UNITING OUR MEMBERS AND THE NATION

Empowering leaders, educating students, strengthening communities

Engaging Millennials 2.0

Angelaena Watkins & Selena Valdez
NEA Strategic Goal

• NEA Strategic Goal
  – Strategic Goal 1: Strong Affiliates for Educator Voice and Empowerment NEA will partner with state and local affiliates to strengthen their organizational capacity to: secure opportunities for empowered educators to transform the conditions of teaching and learning through supportive policies, practices, and structures; engage and continually deepen relationships with and relevance to members; and grow Association membership and strength while thwarting attacks on member rights and union strength.

• NEA Organizational Priority
  – Early Career Educators
Leading Our Profession

- **NEA Leadership Competency progression level(s).**
- **Level 3: Agenda Driving**
  - **NEA Leadership Competency themes:**
  - Leads our professions by anticipating challenges and putting in place proactive strategies.
  - Builds a culture of professionalism that illustrates the association’s commitment to continuous learning.
  - Drives collaborative decision making and policy on our key professional issues.
What 1 word would you use to describe a millennial?
Is this accurate?
Misconceptions of Millennials

- The most common outreach to reach Millennials is Social Media. Social Media is only a tool. Good Social Media outreach does not equal good Millennial outreach.
- Failure of Social Media outreach is often blamed on Millennials being self-centered or only caring about frivolity.
Super Girl and Millennials
# The Difference Between Millennials and Gen X

**Generation X 1960-1980**
- Known as the “ slackers” and are laid back and easy going
- Like to be a part of a group or click
- Judgmental of others
- Anti-Corporation and Big Business
- Big Media- News

**Millennial 1981-2000**
- Wants everyone to be included and are tolerant of others; showing great empathy
- Engaged and supportive
- Millennials think big business can help solve problems like Bob’s Shoes
- Social Media - News
Generation X

Millennials
Notable Statistics on the 2015 Millennial Impact Report

- 84% of Millennial employees made a charitable donation in 2014
- 70% of Millennial employees spent at least an hour volunteering in 2014
- 37% say they volunteered up to 10 hours
- 45% said some of the time they spent volunteering was either offered or promoted by their company
- 50% of Millennial employees say they have volunteered their time for a company-sponsored initiative at some point in their careers
- 77% say they are more likely to volunteer if they can use their specific skills or expertise to benefit a cause
What Millennials Want and Need

• Millennials want to feel like they are a part of something greater than themselves.
• Millennials want to feel like they make a valuable contribution to a community.
What Millennials need cont.

• NEA outreach to Millennials must focus on the good that NEA does in their local communities and on a national scale.

• Millennials need to be able to make viable contributions to this cause right away.
How Is this Done?

• Collaboration of goals and planning
• Willingness of the old guard to stand down. You have to be able to let Millennials step into leadership roles. Have conversations with them and use their ideas.
• Try a survey that asks open ended questions on what they think your issues should be. How can the NEA help you at your school? What issues do you see that have a negative impact on your students?
Volunteer Days are strong ways to bring Millennials on board. Establish specific days once or twice a year when your Local or State affiliate can make an organized and collective effort to get people involved. Make these unique volunteer opportunities known, memorable and fun, and then reach out to businesses and community organizations to get them involved.
Examples

• Organize a community drive: Book drive, Clothing drive, Food bank drive, Back to school supply drive, or a Holiday toy drive. This will not only increase your involvement, but can have your local or state organization move in a positive direction.

• Organize a group or team outing to a local event: From MLK & Cesar Chavez Day marches to a run/walk for a cause. Have a group banner to show who your are representing.
Facebook Marketing 101

• You can get a lot more out of spending a little money to create Facebook Ads than sharing post.

• You can get more bang for your buck when people enjoy your adds. So make sure your adds are relevant to your audience.

• Use your email list to create audiences so that you are targeting the correct people.
Facebook Live meetings

Delna Bryan was live.
December 9, 2017 at 10:11am

NEA Dallas General Membership Meeting
Saturday, December 9th, 2017

Kimberly Anne Collins > North East Education Association was live.
February 20, 2017

Well, our first LIVE broadcast isn't perfect, but on the flip side... WE DID IT! We have a list of glitches to fix, so our next time will be PERFECT! A big thank you to all the Campus Leaders who attended along with those that followed along with us live. In this broadcast, Selena Valdez, NEEA President, provides our Campus Leaders information on NEEA happenings and what NEEA is doing to support us. Kim Martinez, TSTA, gives our Campus Leaders a mini inservice on Chapter 37 and how it works.
Social Media - Not just Facebook

- Instagram
- Twitter
- Snap Chat
- YouTube channel
- Podcast
- Create committees and ask Millennials to run these events. Make Social Media Star auditions for your new weekly YouTube channel or podcast.
San Antonio Events-Summer book drive
Retiring teachers help new teachers
Back to School Drive
Wear Red for Public Ed rally at Texas Capitol
Texas Senate Bill 4 Rally

Anti-Sanctuary city law
San Antonio Cesar Chavez March
Selena Valdez is NEA's 2017 Activist of the Year!

July 5, 2017

Selena Valdez, an elementary school teacher, president of the North East Education Association in San Antonio, and TSTA Board member, was selected by delegates to the NEA Representative Assembly in Boston.
Texas State Teachers Association is starting a new to profession organization just like HYPE.

TSTA has a taskforce that is organizing this new group inside the association.

It will be a state wide initiative that focuses on bridging the gap of the TSTA student program and the new to profession teachers. We also want to incorporate seasoned teachers to help be mentors to the new teachers.

This group will start out with service projects and mentoring and branch out after that.

The taskforce has the full support of the TSTA President and Vice President.

One of our goals will be to change the perception of Unions with our work in service. Texas is a right to work state, so this is a big goal to achieve.
How will your Local and State begin to engage Millennials?
Sources

Super Girl Video
https://www.youtube.com/watch?v=pE3-2o7tuCs

HYPE Webpage
http://www.hstahype.org/

Webpage
http://www.themillennialimpact.com/research/

Contact us

Angel Watkins
Judson Education Association Campus Rep
angelwatkins223@gmail.com

Selena Valdez NEEA
President/ TSTA Region 3 President
slena18@yahoo.com
Session Outcomes

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

– Changing the image of unions and being an activist

– Start a new committee in your local/State either a New to Profession or social media committee.

– Have new conversations with your new members or perspective members on all the good work NEA does to give back to the community, and tell them your need them.
Thank you for coming!

• Please complete the evaluation for this breakout session by using the **NEA Summit Mobile APP**! Please visit the Leadership Development Resources website at [www.nea.org/leadershipdevelopment](http://www.nea.org/leadershipdevelopment)