Registration Instructions for
2018 NEA National Leadership Summit Institutes
(All Attendees must Pre-register for Breakout Sessions or an Institute)

Please read the following carefully before registering for Summit institutes. This information will help you navigate and make informed choices about your desired institute(s).

**Purpose:** The purpose of the institutes are to foster the continued growth and development of NEA leaders by deepening and extending the learning of NEA Leadership Summit Institute attendees through a year-long pre-, during -, and post - Summit learning experience. Each institute is based on one of the six NEA Leadership Competencies.

**Who should attend:** All are welcome to sign up for an institute. However, each institute will be designed for progression Level 1 (Foundational) and in some cases Level 2 (Mobilizing & Power-building) leaders.

**Class size:** Institutes would allow up to 50 participants. Each institute size is limited, and seats will be assigned on a first-come, first-served basis. Once an institute is full, no further changes/additions can be made to the class roster and members will need to select another institute that is still open.

**Commitment:** A minimum 10+ hours (including 6 hours of training during the summit) of in depth training over the course of one year. Participants who chose an “Institute” at the Summit registration will be asked to commit to attending all three institute breakout sessions during the Summit as well as committing to pre and post Summit activities. The commitment by the participants will allow the Center to design an Institute that most accurately represents the participants’ knowledge and experiences upon completion. Centers will be provided the autonomy to adjust their instruction based on their goals, objectives, and outcomes.

**Timeline:** February 2018 – February 2019

**Institute(s) descriptions:** Below please find a brief description for each institute. Please click on the link to see a more detailed outline for each institute. Members can select an institute in any of the following six competency areas:

**Advocacy:** This institute will help participants build high impact advocacy skills for every venue: in the community, at the bargaining table, at the ballot box, in the legislature, and in the workplace. Those skills include worksite organizing, advocating for social and racial justice in education, and developing effective communication and messaging skills - words that work with members, the community, and decision makers. Participants will leave motivated to create and lead strategic advocacy campaigns - - - efforts that advance public education by advocating for our students and members’ professional needs and rights.
**Business (Strategy and Fiscal Health):** Politically speaking, labor unions are now under attack more than ever. The conversation changed from, “If the Supreme Court rules against us,” to, “When the Supreme Court rules against us.” We have known for a while that it is only a matter of time before the inevitable happens. What is your association doing to prepare for the “inevitable”? Is your Local, Council, and State budget prepared for the membership and revenue loss that an unfavorable decision by the United States Supreme Court will cause?

Elected leaders have a fiduciary responsibility to prepare their budgets for anticipated revenue loss in both Agency Fee and Right-To-Work states. Participants in the Strategy and Fiscal Health Institute will learn how “stress test” their budget and create a plan for insuring the financial future and long-term sustainability of their Local, Council, or State affiliate.

**Communication:** 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. 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.

**Governance:** There are numerous challenges and opportunities facing students, from pre-K to Higher Ed, educators at all levels, and communities. In our constantly changing environment, and the need to position our members to be leaders within their profession and the union, a leadership development strategy is needed more than ever at all levels within the association. In the iLEAD – weGROW Governance Institute emerging and existing leaders will benefit from developing tailored and competency-based strategies, plans, and opportunities for themselves and others that will lift the work focused on teaching and learning, while demonstrating the relevance of unions.

**Leading Our Professions:** Educator turnover is an important issue that has serious implications on the quality and stability of the education profession and the achievement of our students. This institute is designed to provide local leaders with the knowledge and skills necessary to support and retain early career educators who have a deep understanding of diversity, equity, and cultural competence and are committed to the ultimate goal of advancing achievement of ALL students. The year-long institute includes pre-Summit learning experiences, Summit workshops, and post-Summit learning experiences. The institute culminates with the implementation of a locally co-developed action plan (to include input from early career educators and the local affiliate) that supports and helps to retain early career educators.
**Organizing:** The 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. 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. 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.