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

COM416
Organizing Communications

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NEA Strategic Goals and NEA Organizational Priorities this session will address include:

• **NEA Strategic Goal**
The skills you learn here will apply to both building voice for our locals and members as well as give educators more opportunities to fight for their students.
  – Strategic Goal 1: Strong Affiliates for Educator Voice and Empowerment
  – Strategic Goal 2: Empowered Educators for Successful Students

• **NEA Organizational Priorities** –
The skills you learn here will be applicable in all of the work that you do.
  – Growth Campaigns that target New and Early Career Educators
  – Strength Campaigns like implementation of the Every Student Succeeds Act (ESSA)
  – Issue/Strength Campaigns that focus on Institutional Racism and Racial Justice in Education
COMPETENCY: COMMUNICATIONS —
Builds an integrated communications strategy that drives the goals of our professions.

• Leadership Competency
  – Level 2: Mobilizing & Power Building

• Competency Themes:
  – Develops and implements communications plans with consistent and purposeful messages that consider the unique needs of different constituencies
  – Tailors communications to appeal to different audiences; adjusts the purpose, substance and style
What is Organizing Communications?
organize
ˈôrgəˌnīz/
verb
1. arrange into a structured whole; order.

1. make arrangements or preparations for (an event or activity); coordinate.

communication
kəˌmyoʊnəˈkɑSH(ə)n/
noun
1. the imparting or exchanging of information or news.

2. means of connection between people or places, in particular.
Key tenants of NEA interpretation of these definitions:

**Center for Organizing:**
The C4O considers organizing an intentional and strategic approach to the work of the Association, one that relies on data analytics to inform a theory of what it takes to grow strong Affiliates and realize our mission of great public schools for all students.

**Center for Communications:**
The art of communications sends a message that educates, persuades, engages, incites action and moves people to achieve defined goals.

**Organizing Communications** is the marriage of these two philosophies to strategically use the tactics of communication – message, websites, social media, press outreach, tool kits, talking points, videos and memes, organizing tools like Action Network, Editorials/Letters to the Editor, email, advertising and publications – to meet membership growth and issue campaign goals as well as to engage members and the public to advance opportunities for students and ensure our members have what they need to ensure student success.
How do we ensure Communications efforts drive action?

• Message Clarity
• Message Delivery
• Planning:
  – Setting Goals:
    • Specific, Measurable, Attainable, Relevant, Time Bound
  – Audience Definition
  – Focusing on Strategy
  – Specific Tactics
  – Learning from the Results
Rule #1: Messages always get’s warped.
WOMAN WITHOUT HER MAN IS NOTHING.
WOMAN, WITHOUT HER, MAN IS NOTHING
Types of Communication and what they are good for

- Press and placement of content
- Social Media
- Email
- Message
- Videos

- Advertising
- Publications
- Tool Kits & Materials
- Websites
- Activist Platforms
What makes a message more likely to move action?

• Clear Story
• Focused Message
• Call to Action
How do you get there?

Planning.

Building your campaign plan requires:

• Goals
• Strategies
• Tactics
• Measurement
Goals – SMART goals.

- Specific
- Measurable
- Attainable
- Relevant
- Time Bound
Things to consider when setting goals:

Who is your audience?

If your goal is to turn out 500 people to an event, the tactics and strategies will differ for members, parents or community partners.

Defining your audience will be an important part of meeting your goals and determining what strategies will be effective.
#1 Rule About Audience

- You are not the only person talking to a target audience
Mapping Audiences: Circles of Benefit

- Time & $
- You
- Love
- Ideological
- Axe to Grind
- Power
Goals – SMART goals.

- Specific
- Measurable
- Attainable
- Relevant
- Time Bound
Let’s set some goals: Walk Ins at District Public Schools to support smarter testing laws

100 people (parents/community leaders/public) to attend 5 school walk-ins

4 member leaders at each site to coordinate action

Grow email list by 500 valid email addresses.
Strategy

STRATEGY is turning the resources you have into the POWER you need to get the CHANGE that you want.

What are the types of action that will allow you to reach your targeted audiences and help meet your stated goals?
Goal: 100 people (parents/community leaders/public) to attend 5 school walk-ins

Strategies:

• Utilize Communications Tactics – both on and offline – to educate targeted audiences, drive action, and influence media narrative.

• Engage member leaders to tell the story and enhance participation
Tactics – time to get specific.

Website, Blog, Facebook, Twitter, Email, SMS, Photo/Graphics, Videos, Pledges, Petitions, Letter Campaigns, etc, etc, etc...
Goal:
100 people (parents/community leaders/public) to attend 5 school walk-ins

Strategy:
• Utilize Communications Tactics – both on and offline – to educate targeted audiences, drive action, and influence media narrative.

Tactics: Focus – Online
• Each site will have its own event page on Action Network with 4 member admins to manage
• Facebook posts (stories, memes, pics) that highlight student/member stories and why action is needed.
• All posts have call to action and link to RSVP
• Target press in week ahead on Twitter to invite to events
• Share day of action photos & posts across all platforms
• Accumulate all social posts in a Storify and share across platforms
Measurement:
We are what we measure! How are you moving the dial?

• Open, Click Through and Action Rates
• Subscribers / Followers
• Likes
• Shares
• Events / Actions
• Leader Development
• Press Coverage
• Other success metrics?
Goal:
100 people (parents/community leaders/public) to attend 5 school walk-ins

Strategy:
Utilize Communications Tactics – both on and offline – to educate targeted audiences, drive action, and influence media narrative.

Tactics: Focus – Online
Each site will have its own event page on Action Network with 4 member admins to manage

Analytics:
5 event pages
• 20+ RSVPs on each page
• 4 member leaders at each site
• Number of Page views
  – did you have 150 visitors and only 25 RSVP's?
• How did your AN email do?
  – open/click thru/action rates
• Engagement levels on the page itself?
Questions?
Session Outcomes – How can you use this information when you get home?

– Coordinate efforts between educators, schools or districts to win on any number of issues

– Bring attention to your community on a topic of concern and help supporters get involved

– Provide resources and support to new educators and get them involved with the local!
COM114

- Please complete the evaluation for this breakout session!

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