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

Re-Energizing Our Small Local: Our Journey After the 2018 NEA Leadership Summit in Chicago
Jane Walford – President: Tekamah-Herman Education Association
Manni Belfrage – Lead Negotiator: Tekamah-Herman Education Association
Governance and Leadership

• NEA Leadership Competency progression level(s).
  • Level One: Foundational
  • Level Two: Mobilizing and Power Building

• Indicate all of the NEA Leadership Competency themes within the competency that your presentation is designed to address.
  • Executes governance and leadership responsibilities.
  • Sets strategic objectives to guide long-term goals and priorities.
  • Advances the organization by internalizing its vision, mission, and core values.
NEA Strategic Goal and NEA Organizational Priority:

• NEA Strategic Goal
  - advancing opportunities that will identify, organize, and engage new and early career educators; amplify the voices of all educators, support our members’ professional growth, and promote social justice for our students, communities and our nation;
  - securing a pro-public education environment for students, educators, and families; and
  - building the capacity of the local, state and national union to ensure the success of public education.

• NEA Organizational Priorities
  - Early Career Educator
  - My School, My Voice
  - Supporting Professional Excellence
Who we are:
Tekamah: population 1800
Tekamah-Herman Schools – 482 students K-12
Tekamah-Herman Education Association – 50 members
THEA: History

- Collective bargaining
- Christmas party
- NSEA Organizational Specialist contact
- Dues $25 - +30 years
- Jeans money → donation to community charities
- 2015 → bond issue for new high school rejected by voters
  - School board members lost positions
  - Pro consolidation members were elected
- 2016 → consolidation talks came up with a neighboring town
  - Huge rift in our town and among staff
  - Teachers were referred to as FTE during board meetings/consolidation meetings
  - Teachers were advised not to speak against consolidation
  - 10 teachers were going to lose their jobs
THEA: Steps taken

• 2016-17 THEA local leadership woke up

• Turned to Nebraska State Education Association
  • Delegate Assembly
  • Navigator Training
  • Summer Leadership Institute
  • Advocacy Conference – learned about NEA Leadership Summit in Chicago
  • Teach to LEAD
  • Elkhorn District Board
NEA Leadership Summit in Chicago 2018

• Jane and Manni’s Chicago Adventure!

• Step One:
  • Airport strategy session: SWOT analysis, Goal Setting
  • Immediate Goals:
    • Take ownership of the power we have.
      • School: largest employer in town
      • THEA – largest union organization in Burt County
    • Show community the importance of teachers as leaders in our town.

• Early Action Taken
  • Join Chamber of Commerce and Tekamah Industrial Development Corporation.
  • Order t-shirts, banners
  • Elect Executive Board: New Leadership, share the energy!
  • Raise local dues to 40.00 – use extra money for leadership training.
Step Two: Summer Work

• Executive Board Summer Retreat:
  • Form action plan for 2018-2019 School Year
  • Fourth of July Parade
  • Send Executive Board members to NSEA Summer Leadership Institute in Lincoln
  • Send officers to NEA training with Ramona Oliver: Using the NEA Message Frame to Build Member Loyalty.
  • Evaluate/adjust Local Bylaws
School Year: Goals/Action Plan

• State and National level Candidate Meet and Greet
• Local School Board Candidate Meet and Greet/Soup Supper
• Assess our members, place them on the Loyalty Pyramid
• Goal: move individual members to the next level
• Talk to members about the value of membership
• Get members signed up for NEA360
• Establish a positive working relationship with School Board
• Negotiations work: Navigator Training, Advocacy Conference
What’s your story?

• SWOT Analysis (strengths, weakness, opportunities, threats)
  • What area of weakness/improvement is needed in your local
  • 15 mins
  • Share out
What’s your story?

• Concept Plan
  • Brain storm strategies that local associations could use to address areas of weakness
  • What can you do right now?
  • What can you do in the summer?
  • What are your Big Idea Goals?
  • 15 mins
What’s your story?

• Action Plan
  • Implement specific strategies that address areas of concerns
  • Timeline for 2019-2020
  • 15 mins
Session Outcomes

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

• Be able to identify areas within their local organization that should be targeted for improvement

• Formulate a concept plan to address and improve specific areas of concern within the local organization

• Formulate an action plan to implement strategies for addressing specific areas of concern within the local organization
Closing

• Please complete the evaluation for this breakout session by using the NEA Summit Mobile App! (Allow at least 5 minutes at the end of the session.)

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