Unite, Inspire, Lead
Our Students, Our Union, Our Future

Building Coalitions in the Community

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Competency: Advocacy

- Competency progression level:
  - Level 1: Foundational
  - Level 2: Mobilizing & Power Building

- Competency theme:
- Researches advocacy issues to better understand content and share key messages with community
- Engages in power mapping and implements high impact and culturally competent advocacy plans and strategies
Objectives

• Identify strategic community partners,

• Build and better manage coalitions.
What are coalitions?

• Groups of organizations and/or individuals ...
• ... joined to accomplish a shared goal ...
• ... by sharing resources, capabilities, credibility, and risks ...
• ... that last until the goal is accomplished.
Ocean 11
• **Shared goal:** Repeal SB 5, which would limited collective bargaining by public employees.

• **Shared Capabilities:** Funding, capabilities, credibility, and shared risk. Raised more than $42 million in less than one year.

• **Anticipated End:** Repealed SB 5 by ballot initiative in November 2011. Coalition is ongoing.
Why Coalitions Form?

- Respond to a crisis or an emergency
- Add resources or capacities to address an ongoing challenge
- Prepare for an anticipated challenge
Benefits of Coalitions

• Expand your resources
  – Human
  – Financial
  – Time

• Augment your capabilities
  – Expertise
  – Fundraising
  – Skills (e.g., media, organizing, tech)

• Enhance your credibility
  – Increase your visibility in the community
  – Diversify your voices
  – Establish bridge relationships

• Share risk across members
How Can a Coalition Help?

• Review the problem at your table,
• Categorize (emergency, ongoing challenge, or anticipated challenge)
• Identify how a coalition could help
Identifying Potential Partners

→ Shared goals

→ Shared friends

→ Shared enemies
Prioritizing & Persuading

1. What can the potential partner do for you?

2. What can the coalition do for a potential partner?
“Coalitions expand the capacity of individual organizations to achieve goals they otherwise could not achieve alone.”
Keys to Success in Building Coalitions

• 1. Clear expectation – Vision, mission, and goals, roles and function; decision making process
• 2. Strong leadership – cultivate and utilize leadership, strong organizational skills, inspire commitment and action
• 3. Adequate staffing – organize & mobilize, maintain communication, assessing progress, building partnerships
Moving Things Forward

• Active Management
• Schedule Driven
• Adapt and Evolve
Session Outcomes

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

1. To design your own coalition building strategy to help address a situation.
2. To design your own coalition building strategy in advance of an issue of importance to your local/affiliate.
3. To use the knowledge learned to develop an Action Plan you can take home and begin to implement immediately.
Thank you for participating!

• Please complete the evaluation for this breakout session; your feedback is valuable!

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