UNITING OUR MEMBERS AND THE NATION

Empowering leaders, educating students, strengthening communities

Our Iowa Quarter is Worth MORE Than 25 Cents!

Dr. Amy DeGroot-Hammer, Iowa
Ms. Bernie Scolaro, Iowa
NEA Leadership COMPETENCY: ORGANIZING

• NEA Leadership Competency
• progression levels addressed today:
  – Level 1: Foundational
  – Level 2: Mobilizing & Power Building
NEA Leadership Competency themes addressed today:

– Utilizing best organizing practices
– Building meaningful community partnerships
– Engaging in collective action to identify and address pivotal issues
– Creating conditions for continuous association growth and strength
– Fostering the development of leaders at all levels of the organization
NEA Strategic Goal our session addresses:

Strategic Goal 1:
Strong Affiliates for Educator Voice and Empowerment
NEA Organizational Priority our session addresses today:

NEA Organizational Priority

Early Career Educators
The Iowa Quarter is worth more than 25 cents!
Today’s Presenters:

Dr. Amy DeGroot-Hammer (left)

Ms. Bernie Scolaro (right)
"If a doctor, lawyer, or dentist had 40 people in his office at one time, all of whom had different needs, and some of whom didn't want to be there and were causing trouble, and the doctor, lawyer, or dentist, without assistance, had to treat them all with professional excellence for nine months, then he might have some conception of the classroom teacher's job."

- Donald D. Quinn

www.LearningStationMusic.com
After Wisconsin, Iowa had a concern for an attack on Public Education and Public Sector Collective Bargaining...

- Legislators said, “maybe some tweaks…”
- “I don’t foresee much change…”

Leadership Development
NATIONAL LEADERSHIP SUMMIT
Iowa’s Pre-Election Plans:

1. Talked to our members.
2. Encouraged multi-year contracts
3. Moved members to EFT.
4. Gathered home email & personal phone numbers
5. Recruited “pro-public education” school board members for our locals
6. Built relationships with union brothers and sisters
Iowa’s 6 Electoral Votes for Donald Trump

R D. Trump 51.8% 798,923

D H. Clinton 42.2% 650,790
Iowa Republican Trifecta

As a result of the 2016 election, the state government of Iowa became a Republican trifecta, meaning that party holds the governorship as well as a majority in both the state Senate and state House for the 2017 legislative session.
History of Strong Public Education in Iowa

Up until the election on November 8, 2016 Iowa’s public education had a “goalie” in the Iowa legislature. After that election, things quickly changed.
We were “ready” – but hoped for the best...unfortunately...

The attacks to public education were not unforeseen. On December 21, 2016 a Des Moines Register article by Sen. Herman Quirmbach, former chair of the senate education committee, predicted the coming threats to Iowa education, including cuts in funding, attacks on the rights of public workers, and expansion of school “choice.”
More Iowa’s Pre-Election Plans:

1. Shared messaging at meetings with our 400+ locals
2. Worked with other states who had been through it
3. Developed bargaining strategies for chief negotiators
4. Met with legislators from both parties
5. Worked with other labor organizations
6. Collaborated with other education stakeholders
Iowa Collective Bargaining
Decimated

While the rest of the country had all eyes on D.C. in early 2017, Iowans were dealing with our own out-of-control legislature.

The legislation came so quickly that it was almost impossible to organize against the onslaught. Our heads were spinning.
We emailed, called, lobbied, and they voted in the middle of the night. (Literally)

The Iowa Senate was still in session Thursday morning after holding an all-night floor debate on a bill that would limit collective bargaining for Iowa's 184,000 public employees.
Elections Matter.

Passage of the collective bargaining bill was made possible by sweeping Republican victories in November's elections.
Desperate times also create new opportunities – everyday Iowans are stepping up.

We realize that there’s really no one to save us but ourselves.

We are FIGHTING for our students and Iowa’s Future.
Grassroots Support cropped up
Karen Nichols, founder
State Capitol - Des Moines, Iowa

Rally for Public Education
Sunday, February 12, 2017
Despite staunch Democratic opposition that fueled three days of contentious debate, the Iowa Legislature on Thursday gave final approval to a bill that dramatically scaled back a four-decades-old collective bargaining law that governed union contract negotiations for the state’s public workers.
Iowa Governor Terry Branstad...

REALITY:
Gov. Terry Branstad signed the bill on Friday, February 17, less than a day after it cleared the state House and Senate following massive demonstrations and contentious legislative debates.

It took effect immediately.

“I’m very pleased to sign this bill into law,” Branstad said.
1st Iowa Strategy = Extend Contracts/Move quickly

Iowa school leaders rushed to finalize employment contracts to beat collective bargaining legislation moving quickly through the Statehouse.

