Powerful, Prepared, Proactive: Building a Comprehensive Plan to Win!

Part II

John Ford
President, Jefferson County Education Association
COMPETENCY: GOVERNANCE AND LEADERSHIP

Progression level(s):
- Level 3: Agenda Driving

Competency Themes:
- Effectively executes governance and leadership responsibilities
- Establishes and maintains collaborative, effective relationships
- Advances the organization by internalizing its mission, vision, and core values
JCEA/JCCSEA PLAN TO WIN
AUGUST – NOVEMBER 2015

How did we get here?
Where do we go now?
JCEA Plan to Win:
Prepared, Proactive, POWERFUL

In order to be successful we knew we had to do two types of organizing:

INTERNAL- Getting our house in order

EXTERNAL- Going Public
Internal- Getting our House in Order
Four Paths:

• Get a Negotiated Agreement
• Work without a Negotiated Agreement
• Strike
• Recall
  • Community led. Our goal was to “awaken” and move the community to take this action by Going Public.
EXTERNAL- Going Public

#standup4kids

Transparency, Accountability, Respect
Building Relationships Organizationally
Service Projects – Helping ALL Students
Mobilizing Actions
Board Majority In the News

JeffCo board member makes controversial comparison

JEFFCO SCHOOL BOARD’S JULIE WILLIAMS APOLOGIZES FOR POSTING ANTI-LGBT LINK
Education Inc.
https://vimeo.com/112351841
NEA Shared Staffing
Summer 2014
Fall 2015

https://www.youtube.com/watch?v=qp0xISiKTAE&feature=youtu.be
Message from Lily
Important outcomes:

JCEA Negotiations- 10 month contract ratified by members and BOE

Student Movement- Jeffco Students for Change Organized walk-outs around AP US History debacle

Parent/Community Coalition- Jeffco United Group leading the recall efforts
What happens now?

ELECTION 2015

Our time is now.

Spend 8 hours in the next two months to make great change for YEARS!

Register for at least one walk in September AND October

3rd or 10th TODAY!
Then: We got out and Walked, Knocked, and Talked!

- Knocked on more than 90,000 doors
- Made 8,000+ phone calls
Which led to...

VICTORY!!!

### Jefferson County School District R-1 Recall Director District

#### 5 - Ken Witt (Vote for 1)

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<th>Votes</th>
<th>Percent</th>
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<td>97,059</td>
<td>94.30%</td>
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<tr>
<td>No</td>
<td>53,904</td>
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#### 2 - John Newkirk (Vote for 1)

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<td>54,604</td>
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#### 1 - Julie Williams (Vote for 1)

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<td>97,777</td>
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<tr>
<td>No</td>
<td>54,229</td>
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Session Outcomes

- The content from this session can be used in the following ways in your current position/role:
  - Build power in your local association
  - Identify and develop leaders
  - Plan to WIN
Please complete the evaluation for this breakout session!