Organizing Institute Outline: Organizing to Lead

NEA Center for Organizing has established a system of partnerships with local affiliates who have established successful strategies and tactics allowing them to be successful in strength and growth. The Seattle Education Association (SEA) is one of our partners. SEA is a union of teachers and education support professionals that is recognized as a national leader in identifying and developing natural leaders, creating a precedent setting mentoring program for ESP, and innovative organizing, bargaining and community engagement to narrow the opportunity gap.

Seattle’s theory of action is based on a leadership model that a strong local is created by intentionally finding leaders in our worksites that are trusted and respected by their colleagues. If SEA engages natural leaders on issues that matter to them, builds relationships and commitments and through the power of those relationships with colleagues, then the union will achieve success. This Institute is ideal for participants that want to identify leaders and issues at worksites, strengthen the voice of members, create an organizing culture and pinpoint potential organizing issues.

This Organizing Institute will use SEA’s story to demonstrate how those closest to the work lead the work. A local leader and staff member from SEA will engage participants in organizing skills and strategies that led to their success.

The training objectives are to:
- Session one: Identify natural worksite leaders and issues
- Session two: Practice organizing skills such as intentional one to one conversations and public narrative
- Session three: Develop concrete organizing plans that you will be able to implement in your local to create positive change

**Prework will include:**
1. Leadership Competency Self-Assessment
2. Read and react to article on Leadership
3. Watch and react to a video on leadership
4. Prepare a draft leadership vision

**Post work:**
2 weeks post summit
Participants will complete a post Summit self-assessment to determine progress.

Participants will work on developing an outline of a plan to take back home and begin building their own distributive leadership model around an issue they feel is relevant to their membership.

May, June, Sept, Nov Check ins will occur post summit (depending on size of participant group) as one on one conversations, email prompts for sharing and posting updates, webinars.
Leaders that successfully develop and begin implementing a plan may be eligible for follow up support from NEA staff. Connections will be made to share supporting documents from programs such as the New Educator Campaign.

**Competency Themes:**

**Engages in collective action to identify and address pivotal issues**
- Employ methods of identifying appropriate issues for action. Identify the importance of message discipline. (Level 1)
- Seek out organizing engagement opportunities. Learn what strategies and tactics are. (Level 2)

**Creates conditions for continuous association growth and strength**
- Actively participant in a worksite listening tour. Member will learn and practice story of self along with campaign scripts that support successful one on one conversations. Leave with an understanding of why capacity building is continuous work. (Level 1)

**Fosters the development of leaders at all levels of the organization**
- Recognizes leadership in all of its forms and provides opportunities for racially diverse forms of leadership to flourish. (Level 1)