Communication
Builds an integrated communication strategy that drives the goals of our professions.

Leading Our Professions
Advocates for quality inside our professions and advances the union's role in advancing education transformation and student learning.

Advocacy
Advances the cause of public education through social justice and how it benefits our students and members' professional needs and rights.

Organizing
Mobilizes to influence successful organizing outcomes, strengthen internal and external relationships, and membership capacity; recruit and identify new members and potential leaders into the Association.

Governance and Leadership
Sets the mission and establishes strategies necessary for a relevant and thriving organization; empowers, motivates and fosters a pipeline of talent for the future.

DIVERSITY
EQUITY
CULTURAL COMPETENCE