OUTLINE
2018 Communications Institute

Description of Institute: The Communications Institute is designed for leaders and activists who are ready to take their communications knowledge and skills to the next level. Participants will gain in-depth training and orientation on the various communications tools available with a focus on building a successful strategic communications approach and delivery to organize Members and appeal to the public.

Description of Learning Outcomes: At the completion of the Communications Institute, participants will possess the skills and training to develop strategic and integrated communications strategies that utilize a full suite of communications styles and approaches—from interpersonal communication and public speaking to the use of digital and social media toward an end goal of changing attitudes, behavior or understanding.

NEA Leadership Competency (Communication): The goal of the Communications Institute is to provide participants with a concentrated, more individualized training that will inevitably give participants the tools and training to build and execute an integrated communications strategy that drives the mission, vision, core values and strategic goals of the Association.

Theme 2: Develops individual communication approach and style to fit appropriate audience

Level 1: Understand the various approaches and styles needed to communicate with diverse audiences (based on demographics, job category, and work experience level, as well as race, ethnicity, gender and sexual orientation.)

Level 2: Tailors communications to appeal to different audiences; adjusts the purpose, substance and style.

Theme 3: Acts as an effective speaker

Level 1: Demonstrates effective public speaking and presentation skills for a variety of audiences.

Level 2: Delivers engaging and persuasive speeches, presentations, and media interviews that motivate audiences to take action.

Theme 5: Identifies and utilizes appropriate messages in acting as a compelling advocate for the organization

Level 1: Understands appropriate messages and identifies messengers

Level 2: Empowers change, fortifies networks and builds coalitions by forging emotional connections with audiences.
Pre-Summit:

- Communications will provide (if possible) a preview/overview of the Communications Institute via live and archived webcast that will introduce topics to be covered and provide an overview of how the learning will continue in both in-person and virtual meetings.

- Staff/leaders from the Communications Institute will connect with all participants in a one-on-one style (via email/phone call/face2face at the Summit) to learn individuals’ desired needs and outcomes of the Institute.

Breakout Sessions to Occur at 2018 Summit:

- Message Training: This session will focus on NEA’s National message frame. Based on the latest message research, the message will help us reach, teach, and inspire the public and parents to support public education.

- Media Training: This introductory session is designed to help non-spokespersons learn how to use the news media to connect with other members, voters, parents and the public on education issues. Participants will learn media basics, including how to work with print, broadcast and interactive media.

- Public Speaking: Does speaking in public send you into a panic? This session will help you master the fundamentals of being a great public speaker. Great for beginners or those who are looking to polish their skills, this session will help you beat the nerves, defeat the “umms,” and feel more comfortable speaking in front of audiences large and small.

Post-Summit:

- Complete the NEA Leadership Competency Communication Self-Assessment (participants may complete others).

- Digital/social communications: Online tools are essential for reaching your members, potential members, and supporters. In this session, participants will learn how to successfully use social media, email, and online organizing toolsets to enhance organizing, build capacity, strengthen membership, and win campaigns. (Virtual Session/Webcast w/Homework to be done prior to the meeting. --- time to be determined)

- Interpersonal Communications/Individual Style: Participants will be provided the HRDQ workbook and the SVSS assessment tool and accompanying materials to be completed on their own prior to the webcast. The session will focus on the four dimensions of
interpersonal communications: verbal, para-verbal, body language, and personal space and assess how effective leader utilize all four dimensions. The HRDQ and SVSS materials will also help participants define their own communications and leadership style and how to effectively use them to be successful communicators. *(Virtual Session/Webcast w/Homework to be done prior to the meeting. --- time to be determined)*

- **Wrap-up session on harnessing the power of communications for Association success:** In this final Communications Leadership Institute session, Communications Senior Director Ramona Oliver will provide a wrap-up overview of the previous Institute sessions and will shift the focus on communications tools you can use to harnessing them all in a coordinated communications plan to build member loyalty and engage the public. This final session will also allow participants to address any of the topics covered to date in this final wrap-up session. *(Virtual Session/Webcast w/Homework to be done prior to the meeting. --- time to be determined)*

- **Communications staff/trainers will also be available for additional consultation via phone, e-mail and webcast as individuals’ needs are further identified.**