Competency: Governance and Leadership & Organizing

- Establishes and maintains collaborative, effective relationships
- **Level 1: Foundational**
  - Establishes purposeful relationships to foster collaboration
- **Level 2: Mobilizing & Power Building**
  - Builds and maintains productive internal and external alliances
- Understands the implications of the organization's strategy for own actions and tactics
Agenda

• What is NEA360?
  – What’s happening
  – What it means

• Member-Facing Tools
  – Member Login
  – NEA edCommunities

• Professional Organizing 101

• NEA edCommunities Deep Dive

• Best Practices for Organizing in Digital Communities
Simply Put....

NEA360 is a means by which we will support our members at the individual level to provide value to them as they navigate their career.

Technology Platform

- Connecting Members
- Listen and Respond
- Empowered Educators
- Faster, Smarter business
NEA’s Long-Time Theory of Success

Elect and Influence Pro-Public Education Politicians

Public Support for Public Education

Focus on Federal and State

Appropriate Public Policy & Investment

Success of All Students

Practice & Strategies for Students
NEA’s New Empowered Educators Theory

Focus on Local and Members

- Success of ALL Students
- Practices and Strategies for Students
- Policies at District/State Levels Defining Professional Practices
- Collaboratively Developed School Plans Centered on Student Learning
- Empowered Educators Shape Learning For All Students
- Public Support for Public Education

Unite, Inspire, Lead
Empowering Educators for Success
Empowerment is achieved by...

- **PREPAREDNESS:** What knowledge, skills, and dispositions are needed for people to activate their power?
- **PATHWAYS:** What structures and processes support empowerment?
NEA360 = Essential Tool in Broad Assn. Strategy
What’s happening?
Key Organizational Components Enable or Hinder Success

User Adoption is 80% of the Work

80% of the Work

20% of the Work

IT Functionality

Data Management

Program Team Operations

Define SMART Business Goals / Success

User Adoption Assessment & Planning

Behaviors & Culture

Business Processes & Policies

Communications & Engagement

Human Resources

Performance Management

Training & Employee Development

Analytical Skills & Capacity

Sustained Strategic Adoption
NEA360 State Adoption Phases 1 & 2

Phase 1 States
Phase 2 States
NEA360 Phase 1 Core Functionality

- Membership Processing/Financial Record Keeping
- Member/Non-Member Data Storage & Access for staff
- Multi-Use Platform (Mobile Devices)
- Digital Marketing Campaigns (SFMC)
- myNEA360 – “log-in demographics”
- NEA edCommunities
What does this mean?
Working Towards Better Data, Better Tools

- Data Integration
- Data Cleansing
- NEA360 Analytics Efforts
- Member Login
- edCommunities
Online Member Login (Profile)
Unite, Inspire, Lead
Empowering Educators for Success

IMPROVE YOUR PROFILE

- PROFESSIONAL EXPERIENCE
- EDUCATION
- AFFILIATIONS
- SUBSCRIPTIONS
- SOCIAL

MEMBERSHIP
Join Now.
Remind me later

SHORTCUTS
- Events
- Community

LINKS
- NEA.org
- www.ieanea.org
- nnea203.org
- Member Benefits
Unite, Inspire, Lead
Empowering Educators for Success
BADGE OVERVIEW

MEMBER
Thank you for your support as an active member.

CLOSE
All Devices, All Screen Sizes
NEA edCommunities
Why NEA edCommunities?

Educators are using the internet!

- 92% of these teachers say the internet has a “major impact” on their ability to access content, resources, and materials for their teaching.
- 69% say the internet has a “major impact” on their ability to share ideas with other teachers.
- 67% say the internet has a “major impact” on their ability to interact with parents and 57% say it has had such an impact on enabling their interaction with students.
- 65% of teachers under age 35 have their students develop or share work on a website, wiki or blog, compared with 34% of teachers ages 55 and older.
- 84% report using the internet at least weekly to find content that will engage students.
- 80% report using the internet at least weekly to help them create lesson plans.

2013 Pew Survey: How Teachers Are Using Technology at Home and in Their Classrooms - of 2,462 Advanced Placement (AP) and National Writing Project (NWP) teachers.
What is NEA edCommunities?

