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

It’s all about the Base!

Build your volunteer activist base for member to member organizing efforts

Erica Bray-Parker; IEA Board of Directors
Karen Moore; IEAN organizer
Amy Biancheri; NEA Director
NEA Leadership COMPETENCY: ADVOCACY

• Level 1: Foundational and Level 2: Mobilizing & Power Building
• Acts as political advocate
  • Participates in political campaign actions, canvassing, phone calling, emailing, petition signing and other activities; encourages other members to become involved
  • Equips members to become more effective advocates for themselves and others by getting them involved in the political process (at the level that makes sense for them) and provides valuable education, information and research. Connects legislative advocacy to the political process
NEA Leadership COMPETENCY: ADVOCACY

• Level 1: Foundational and Level 2: Mobilizing & Power Building
• Utilizes best practices in advocacy and political efforts
  • Identifies and discusses fundamentals of advocacy practice and theory
  • Engages self and activists in high impact activities that produce racially and socially just policies and culturally competent advocacy plans and strategies

*what we did can easily be converted to addressing local issues, passing referendum and different forms of community relationship building.
NEA Strategic Goal and NEA Organizational Priority

• NEA Strategic Goal
  - securing a **pro-public education environment** for students, educators, and families
  - advancing opportunities that will identify, organize, and engage new and early career educators; **amplify the voices of all educators**, 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
  - Early Career Educator
  - Racial Justice in Education
  - My School, My Voice
  - Supporting Professional Excellence
In the beginning...

November 7, 2017
Rally for Public Education

There was a(n)
*need
*issue
*desire
In the end...

We built a team of activists, educated our members, helped to flip two house seats and several state/local seats!

Educators for Casten
Election 2018

Educators for Casten
- 6th Congressional District
- Erica Bray-Parker
- Region 32 Chair
- Lead Member

Educators for Underwood
- 14th Congressional District
- Amy Biancheri
- NEA Director
- Lead Member

- Built a core team
- Connected with campaign
- Hosted 10 Educator Nights
- Facilitated 4 member to member canvass events
- GPA – Back to school social

- Built a core team
- Connected with campaign
- Hosted 8 Educator Nights
- Facilitated 1 member to member canvass event
- Labor Day Picnic
A whole new world...

- Diverse new candidates
- Focused on IEA values
- We were visible
- Coordinated campaigns up and down the ballot

- Reciprocal relationships
  - With members
  - With candidates
  - With other activist groups
    - Moms Demand Action
    - Jobs with Justice
    - Immigrant Solidarity
    - Indivisible groups

Terra Costa Howard has knocked doors WITH us, let's make some phone calls FOR her! @Lombard campaign office this Thursday 5-8 pm
Member-to-Member Campaign

<table>
<thead>
<tr>
<th>Members Set the Goals</th>
<th>Staff Identified Organizational Support</th>
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<tbody>
<tr>
<td>1. Expand our volunteer base</td>
<td>• Provide Lists</td>
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<td>2. Connect members who work and live in-district</td>
<td>• Communications and organizing tools</td>
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<td>3. Be visible and connect with the campaign</td>
<td>• Scripts</td>
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<td>4. Elect pro-public education candidates who will work with us</td>
<td>• Trainings</td>
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<td></td>
<td>• Social Media</td>
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<td>• Printshop</td>
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<td>• Design</td>
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<td>• Office Space</td>
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</tbody>
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“Member-led, Staff supported”
Our Universes

Volunteer Universe
- “Highly Engaged” Members
- We reached them via hustle, Facebook, and phone banking

ID/Persuasion Universe
- Split Ticket voters
- We reached them via phone banking, canvassing and one mailer

GOTV Universe
- ID’d Supporters + Likely Supporters
- We reached them via hustle (TOTV) and phone banking

We Tracked the Outcomes
- 3,572 calls made
- 449 doors knocked
- 11,048 text messages sent
- 150+ volunteer shifts filled at Educator Night and Educator Canvass events
Step 1: Identify *the* issue, campaign, mission

*Ours was the 6th Congressional District & momentum into the 14th*
*Educators in Illinois were sick and tired of being attacked, they were wrapped up in a movement.
*”Let’s harness this power and energy and make it IEA”*

? how do students benefit
? is your ‘issue’ achievable
? is there interest among members
Step 2: What are your primary resources?

What/who does your local, state affiliate or national offer?
*We had Karen Moore!

? Who do you know
? What do you know
? What services does your local or state offer
? Who can you ask to find the right answers and resources
Step 3: Who will get involved?

*We identified Presidents, GPAs, local leaders, Uniserv Directors, emerging leaders, participants in the recommendation hearings, state officers, NEA Directors, Retirees, yoga class friends and friends...

*Eventually merged into the 14th Congressional District

? Who leads
? What do they ‘bring’
? How can they fit together
? Who follows and just needs some direction
and how will you reach out to them?

- One on One Conversations with our network both at work and in our community
- Pitch at Local, Regional, and State Board Meetings
- Action Network Email List
- Closed Facebook Group
- Volunteer Recruitment Phone Banking and Canvassing
- Hustle Text Messaging
- Facebook Ads
- Printed Flyers
- Robocall
Step 4: What actions will best serve your goal?

Postcards
Phonebanking
Rally or Event
Canvassing
Texting
*we have resources for you!

? what actions are you able to handle?
? what actions interest members
? what actions are volunteers ‘good’ at
Educator Nights - best practices
Canvassing

Staging Location
what’s at stake for public education this election season. Can we count on you to vote for public ed & IEA-recommended candidates? 🍊ปาก

Friday, November 2
3:44 PM

Done! 😊

Thursday, November 8
10:53 AM

THANK YOU, Lucinda! 🎉 Whether you made calls, knocked doors or showed up at the ballot box, you made a difference for our students, our union and public education. We did it! 😊

Friday, November 9
7:02 AM

Hi Catherine! It’s Erica with IEA. We’re phonebanking and postcard writing in support of Lauren Underwood on Tuesday at her Oswego office. Can you stop by for a few hours?

Saturday, September 29
6:02 PM

I’m coaching cross country after school and have PT in the evening, so I won’t be able to...sorry!

2:13 PM

Ok, I understand. Hope you can join us next time!

Me too!

Oh hey Cathy, I didn’t notice you’re full name ;-) I’m using Hustle app

Malone
2:14 PM

It’s Erica Bray-Parker

Malone
2:14 PM

Colleen
2:17 PM

Lucinda
2:17 PM

NEA (National Education Association)

Search by Name, Group or Tag

Colleen
Educators for Casten  Strong Support
2 months ago

Lucinda
Educators for Casten  Strong Support  Early Voter
2 months ago
Keys to success

Clear goals and plan to achieve them
Many people but two solid leaders
2-3 full leadership meetings (with purpose)
About once a week - purposeful - check in meetings
Flexible and nimble
A few “hiccups” along the way

Leaders who faded
Not always getting the resources we wanted, when we wanted
*Oh that’s right...we have day jobs!*

? what struggles do you anticipate with YOUR draft plan
Thank you!

Questions?

What other ideas do you have?
Session Outcomes

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

• Outcome #1: Flip the House!
• Outcome #2: Build a Base of activists for future issues & campaigns
• Outcome #3: Engage members (including early career), where they are at around issues (including racial/social/political justice)
• Outcome #5: Build direct relationships with elected officials.
• Outcome #4: Mobilize for school board elections & 2020!
Closing

• Please complete the evaluation for this breakout session by using the NEA Summit Mobile App! (5 minutes)

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