, push the leading edge of the profession, and motivate the pursuit of excellence?
- Does the proposal adequately explain what will occur in the session? How engaging is the presentation likely to be?
- How well does this proposal deliver positive, solution-oriented outcomes supported by data and other evidence?
- Will the session require and inspire action on the part of those participating?
- What are the expected outcomes for your session?
- Are there specific follow-up activities for your session? For example, implementation ideas or plans of action to assist with execution of what was learned.
- Does the presenter have credentials and/or experience in delivering this content?
- How inclusive is this presentation of all membership types?

## How to Submit a Proposal

All proposals must be received by 11:59 p.m. ET on October 6, 2017.

### Important Notes

- Please fill out the presenter's form completely and submit (incomplete forms will not be considered).
- Please include the names of all potential presenters on the online application. If you presented at previous Summits, or other NEA conferences, you must still complete this form.
- Presentation titles should not exceed a maximum of 100 characters including spaces and punctuations
- Presentation descriptions should not exceed a maximum of 2000 characters including spaces and punctuations
- To help maximize the number and diversity of presenters and perspectives, each individual is limited to three proposal submissions.
- The deadline for submission is October 6, 2017.
- Presenters will be notified by November 3, 2017.
- If selected, NEA will pay the travel and accommodations and reasonable travel-related expenses for ONE presenter per our travel guidelines. (Note: Honoraria/fees and work release time are not reimbursable, and payment for substitutes is not covered).
- If selected, NEA will provide specific guidelines and information for travel arrangements and accommodations. NEA will also provide specific follow-up guidance and agreements for all presenters.
- All presenters ARE REQUIRED to register for the Summit by January 5, 2018. Failure to register may result in your session being canceled and replaced.
- NEA will NOT accept/make changes to the primary presenter that was identified in the original RFP application to receive NEA travel accommodations and expense reimbursement after the registration deadline date of January 5, 2018.
- NEA will NOT cover expenses for secondary or additional presenters (e.g., registration fee, flight, hotel, ground transportation, etc.).
- If your proposal is accepted, you will receive additional information and have an opportunity to finalize session information after you receive your acceptance notice.

We ask that you carefully review this guidance and utilize it as a reference as you complete your application. We also suggest that you save this information for your files.

If you have questions about the submission or review system, please contact Michele Boyd at [mboyd@nea.org](mailto:mboyd@nea.org) or Donald D. Washington at [dWASHINGTON@nea.org](mailto:dWASHINGTON@nea.org).

This Request for Presenter application includes the following three sections:

Section I: General Instructions and Information

Section II: Presenter Information

Section III: Your Presentation Content and Experience

Section I: General Instructions and Information

Please fill out the presenter's form completely and submit (incomplete forms will not be considered).

The deadline for submission is October 6, 2017.

Presenters will be notified of selection by November 3, 2017.

Please include the names of ALL potential presenters on the form.

NEA will pay for travel and accommodations and reasonable expenses per our travel guidelines for ONLY ONE presenter per session. That individual must be identified in the form and changes will not be accepted after the registration deadline. (Note: Work release time is not reimbursable and payment for a substitute is not covered).

If selected, NEA will provide information for travel arrangements and accommodations.

All presenters are required to register for the Summit by January 5, 2018. Failure to register may result in your session being canceled and replaced.

Section II: Presenter Information

Please fill out the presenter's form completely and submit (incomplete forms will not be considered).

\* 1. Please provide your contact information as the primary presenter.

Name

Title

Organization/Affiliate

Address 1

Address 2

City

State

Zip Code

Phone Number

Email address

2. Please provide contact information for secondary presenter (if any).

Name

Title

Organization/Affiliate

Address 1

Address 2

City

State

Zip Code

Phone Number

Email address



3. Please provide contact information for an additional secondary presenter (if any).

Name

Title

Organization/Affiliate

Address 1

Address 2

City

State

Zip Code

Phone Number

Email address

4. Please provide contact information for an additional secondary presenter (if any).

Name

Title

Organization/Affiliate

Address 1

Address 2

City

State

Zip Code

Phone Number

Email address

\* 5. Please provide the primary presenter's gender.

- Female
- Male
- Other (please specify)

\* 6. Please provide the primary presenter's race/ethnicity.

- American Indian/Alaska Native
- Black
- Hispanic
- Caucasian
- Asian
- Native Hawaiian or Other
- Pacific islander
- Multiple Races
- Ethnic Minority
- Other
- Other (please specify)

\* 7. Please select the primary presenter's NEA membership category.