An online virtual community designed for educators to Connect, Collaborate, Share and Learn

Connect with colleagues and educators across the country

Collaborate with school and community stakeholders

Join groups on specific education topics and issues – or start your own

Share and access free, high-quality curricula and mashable resources—1,500+ and growing daily— to use as you wish to create customized learning tools

Expand your professional opportunities with virtual learning events

Improve student learning
How did we get here?

- GPS Network was the first NEA Professional Learning Community starting in 2013
- Developed theory of online communities
- Hired 55 member facilitators to curate content
- Trained and supported their efforts
- Grew the community to over 11,000 registered users
- Expanded the outreach and tested idea and concepts
- Took the learnings from this experience to develop the new edCommunities
How did we get here?

Worked with Dr. Casey Reason to develop a book summarizing best practices and learnings:

– Research-based strategies
– Developing sustained levels of deeper learning
– Professional learning ideas to support best practices in virtual learning

Available:

http://www.nea.org/tools/63691.htm
Why is this important?

- Supporting Affiliates
- Utilizing and leveraging professional resources
- Adding value to membership
- Identifying key professional issues and opportunities
- Promoting more examples of Association engaged in professional issues
- Identifying emerging leaders
- Informing the association about issues and topics our members care about
What does that mean?

- Engaging members more directly
- Leveraging existing resources
- Recruiting new members
- Building stronger affiliates
- Identifying leaders and activists
- Sharing ideas/stories
- Promoting professional advocacy
Examples of NEA edCommunities Groups for Professional Organizing

• Create groups to organize members of your local around professional topics
• Lead a Professional Practice group open to anyone to build awareness around the expertise in your local
• Organize existing face-to-face programs with unlisted groups to facilitate communication, sharing, and collaboration between meetings
NEA edCommunities
Deep Dive
How does NEA edCommunities work?

- Register at mynea360.org
- Registration is free and open to all educators
- Complete your profile
- Join a group - or several
- Develop a PURPOSE and create a group:
  - Public – open to anyone
  - Private – approved applicants only
  - Unlisted – hidden and by invitation only
- Ideal engagement tool for members and non-members
- Supports state and local professional topics
Collaborate From Anywhere

- NEA edCommunities works on mobile devices and tablets as well as on a computer or laptop
- Stay connected and ready to collaborate and share resources with other educators anywhere you’re located!
Available to all Members Now

Register at mynea360.org with the Sign Up link

• Over 8000 users on edCommunities
• 250+ Groups
• Public-facing focus on professional practice
• Groupsite Transition
The Basics: Navigation Elements

Welcome to the NEA Professional Practice Communities, a place where teachers, parents, school support and administration professionals, and community members share ideas and resources to improve student success. It is free and open to all.

Webinar Events

Recorded Webinar
National Board and the Danielson Framework

The Basics: Groups

Groups help organize content and discussions. Each group can be public, private, or hidden. Each group has its own feed area, and by joining a group, you get all posts from that group in your Collaboration area.

In the right side of the group, you can:

- choose to join (or leave) a group,
- check out other group members,
- group files and topics
Public vs. Private vs. Hidden Groups

Anyone can create a group. When you create a group, you have three privacy setting options:

**Public**: A group open for any person to join.

- Groups are **Public by default**: unless something needs to be private, why not make it public?
  - So others can search and discover
  - So you can get feedback
  - So you can connect with others

**Private**: A group that non-members can see exists but you must apply for membership or be invited by the group manager in order to join.

- If you are sharing sensitive information (future project information, event plans, developing resource information): create private group
- Only the name, description, group photo, and members list is viewable to non-members

**Unlisted**: A hidden group that cannot be viewed by a non-member and you must be invited by a group manager.

- Unlisted groups can be updated to be **public** or **private** groups. But once a group has been listed as a **public** or **private** group, it cannot be set to be **unlisted** any more.
The Basics: The Feed

The Collaboration feed is a stream of everything in NEA edCommunities that’s relevant to you. It delivers the right content and insights to you when you need it, the way you need it.

Your feed is made up of posts made by people and objects you follow, and groups you are a member of. You have full control of what goes into it by following / joining what you need.

You can tweak the feed as you see fit to display all of the posts you subscribed to, or just some.
Complete Your Profile; Upload a Photo

Your profile is like your virtual business card. It’s what people use to learn more about you, connect with your expertise, and to decide whether or not to help you / amplify your message. People are more likely to collaborate with people they trust – so make it easy to get to know you.

