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

Leading Back Home: Bridging the Gap Between Federal Lobbying and Advocating Locally

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COMPETENCY: ADVOCACY

• NEA Leadership Competency level(s):
  • Level 1: Foundational
  • Level 2: Mobilizing & Power Building

• NEA Leadership Competency themes within the competency that your presentation is designed to address.
  • Utilizes best practices in advocacy and political efforts
  • Engages and builds mutually beneficial relationships to advance advocacy and political goals
  • Acts as a political advocate
  • Leads public education policy reform
NEA Strategic Goal and NEA Organizational Priorities in this session

• 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
  - Racial Justice in Education
  - My School, My Voice
  - Supporting Professional Excellence
Case Study: Year-Round Advocacy

• Best way to build relationships
• The loop – Superweek to Back Home
• Map out a schedule for back home work
• School visits
• Social engagements
• Kitchen Cabinets
Importance of Back Home District Offices

• Special Guest / District Director for Member of Congress
Build Lasting Relationships

• Give it time
• Build trust
• Be a resource
Use your Tools

• First and lasting impressions

• Be proactive

• Keep in touch
Session Outcomes

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

• Empower Board Members to become the “go to” contact and power source for Congressional members and staff back home

• Elevate local educator voice

• Build capacity among local members to amplify political power and advance policy agenda
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