Asking Important Questions and Making Education a Key Issue in the 2016 Election

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President, Spoken with Authority
COMPETENCY: ADVOCACY

• Level 3: Agenda driving
  – Takes a leadership role in association, civic organization, PAC, campaign; and/or runs for office

• Objectives
  – Understand the importance of asking questions as an education advocate
  – Apply NEA external messaging to principles for asking message-driven questions in a public forum to raise key education issues
  – Reduce or eliminate distracting communication behaviors that could detract from the message and question
  – Raise a pointed and memorable question that advances NEA priorities at a campaign- or election-related event
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Half a Century of Progress

Fiftieth Anniversary
of the
TACOMA ASSOCIATION OF CLASSROOM TEACHERS
October 27, 1984
Sheraton Tacoma Hotel

PAST PRESIDENTS

Al Delzell
1959-60
John Gerla
1960-61
Mel Gidley
1961-62
Rodger Williams
1962-64

Ron Paul
1964-65
Paul Wamsno
1965-66
Don Tiegen
1966-68
Tom Stevens
1968-69

Wilma Snyder
1969
Don Kvamme
1970
Neil Hanson
1970-72
Glenn Seick
1972-74
Neil O. Hanson

The National Education Association and the Officers of the NEA Constitutional Convention extend deep appreciation to you for your service as a Delegate to the NEA Constitutional Convention, Fort Collins, Colorado.
Overview

What you say
- Prepare
- Position
- Polite
- Introduce
- Inquire
- Short
- Stand

How you say it
- Stance
- Sound
- Smile
- Silence
- Sight

SPOKEN WITH AUTHORITY
What you say:
Effective content
Prepare
Position
Polite
Introduce
What you say:
NEA external messaging
Short
How you say it:
Effective delivery
Speak with Confidence: The Five S’S

- Stance
- Sound
- Smile
- Silence
- Sight
Stance

- Keep feet firmly planted, hip-width apart
- Stand tall – head high, shoulders back, chest proud
- Avoid distracting movements
Sound

- Project from the diaphragm, not throat
- Speak loudly, lowly, slowly, and clearly
- Hold the microphone like an ice-cream cone
Smile

- Makes you look friendly, enthusiastic, and confident
- Bright face and eyes, not necessarily toothy grin
Silence

- Avoid junk words (um, ah, like, so, you know)
- Pause and get comfortable with silence
Sight

• Don’t read your question
• Hold gaze for three full seconds
Practice

• Draft 2-3 questions, including these elements:
  • Polite
  • Introduce
  • Inquire (share a problem by telling a brief story and an incorporating NEA key message)
  • Short
• Ask your question using the 5 S’s
Session Outcomes

• The content from this session can be used in the following ways in your current position/role:
  – To raise awareness of key education issues among office holders, civic leaders, and community members at public forums by asking pointed questions
  – To gain media coverage of key education issues by asking pointed questions at campaign- or election-related events attended by media representatives
  – To articulate your ideas in a more polished and professional manner in conversations, meetings, and even formal presentations
Please complete the evaluation for this breakout session!