Things to do:
✓ Check that your title and contact info is correct
✓ Fill in your “About Me” section in the Overview tab – make sure to include your work, educational history, skills and links to your external blog, website, social media profiles
✓ Upload a photo: make sure it shows your face and is in good taste!

Top tip: Your “About Me” section is searchable, so be accurate so people can find you easily.
Six Things To Get Started

1. Complete the profile and upload a picture
2. Set your email settings
3. Follow fellow educators and members
4. Join a group surrounding topics you are interested in
   - If there’s not a group, start one!
5. Follow important files
6. Do a search on a topic (search looks at document name and its content)
   - Follow the topic
   - Join some groups
   - Follow some experts
Not Sure What To Post?

Here are some easy things to get you started:

1. Introduce yourself
2. Working on something?
   - Search on existing content
   - Post a file to get early feedback
3. Post a question to start conversation
4. Post an article or something interesting
5. Answer a question from the feed or group
   1. Answer yourself
   2. @ mention someone who may know answer
6. Share what you’re working on each week to your team group
   - @ mention people, use group and topic
Get the User Guide

The user guide is available for download right from the main NEA edCommunities menu!

Getting Started Guide
www.myNEA360.org
Best Practices for organizing in digital communities
Building a group: What is the PURPOSE?

- Define a *Shared Purpose* for your group and the community members.
- Move from what the group can do TO the member to what the community can do WITH the member.
- Communicate this purpose to the community. Let it become the community mission statement.

* Source: M. Bonchek, HBR
Source Salesforce Community Best Practices
Creating Conditions for Success

Align your organization
✓ Communication
✓ Training
✓ Motivation
✓ Key roles

Training
- End Users
- Support / Product Teams / SMEs / IT
- Content Creators
  - Community Managers / Administrators

Communications
- Targeted communications to key audiences
- Build awareness of new platform and process changes
- Generate excitement

Motivators
- Incentives and reinforcement
- Reputation scoring / gamification concepts
- Formal recognition and performance programs

Roles and Responsibilities
- Identifying ambassadors / advocates / influencers
- Assure resource commitment in key roles
- Establishing / providing appropriate governance

Source Salesforce Community Best Practices
Have a promotion/awareness plan at every phase of growth to engage your members

• From launch to ongoing management, always have a promotion/awareness plan to let your members know what is happening

• Use existing promotion channels in your local (newsletters, website, email, etc.).

• If an external/public group, take advantage of social media

Source Salesforce Community Best Practices
Think about member journeys
Go beyond initial awareness

Thoughtful activation
- Awareness
- Engagement
- Recognition
- Empowerment
- Evolution

Participation
1. Goal: Spread the word! Communicate value and increase community visits
2. Goal: Motivate customers to participate in the community
3. Goal: Recognize active users and share success stories
4. Goal: Get members to own and help evolve the community

Source: Salesforce Community Best Practices
Develop and nurture group members

• Define onboarding program, help new members onboard successfully
• Always welcome new members, give them a place to introduce themselves
• Develop your MVPs but don’t overlook the casual participant (the “9” in the 90:9:1)
• Community members come in all types: fans/advocates, helpers, experts, socializers

Source Salesforce Community Best Practices
As you build, do one thing at a time and do it right

**CRAWL**
Launch

**WALK**
Engagement

**RUN**
Build Value

- Onboard members
- Begin with most important interactions
- Reward / Recognition
- Focus on P2P collaboration
- Innovate / co-create
- Enlistment

Source Salesforce Community Best Practices
Resources

- http://www.communityroundtable.com/
- http://cmxhub.com/
- https://www.feverbee.com/

#cmgr
Activity – Your great minds at work!

WHERE GREAT MINDS ARE INSPIRED

DENVER, COLORADO | JULY 3-4, 2014
Session Outcomes

• The content from this session can be used in the following ways in your current position/role:
  – Create a topic, subject or Affiliate specificity community
  – Understand the process for creating a meaningful community
  – Examples of what elements are necessary to build engagement and support for an effective community group
Please complete the evaluation for this breakout session!
Thank you!

Questions?

Mark Stevens – mstevens@nea.org
Dominique Manchak – donguyen@nea.org

General – contactEdCommunities@nea.org