The NEA Leadership Competency this session addresses:

ADVOCACY

• Level 1: Foundational
• Competency Theme: Engages and builds mutually beneficial relationships to advance advocacy and political goals
NEA STRATEGIC GOAL

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;

NEA Organizational Priorities

-Supporting Professional Excellence
Workshop Trainer

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INTRODUCTIONS

• Name

• Job Title

• State
Respect

- Respect for self
- Respect for team members
- Respect for students
- Respect is a mindset
Self –Awareness vs. Self Advocacy

What does self-awareness and self-advocacy mean to you?
Self-Awareness

- Refers to a person knowing about himself or herself
- Things he/she does well, needs to improve, enjoys and or dislikes
Self-Advocacy

• the act of making a deliberate or purposeful effort to speak up for one’s needs or ideas.
Know Your Why

- Michael Jr.
WHY?

• “When you know your WHY, your WHAT has more impact because you’re walking in or towards your purpose.”
• -Michael Jr.
The “What?”

- Respect!
- Professional development
- Prep time
- Orientation and mentoring
- Inclusion
- Part of the decision-making process
- Fair contract or policies for all constituents
Professional Development

• Should be relevant to the work and ongoing
• Types of PD:
  • In-service/pre-service
  • State offered professional development
  • Union/Association offerings
  • Online forums
  • Self-Study
Professional Development

- Be proactive...find out what’s available!
- Be an advocate for yourself and for others!
- Be the “professional” in professional development
A PD Success Story in Amherst, MA

**Paraeducator PD Coordinator**

- Survey conducted to assess PD needs
- The local association:
  - Developed and implemented the survey to ensure a high success rate
  - Presented the results to the administration
- The position provides leadership to the role of organizing high quality professional learning for paraeducators.
- To be filled by a paraeducator; receives a stipend
- Administrator buy-in and respect for and understanding of paraeducator importance was key!
A “Prep” Time
Success Story in Puyallup, WA

Paid Prep Time for Paraeducators

• Timesheets distributed and paraeducators asked to document all work that took place outside of the normal work day or during breaks/lunch
• 2-hour paid prep time for ELL, Title, Resource and LAP Paras was negotiated in the contract
• The additional hour can be divided up throughout the week in coordination with teacher and administrator
• Important to secure buy-in from everyone!
Self-Worth

• In order to effectively advocate for yourself, colleagues, instructional team, students, and your profession, you must first have respect and self-worth for yourself!
Personality Profile

• Popular Sanguine
• Perfect Melancholy
• Powerful Choleric
• Peaceful Phlegmatic
Other Things to Think About

• What do my communication skills say about me?
• Do I use appropriate body language and tone of voice when I talk to others?
• Do I make wise choices when I speak to others?
• Do I feel confident when I talk about myself to others?
10 Ways to Be Heard

1. Listen! Be interested in what the other person is saying.
2. Think before you speak.
3. Write down your thoughts and rehearse.
4. Ask questions
5. Speak to others in the way you want to be spoken to
6. Know to whom you are speaking to
7. Know when to stop talking and how to exit a conversation politely
8. Be willing to compromise and be flexible
9. Using “Please” and “Thank you” go a long way
10. Do your research. Find out if what you’re asking for is reasonable
Share Your Story!

• Build a story about your ESP team in your schools and community
  • Your audience should be able to see themselves in that story
• Tell a story about values and experiences
  • These are powerful connectors
• Tell that story consistent and build a brand that people recognize and understand so they are comfortable passing it on
  • Whole Student Messaging

• Don’t forget Social Media
Share Your Story!

Share the vision, expectation, and outcome
- Develop internal partnerships
- Make community connections
- Educate other stakeholders
- Ask in person; clearly define task and end time.
- Develop an action plan
- Always say thank you!

Thanks!
The Secret to Advocacy

*Building and maintaining key relationships*

- Develop Your People Skills (quiz)
- Identify Your Relationship Needs
- Schedule Time to Build Relationships
- Focus on your EI
- Appreciate Others
- Be Positive
- Manage Your Boundaries
- Avoid Gossiping
- Listen Actively
- mindtools.com
Don’t forget the **Why**!

- Always center around students
Session Outcomes

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

• Increased Voice
• Improved Opportunities
• Increased Independence
Closing

• 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