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

Member Engagement, Political & Campaign Activism Advancing Public Education

ADV - 301

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NEA Leadership Competency – ADVOCACY

• **NEA Leadership Competency progression level(s).**
  Level 1: Foundational and Level & 2: Mobilizing & Power Building

• **NEA Leadership Competency themes:**
  • Leverages advocacy practice
  • Acts as a political advocate
NEA Strategic Goal and NEA Organizational Priority

• NEA Strategic Goal
  • Strategic Goal 1: Strong Affiliates for Educator Voice and Empowerment

• NEA Organizational Priority
  • Early Career Educators
  • My School, My Voice
Conventional Wisdom

What do you Advocate for?

What is an Activist?

Why do you volunteer?
Respect! Empower! Include! It is a Culture, not a slogan!
“The Ask”

Prompt: Create an activist talking point/statement that speaks to you and that you can commit to as political advocate.

- Connect with Issues, Interests and Values.

- Match responsibility to Capacity, Commitment, Language, and Cultural Relevance.
Elements of an Organizing Activist Program

1. The Plan
2. The Ask
3. The Training
4. The Growth
5. The Culture
Embrace Organizing!

Small Group Discussion
Culture
Language
Students
Teachers
Parents
volunteer
helping
cultivate
learn
teams
community
interest
assist
members
team
giving
vote
assist
leadership
campaigns
考生
issues
educators
POLITICAL
Educators
Grassroots
Elections
leadership
commitment
weekends
organizing
ELECTIONS
programs
teamwork
to-do
Members
training
canvassing
web
educators
among
politics
among
interest
vote
leaders
calls
Theories of Change may start with a program but are best when starting with a goal before deciding what programmatic approaches are needed.

Change Model Key Terms: Critical Thinking, Pathway of Change Explanatory

- Recognized they need to change
- Decided on a plan
- Picked a small project to start with
- Applied success to bigger project
- Tracked progress to goal and adjusted as needed
- Gave staff access to data and data tools
- Scaled staff and technology
- Laser Focus
- Built program for post program success

Built program for post program success
### Managing Complex Change

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Managing Complex Change with Efficiency! Activist Plan

How to prepare:

▪ The purpose for activists (community, educators/ESP’s, volunteers, families).

▪ The tasks and roles for which they will be responsible.

▪ How they will be managed?

▪ How they will be recruited?
Activists Recruitment Scenario

BACKGROUND

Your state association is relatively new to grassroots political organizing, but wants to capitalize on this fall’s elections to engage diverse candidates.

The turnout for this activity is new for some members who have not participated in an activity of this type before.

OPPORTUNITY: To turnout at least 10 - 15 volunteers make candidate phone calls next week.
Activity: Activists Recruitment Scenario

**WHY?** Engage diverse candidates /elected officials on education issues.

**WHAT?** Volunteers will turnout for a candidate phone bank using an education story/message.

**Small Groups**

**The Plan:**

a) Discuss how you will motivate and/or assist volunteer activists to commit to making phone calls.

[10 minutes]

b) List strategies, logistics, messages, materials, etc.

**Recruitment:** You have 10 minutes to recruit.

**Phone Bank:** Begin; recruiters will see how many volunteer activists show up.
Activity: Table Talk . . .

- Brainstorm issues your local/Council is currently focusing on.
- Write issues on post-it notes
Activity: Table Talk . . .

Table Group

1. Select a specific issue to work on at your table group
2. Re-write the issue on a large post-it.
3. Place the issue in the middle of chart paper.
Activity: Table Talk . . . Square It Off . . .

Table Group
1. Review the ‘brainstorm’ post its.
2. Identify common themes; group accordingly.
3. Prioritize issues/common themes.
4. Organize issues/themes around main issue.
Activity: Table Talk . . . Square It Off . . .
Plan It Out . . .

Table Group
1. Develop a work plan
The Training
How to bring diverse member activists onboard!

- Orientation to the campaign/organization.
- Training on the specific skills, (i.e. language/culture/family/zip code) systems they’ll be using.
- Mentoring and feedback on volunteer work.
Retaining Member Activists/Volunteers

• Be organized!
• Explain the purpose of the task.
• Provide training.
• Be inclusive.
• Share inside information.
• Show results
• **Have fun!**
The Culture! The Language!

▪ Be inclusive and welcoming.

▪ Cultivate & nurture a grassroots community inclusive of all zip codes.

▪ Give specific and purposeful heartfelt thanks.

▪ Articulate the impact of their work social justice cause, civic commitment, etc.

▪ Take feedback seriously.

▪ Exude joy, playfulness, and passion.
The Growth
How to develop diverse activist leaders.
Session Outcomes

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

• Communicate externally and internally to mobilize and engage members in elections, and on political activism and advocacy for issues and candidates

• As a basic framework for most activism and advocacy interactions

• Continue to utilize a cadre of key activist to forward local and state priorities
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