- Active teacher
- Active education support professional
- Active higher education
- Active administrator
- Student
- Retired
- Staff
- Not an NEA member
- Other (please specify)

\* 8. Please select the primary presenter's education position/role

- Teacher
- Administrator
- Building representative
- Governance (national)
- Governance (state/local)
- Custodial/maintenance
- Food services
- Health and Student Services
- Higher Education
- Paraeducator
- Secretarial/clerical
- Security services
- Skilled trades
- Staff
- Technical Services
- Transportation
- Retired
- Student
- Other (please specify)

9. Association role (if applicable). Please indicate what role the primary presenter has with the association (e.g., local affiliate President, Secretary-Treasurer, building representative, etc.).

### Section III: Your Presentation Content and Experience

In this section you must provide details about your proposed breakout session and about your experience with delivering the content. Each breakout session should be 120 minutes in length and must be designed to advance the knowledge, skills, and behaviors expressed within NEA's Leadership Competency Framework.

NEA's National Leadership Summit brings together emerging and seasoned educational leaders and activists to prepare them with the knowledge, skills, and behaviors necessary to lead a relevant and thriving association. Activist leaders come from all segments of the Association and demonstrate through action a deep commitment to the vision, mission, values, and goals of the NEA.

Session content should be tailored to the appropriate level of leadership experience and should also be reflective of the diverse kinds of educational roles that make up the education profession.

\* 10. Session Title: Please provide the title of your proposed session (100 characters maximum including spaces and punctuations).

\* 11. Session Description: Please provide a description of your session (2,000 characters maximum including spaces and punctuations).

\* 12. NEA Strategic Goals: All proposed sessions must be designed to intentionally address one of the NEA Strategic Goals.

- Strong Affiliates for Educator Voice and Empowerment
- Empowered Educators for Successful Students

\* 13. NEA Organizational Priorities: All proposed sessions must be designed to intentionally address one or more of the NEA Organizational Priorities.

- Early Career Educators
- My School, My Voice
- Racial and Social Justice in Education

\* 14. Leadership Competency Domain Alignment: All proposed sessions must be designed to intentionally develop the knowledge, skills, and behaviors identified in the following competency domains.

Which specific competency domain will your session help our leaders develop? (Check one only)

- Advocacy (ADV): Advances the cause of public education through social justice and how it benefits our students and members' professional needs and rights.
- Business (BUS): Builds the brand and accomplishes the goals of the association through effective financial management and understanding of fiduciary responsibilities.
- Communication (COM): Builds an integrated communications strategy that drives the goals of our professions.
- Governance and Leadership (G&L): Sets the mission and establishes strategies necessary for a relevant and thriving organization; empowers, motivates and fosters a pipeline of talent for the future.
- Leading Our Professions (LOP): Advocates for quality inside our professions and promotes our union's role in advancing education transformation and student learning.
- Organizing (ORG): Mobilizes to influence successful organizing outcomes, strengthen internal and external relationships, and membership capacity; as well as recruit and identify new members and potential leaders into the association.

\* 15. Advocacy Competency Theme Alignment: All Advocacy proposed sessions must be designed to intentionally develop the knowledge, skills, and behaviors identified in the competency themes described below.

Which of the following Advocacy competency themes will the session help our leaders develop?

- Leverages advocacy practice (CT1)
- Engages community around issues supporting student learning (CT2)
- Interprets and acts on social justice initiatives (CT3)
- Leads public education policy reform (CT4)
- Acts as a political advocates (CT5)

\* 16. Business Competency Theme Alignment: All Business proposed sessions must be designed to intentionally develop the knowledge, skills, and behaviors identified in the competency themes described below.

Which of the following Business competency themes will the session help our leaders develop?

- Acts strategically to support the association's value proposition (CT1)
- Manages budget development and business policy (CT2)
- Promotes stewardship and financial integrity of the organization (CT3)
- Manages risks (CT4)
- Utilizes data and analyzes trends to inform decision making (CT5)



\* 17. Communication Competency Theme Alignment: All Communication proposed sessions must be designed to intentionally develop the knowledge, skills, and behaviors identified in the competency themes described below.

Which of the following Communication competency themes will the session help our leaders develop?

- Develops a two-way strategic communications plan (CT1)
- Uses current media, technology and social networks to communicate (CT2)
- Develops communication approach and style to fit appropriate audience (CT3)
- Acts as an effective speaker (CT4)
- Acts as a compelling advocate for the organization (CT5)
- Identifies appropriate messenger(s) (CT6)

\* 18. Governance and Leadership Competency Theme Alignment: All Governance and Leadership proposed sessions must be designed to intentionally develop the knowledge, skills, and behaviors identified in the competency themes described below.

