Jackson Association of Educators
Jackson, MS

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Organizing An Education Village
ORGANIZING

• Competency progression levels:
  – Level 1 Foundational; Level 2 Mobilizing and Power Building
Themes: Communicates agenda items to the public
Lobbies key politicians for issue support & passage
Mobilize stakeholders around issues
Takes active roles in membership recruitment
What’s Your State?”
It Takes A Village

- Legislative
- Organizing
- Membership
Legislative

How do you see the field of education from a categorical sense?

• A. Business
• B. Plain Education
• C. Industry
• D. Legislative
What's Money Got to Do with it?

FOLLOW

THE MONEY
What’s Money Got To Do With It?

- $600,000,000,000
- $600 Billion National Education Budget

- Who wouldn’t want this amount of money in America? Hmmm
Why Lobby Legislators?

Mississippi Legislative Functions

• Make laws for education with Governor
• Not required to fund laws
• Look after big business priorities
• Decisions influence upward mobility of state
• Underfunded Education; Gave money to corporations
Unite, Inspire, Lead
Empowering Educators for Success

ORGANIZING
What is Organizing?
What is Organizing?

Identifying leaders and coordinating them in leadership teams, Building community and commitment around that leadership, Building power from the resources of that community, Using that power strategically to make concrete change in the world.
Organizing

- Has organizing or the lack thereof affected education in your state or local area?
Gather round

Are legislative issues worth organizing community support?
Some Legislative Action Stakeholders

- Educators
- Parents
- Students (K-Graduate)
- Advocacy agencies
- Early Childcare Providers
- Chamber of Commerce
- Churches and Civic groups
Organizing Tips

• Have widespread visibility to promote unity of the cause. Setup booths at events that have vendors to distribute flyers with Legislative agenda and other information.

For Example: JAE promoted information on “The Third Grade Promotion Act” and Literacy campaign to Parents, Members, and Community Groups.
Organizing

Visibility at events puts your local in touch with people from all communities of your town or city.
Community Organizing

• Demonstrates true spirit and quantity of people who want to make progress and change.

• Great time to get commitment cards completed by non-educators.

• Provides more boots on the ground as well as contacts and centers of influence.

• Members and potential members want to be with visible winners.
Members

Through organizing we found some of our members were heavily involved in their community:

• Teacher tutored 150 students last summer
• Retiree organized community Friends and Family parade in her neighborhood.
• Educators are a unifying piece spearheaded thru activism and advocacy.
Your Local Association

• Your local association members and potential members want advocacy and activism.

• Complaints/concerns/demands from your local members and potential members; if any exist at all?
Jackson Association of Educators (JAE)

- JAE co-hosted New Teacher orientation for district-wide first-time K-12 teachers.
- We provided lunch one day during this multi-day event.
- Facilitated all training breakout classes this year.
- Recruited 45+ new members onsite. Used affiliation and incentives.
Professionalism Power Protection

Recruiting tips:
Utilize methods of affiliation and incentives.

Always distribute print material that is factual with hard numbers that are researched-based.

Collaborate with your state association and NEA for resources to promote Legislative action, organizing, and membership.
Affiliation: Tempt potential members with opportunity to join the educators’ association. Use bandwagon: people will join when they see or know of others are joining your local because local is engaging members and non to be active in the issues they care about most.
Question?

• Do you now see how the field of education is interwoven into Business; industry, and legislative areas?
Please complete the evaluation for this breakout session!

Thanks for your participation!!!