



**Registration Instructions for  
2019 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 participants through a five month-long pre -, during -, and post - Summit learning experience. Each Institute is based on one of the six NEA Leadership Competencies.

**Who should attend:** All participants are welcome to sign up for an Institute. However, each Institute will be designed to address the learning needs of 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, if there is space available.

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

**Timeline:** March 2019 – July 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. These 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, all of

which advances public education by advocating for our students and members' professional needs and rights.

**Communication:**

The Communications Institute is designed for leaders and activists who want to leverage communications knowledge and skills to help advance the goals of their local association and NEA. Participants will receive in-depth training and orientation, using varied tools and resources, to strengthen strategic communications knowledge and expertise designed to empower them to effectively organize members and communicate with key education constituencies.

**Governance and Leadership:** There are numerous challenges and opportunities facing students, from pre-K to Higher Ed, and educators at all levels, as well as the communities where they live and work. In our constantly changing environment, the need to position our members to be leaders within their profession and the union, is a leadership development strategy that is needed now more than ever, at all levels within the association. In the iLEAD – weGROW Governance Institute emerging and experienced leaders will benefit from developing tailored and competency-based plans to create opportunities for themselves and others that will equip leaders to meet the challenges and opportunities within the profession and the union environment.

**Leading Our Professions and Organizing (combined Institutes):** NEA in partnership with state and Local Affiliates, has embarked on a national effort to connect to every new educator in the country to identify the professional supports and resources they need, provide follow up support for those needs, and recruit them as a member of their local association. This New Educator Engagement, Support and Recruitment Campaign (New Ed) has conducted One-to-One Organization conversations with nearly 100,000 new educators. This Leadership Institute will focus on how state and local associations can utilize these professional learning programs to improve new educator recruitment and retention and support the professional growth of early career educators.

Participants will start by unpacking data on cultural competency needs of new educators and walk through the steps of creating professional issues organizing campaigns based on the data and resources available. Through the course of the session, participants will gain hands-on experience in how to conduct the One-to-One organizing conversations that are the foundational skill of winning professional issues campaigns. Participants will leave the Institute with the foundational leadership skills to engage with their state and local associations' efforts as part of the New Ed campaign.

**Strategy and Fiscal Health:** Quite often associations focus solely on advocacy and organizing with little to no attention on maintaining association fiscal health. The Strategy and Fiscal Health Institute is designed as a progressive knowledge and skill building training in association financial management. By the end of the Institute, participants will know and will be able to share with their fellow Leaders essential financial information, association financial best practices and basic financial skills such as budgeting and reading financial statements.