Which of the following Governance and Leadership competency themes will the session help our leaders develop?

- Effectively executes governance and leadership responsibilities (CT1)
- Establishes and maintains collaborative, effective relationships (CT2)
- Advances the organization by internalizing its mission, vision, and core values (CT3)
- Sets strategic objectives to guide long-term goals (CT4)
- Develops self and others as leaders (CT5)

\* 19. Leading Our Professions Competency Theme Alignment: All Leading Our Professions proposed sessions must be designed to intentionally develop the knowledge, skills, and behaviors identified in the competency themes described below.

Which of the following Leading Our Professions competency themes will the session help our leaders develop?

- Builds capacity for continual improvement and learning (CT1)
- Shows educational leadership and understands union's role in student learning and leading our professions (CT2)
- Advocates for policies and strategies that positively impact our professions and student learning (CT3)
- Analyzes and applies research, policies and trends to determine potential impact on our professions and student learning (CT4)

\* 20. Organizing Competency Theme Alignment: All Organizing proposed sessions must be designed to intentionally develop the knowledge, skills, and behaviors identified in the competency themes described below.

Which of the following Organizing competency themes will the session help our leaders develop?

- Utilizes organizing best practices (CT1)
- Builds meaningful community partnerships (CT2)
- Makes strategic plans that rely on data and analysis (CT3)
- Engages in collective action to identify and address pivotal issues (CT4)
- Creates conditions for continuous association growth and strength (CT5)
- Fosters the development of leaders at all levels of the organization (CT6)

\* 21. Content Level: The content in this session is tailored for the following level of experience. (Select one or two maximum)

- Level 1: Foundational (PP1) Suitable to those that are new to leadership or to the subject matter.
- Level 2: Mobilizing & Powerbuilding (PP2) Suitable for experienced leaders that have had some experience with the subject matter.
- Level 3: Agenda-Driving (PP3) Suitable for advanced highly experienced leaders or those with deep knowledge of the subject matter.

\* 22. Clearly identify learning objectives/expected session outcomes – Please be specific in describing how the proposed session will help our leaders develop the competencies you identified above. Indicate what the participants will gain as a result of attending this presentation, i.e., “By the end of this presentation, the learner will be able to ...”

1

2

3

\* 23. This session is intended for or best suited to the following NEA leader group(s). (Select all that apply)

- Teachers
- Administrators
- Building representative
- Governance (national)
- Governance (state/local)
- Custodial/maintenance
- Food services
- Health and Student Services
- Higher Education
- Paraeducator
- Secretarial/clerical
- Security services
- Skilled trades
- Technical Services
- Transportation
- Retired
- Student
- Other (please specify)

\* 24. What is the class-size you can accommodate and deliver the content most effectively? (Select one OR two maximum)

- 1 – 24 people
- 25 – 49 people
- 50 – 75 people
- 76 – 100 people
- 101+ people

\* 25. Session Format: Please select the format most appropriate to your presentation. (Refer to cover letter for descriptions)

- Workshop
- Symposium/Panel
- Traditional presentation
- Roundtable discussion
- Other (please specify)

\* 26. Is this presentation best suited for 120 minutes, 240 minutes, or 360 minutes?

- 120
- 240
- 360

27. If your session requires additional time, please explain below. For example, the content may best be suited to be delivered in two or more sessions with the same participants attending both sessions (e.g., part A and B).

\* 28. What specific steps will you follow to ensure the content is engaging and effective for adult learners?

\* 29. Have you previously presented at an NEA conference or Leadership Summit?

- Yes
- No

30. If yes, please provide the name of the conference/summit, year, and location.

\* 31. Tell us about your experience delivering this content and how long you have been presenting on this subject/topic.

\* 32. Please provide us with the name of a reference that we may contact regarding your skills and experience.

**Name**

**Organization/Affiliate**

**Email Address**

**Phone Number**

**Relationship to this person**



Thank you for submitting a proposal for the 2018 NEA National Leadership Summit!

If your session is selected, NEA will follow-up with details regarding specific instructions and requirements for materials, travel, etc.

If you have any questions regarding the proposal process please contact Michele Boyd at [mboyd@nea.org](mailto:mboyd@nea.org) or Donald D. Washington at ([dWASHINGTON@nea.org](mailto:dWASHINGTON@nea.org)).