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

Many Voices, One NEA Message
COM316

Joye Barksdale
NEA Strategic Goal and NEA Organizational Priorities this session addresses:

- **NEA Strategic Goals**
  - Strategic Goal 1: Strong Affiliates for Educator Voice and Empowerment
  - Strategic Goal 2: Empowered Educators for Successful Students

- **NEA Organizational Priority**
  - Early Career Educators
  - Every Student Succeeds Act (ESSA)
  - Institutional Racism/Racial Justice in Education
COMPETENCY: COMMUNICATIONS

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

• **NEA Leadership Competency themes:**
  – Develop communication approach and style to fit appropriate audiences
  – Acts as an effective speaker
  – Acts as a compelling advocate for the organization
What a message is and does

- The 1-3 ways we want to talk about an issue
- Reflects our values and our priorities
- Makes a point and is **TRUE** and **BELIEVABLE**
- Resonates with the target audience
What a message isn’t

- Catchy slogan, jingle or tagline
- “Dumbing down” an issue
- A “magic bullet” solution
- A script
- A “shot in the dark”
Identifying the Audience

• Examples of external audiences?

• Examples of internal audiences?
STUDENT SUCCESS

Good education inspires students’ natural curiosity, imagination and desire to learn.

As a ____, I am deeply committed to the success of every student.

Students are at the center of everything we do.

QUALITY.

Ensure every student has a caring, qualified, committed teacher.

OPPORTUNITY.

All students, regardless of their ZIP code, deserve the support, tools and time to learn.
All students, regardless of their ZIP code, deserve the support, tools and time to learn.

- The chances your child has for success should not depend on winning a charter lottery, affording private school, or living in the right ZIP code.

- If we’re serious about every child’s future, let’s get serious about doing what works. This means resourcing all schools so students have the support and education support professionals they need, more one-on-one attention, inviting classrooms and a well-rounded curriculum.
• All students deserve learning opportunities that begin by age 4, safe schools, classes small enough for one-on-one attention and modern [tools/textbooks].

• All schools should provide community support services like nutrition, health, and after school programs for students who need it.

• Resourced public schools that are desirable places to be and learn are our best bet for setting every student in America off toward a great future.
Student Success
Good education inspires students’ natural curiosity, imagination and desire to learn.

• Good education inspires students’ natural curiosity, imagination, and love of learning. Schools that nurture these values today are growing tomorrow’s inventors, thinkers, artists, and leaders.

• As ______, we set high expectations for all students. Students must learn writing, critical thinking, and problem-solving skills through reading, math, history and science. We encourage creativity through a well-rounded education that includes arts, PE, and music.
Basic skills are part of the equation but as we also inspire students’ natural curiosity and desire to learn. Of all the things we teach our kids, the most important is love of learning.

No bubble test can measure a kid’s curiosity. So much happens at school that shapes our children’s tomorrows, and therefore we must instill a love of learning, foster creativity, and teach critical thinking skills.
Ensure every student has a caring, qualified, committed teacher.

Ask educators why they work in schools and most will respond instantly: they believe in children.

- Education isn’t just a job, it’s a calling. As a ______, I strive to connect with each child, discover his passions, and unlock her potential.

- We must ensure each educator has the resources, mentoring, and support every professional needs.
We must create a learning environment with class sizes that enable teachers to connect one-on-one with each student.

- As trusted professionals, educators are best equipped to make school and classroom decisions to ensure student success.

- We support approaches that ensure anyone who becomes a teacher enters the classroom ready to reach, teach and inspire.
We’ve got issues...

• Funding
• Charters/Vouchers
• Testing
• Professional development
Using the Message Frame to Tackle Testing

• The question here is about what is best for students. Too much time spent on testing takes up valuable time for learning.

• Of all the things we teach our kids, the most important is a love of learning, which no bubble test can measure.

• We need to focus on what we know helps students the most. Great schools give students one-on-one attention, spark their curiosity and foster a desire to learn.
Opportunity

- Achievement Gap
- Curriculum & Standards
- Resources
- Safety
- Local Decision Making
- School Discipline
- Support Services
- Health
Student Success

- Curriculum & Standards
- Testing
- Safety
- School Discipline
- Early Childhood Education
Quality

• Tenure
• Salary
• Professional Development
• Residency & Training
• Peer Review
• Retention
• Teacher Prep
Hello My Name is...
Tips for Effective Messages

• Use the NEA Message Guide.
• Avoid jargon and acronyms.
• Be solution-oriented.
• Be clear.
• Emphasize results for students.
• Use examples to connect w/ audience.
Tell a story!

- People are more likely to remember stories than facts because they can relate.
- Facts become more memorable when wrapped in a good story.
- Stories help people grasp complex issues.
Session Outcomes

• You can use the content from this session in the following ways in your current role:
  – To create student-centered messages
  – To talk about any issue in a way that emphasizes our core values (Opportunity, Student Success, Quality)
  – To include stories and anecdotes that help your message hit home
COM 316: Many Voices, One NEA Message

• Please complete the evaluation for this breakout session!
• Please visit the Leadership Development Resources website at www.nea.org/leadershipdevelopment