Amplifying Our Voice: Leading Boldly for Our Students, Our Professions, and Our Union

Taking Action! Using NEA Resources to Drive School Improvement

Susan Nogan
Christine DonFrancesco
COMPETENCY: ADVOCACY

• Level 2: Mobilizing & Power Building
• Level 3: Agenda Driving

In this session, participants will:

• Identify and evaluate the viability of potential policy reforms
• Explore ways to engage members and community stakeholders
• Conduct a SWOT analysis
• engage policy makers and the general public in support of policy reform
NEA Strategic Goals

• Advancing opportunities that will identify, organize, and engage new and early career educators.

• Amplify the voices of all educators, support our members’ professional growth, and promote social justice for our students, communities and our nation;

• Building the capacity of the local, state and national union to ensure the success of public education.

NEA Organizational Priorities

• My School, My Voice
A continuous cycle of school improvement

- Identify needs and strengths
- Choose strategies aligned with identified priorities
- Implement the plan
- Review outcomes and modify the plan as needed
RAISING YOUR VOICE: SECURING THE SCHOOLS OUR STUDENTS DESERVE
A guide to support local Association efforts to bring educators to the tables where decisions affecting public schools and students are made.
Identifying Solutions: Checklist Priorities

- Class sizes that allow for 1:1 attention
- Active community involvement
- Staff that has time to collaborate
- A community free from bullying and harassment
- All staff are trained in positive behavioral supports
Evaluating solutions

- Will improve students lives?
- Will be felt widely and deeply?
- Is consistent with our values and vision?
- Is achievable within a measurable timeframe?
- Is understandable by members and the public?
- Is affordable (financially, politically and organizationally)?
- Will build internal capacity?
- Will empower members?
- Will attract potential members?
- Is politically possible?
Advocating for Great Public Schools
Advocates are Leaders

www.nea.org/leadershipdevelopment
Engage members: Build Your Team

- Listen
- Agitate
- Continuously recruit
- Share
- Nurture local leaders
- Commit

Governance and Leadership
Engage the Community: Build a coalition

A coalition is a group of allies that share a common interest in achieving a specific goal, and have agreed to work together to do so.

Leadership of a coalition is strategically determined.
Coalition building activity

Working as a group, identify your current partners and allies.

Using the list of potential partners as a starting point, brainstorm what organizations should be, but are not yet part of your coalition.

Identify who in your Association should serve as the point of contact to engage each of those new organizations.
Engage the Public

- Conversations
- House parties
- Public events
- Traditional media
- Social media – with caution

Organizing
## Assess the Environment: SWOT analysis

<table>
<thead>
<tr>
<th>PRIMO</th>
<th>PESTLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>People</td>
<td>Political</td>
</tr>
<tr>
<td>Resources</td>
<td>Economic</td>
</tr>
<tr>
<td>Ideas</td>
<td>Social</td>
</tr>
<tr>
<td>Marketing (Communications)</td>
<td>Technological</td>
</tr>
<tr>
<td>Operations (Infrastructure)</td>
<td>Legal</td>
</tr>
<tr>
<td></td>
<td>Environmental</td>
</tr>
</tbody>
</table>
SWOT Analysis Activity

Using the worksheet provided, analyze your Association’s Strengths, Weaknesses, Opportunities, and Threats.

A second worksheet is provided to help evaluate how to exploit Association strengths and opportunities, and reduce weaknesses and threats.
Create an Advocacy Plan

- Strategies
- Tactics
- Activities

- Budget
- Calendar
- Assignments
- Metrics
Planning for Action

Using an opportunity you have identified as a priority for your school, discuss effective strategies to engage members, secure media attention, promote public support, and persuade local decision-makers to support a pilot project.

Develop a detailed plan, including tactics, deadlines, and metrics.
Develop Your Message

• Opportunity – your proposal will enhance opportunities for all students

• Student Success – your solution will provide what students need to achieve a well-rounded education and be inspired to be life-long learners.

• Quality – tell how your efforts will provide every student with caring, qualified, committed teachers.
Engage the Media

• Know your options
• Develop relationships
• Make it easy
• Empower members to be effective messengers
• Be clear, concise, and jargon-free
• Conclude with a call to action
Engage Policymakers

“Don’t listen to the cut-and-run crowd blather about how much they admire and respect you for the hard job you have. If they do, throw up on their shoes. Ask them how they plan to support you, the public schoolteacher. And your school. And your students. Ask them why they don’t try to fix the problems you face daily... Get them to be specific.”

*Cobb public schoolteachers need to exercise political clout*

Marietta Daily Journal, Feb 19, 2018
Engage Policymakers: Activity

In small groups, plan and role-play a face-to-face coalition visit with a policy maker who does not yet support your policy goal.
Session Outcomes

The content from this session can be used in the following ways in your current position/role:

• Identify and evaluate potential organizing issues.
• Engage members and coalition partners.
• Develop a detailed action plan that maximizes Association strengths and builds capacity.
• Please complete the evaluation for this breakout session by using the NEA Summit Mobile App!

• Please visit the Leadership Development Resources website at www.nea.org/leadershipdevelopment