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

Be Inspired 101: Does Your Local Association Need A Facelift? (GOV322)
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Inwood, Iowa
NEA Strategic Goal and Organizational Priority:

• NEA Strategic Goal
  – 1: Strong Affiliate Educator Voice and Empowerment

• NEA Organizational Priority
  – Early Career Educators
West Lyon Education Association
Inwood, Iowa
According to the Election Summary Report for the November 2016 Election

Lyon County Iowa
8,045 Registered Voters
89% voted Republican
9% voted Democrat
.35% voted Libertarian
1% voted New Independent

County Auditor
lyoncountyiowa.com
Let’s Go Live!

How would you describe your local association?

- Extremely Active
- Very Active
- Active Enough
- Not Active

Start the presentation to activate live content

If you see this message in presentation mode, install the add-in or get help at PollEv.com/app
What are the Steps to Improve the Structural and Cosmetic Appearance of Your Local Association?

- Rebrand -- Change the Image!
- Identify Concerns
- Set a Goal
- Form a Plan
- Take Action
- Follow Up
The WLEA had become a stagnant organization which met one time a year to approve of the negotiated contract.
Set a Goal

- The WLEA will change our focus to community centered vs. association centered.

- We wanted to be a more active and noticed group of professionals working to improve education.
Form a Plan

• Increase membership
• Increase association activity
• Focus on student learning and the community
• Become more reputable with administration
• Become visible to the community, to members, and non-members!!
Take Action!

• **Break Ground**
  – Long-term change takes time
  – Continue improvement by setting goals each month

• **Unify**
  – Logo
  – Apparel, bags, window clings, etc.
ACTION

• Organize
  – Meet Monthly
  – Communicate with Uniserv and State Officials
  – Publicize Goals
  – Conduct Surveys
  – Participate in Uniserv, State, and National Events
ACTION

• Take Charge of Image and Publicize in the Community
  – Social Media - Facebook and Twitter
  – Hashtag - #WLEAstrong
  – Community-Focussed Giving Policy
  – Television Recognition
  – Local Newspaper Recognition
  – Community Drives
  – Community Grants
ACTION

• Take Charge of Image and Publicize in the School
  – Donations to West Lyon
  – Scholarship for West Lyon Senior
  – Ditch Clean up
ACTION

• Publicize Local Member Perks
  — Informed Members are Strong Members
    • WLEA Bulletin Board
    • WLEA Electronic Newsletter
  — Professional Development Library
  — Small Perks!
    • Pop on In-Service Days
    • Treats in Member Mailboxes
Follow Up

- Year-end surveys of members and non-members

- Yearly membership growth

- Member activity at various levels of the association
What type of FACELIFT does your association need?

• Structural Damage needing repairs?

OR

• Cosmetic Update
Structural FACELIFT

• Change the “norm.”
• Build a solid foundation.

Structural strength comes from the foundation and supports the framework.
Let’s Get to Work! Flip, Not Flop!

Brainstorm ideas to strengthen the influence of your local association in the community and to create a positive learning environment for all students.

Association Facelift Brainstorming Activity
Session Outcomes:
Use our examples to help your brainstorming process

- Identify various concerns in your current association.
- Set small goals for improvement.
- Form a plan in order to fix the concerns.
  - Include WHO, WHAT, WHEN, WHERE, WHY & HOW
- Take action.
- Evaluate and assess the progression your association is making.
  - Yearly, Monthly, or Bi-Monthly (Stick to your eval method)
Thank you!

• Please complete the evaluation for this breakout session!

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