“More than 140 districts settled contracts in the last week and seven of 40 districts with multi-year contracts extended them,” said Tammy Wawro, president of the Iowa State Education Association.
Recertification Votes 101

• All employees in a bargaining unit must vote to retain association representation in contract negotiations every time a new contract is up through an election process overseen by the Iowa Public Employment Relations Board (PERB).

• Voting YES to recertify means the employee wishes to maintain the current bargaining agent (local association/ISEA) as the representative for the Master Contract.

• This vote has nothing to do with joining the association. All employees of the bargaining unit must vote – association members and potential members. **Failure to vote in this election is a NO vote.**

  This is not how democratic elections happen anywhere in this country.
How we fought for Recertification:

**Education and Communication**

- 10 minute building meetings with building rep
- Presentation at staff meetings to reach our – non-members (with support of principal or district superintendent)
- Member-to-member phone calls
- Uniserv staff emails, meetings, trainings
2017 Recertification Results:

13 out of 13 locals were successful in September 2017

216 out of 220 locals were successful in October 2017
ISEA State Leadership

The Iowa State Education Association created tools educators needed to be successful in voting YES for re-certification.

President Tammy Wawro video:

- [https://www.youtube.com/watch?v=ejHVuwhdA0A](https://www.youtube.com/watch?v=ejHVuwhdA0A)
ISEA Executive Board strategized
Local & Visits from Iowa’s State President, Tammy Wawro.
Local Association Leadership used resources such as EFT to change how we collect dues.

December 2016 = 8900 members on EFT (29%).
January 2017 = 24,500 members on EFT (88%)

It is working. It is because of the local association leaders talking 1:1 with members, building relationships, educating our members.

We are empowered.
Engaged retired, student, and active members together.
Trained members to use their “Member Voices”
We went to Local Legislative Forums to use our voices.
Make trips to your state legislature to lobby on public education issues
Educators went to Presidential Candidate Events
Educators are involved in their local Conventions
Educators are involved in their State Conventions
Educators (and Katy Perry) are involved in their State Conventions
We knocked doors for Pro-Public Education Candidates
Twitter: #VoteyesIA
"We are enormously proud of the thousands and thousands of education professionals who overwhelmingly voted in favor of their professions by successfully passing recertification in their locals. ISEA members and their colleagues took time out of their busy schedules to let the Legislature know that they believe their voice in their profession, their work environment and in support of their students is important."

- Tammy Wawro, ISEA President
ISEA Lawsuit

ISEA filed the lawsuit in April 2017 as a challenge to House File 291. At issue is a provision of the law which exempts public safety workers from the law's broadest changes. The suit contended the law creates two classes of workers and violates the Iowa Constitution, which guarantees equal protection under the law.

ISEA also claims provisions prohibiting the use of payroll deductions for the payment of union dues and requiring new union certification votes also are a violation.

In October 2017 Fifth Judicial District Court Judge Michael Huppert dismissed ISEA’s motion for summary judgment and granted the state’s motion for summary judgement.

In November 2017, ISEA appealed the judge’s decision.
Show up and get to know people – and advocate for public education. YOU are the expert.
Attend Trainings – network, expand, learn, grow, go for it!
Rain or shine - show up!
Bring a friend/colleague/member to engage to trainings.
Attend NEA’s “See Educator’s Run” Training Dallas, TX June 2017
ISEA Community Grants for volunteering and community engagement
Community Grants for Engaging Members in Communities (Retired, aspiring, active)
Volunteering in the Community
Volunteering in the Community
Volunteering in the Community
Volunteering in the Community
Volunteering in the Community
Lobbying with candidates locally
Attend Local Legislative Forums
PACK THE HOUSE!
Encourage members to attend!
Press Conferences were held across Iowa to oppose changes to public sector bargaining. We were there – with our union brothers and sisters.
Labor Day Picnic 2017 Volunteering and building relationships with other union brothers & sisters.
Local Events
Educators are There!
Local “Branding” to show them Educators are There!

Follow Sioux City Education Association - SCEA

On facebook
Speak at local events on the importance of public education.
Thank those who support public education!

Thank You
Rep. Tim Kacena
For Supporting Public Education

Thank You
Rep. Chris Hall
For Supporting Public Education
Welcome to Leadership Summit 2018!

- https://www.youtube.com/watch?v=DKbJPHf0KLU&feature=youtu.be
ISEA Summer Leadership Conference 2017 with 3 First time attendees!
Political Networking & volunteering locally
Local Campaign volunteering
Local Campaign volunteering
Local Association Excellence Award
(toot your own horn!)
Iowa Leadership lobbying in D.C.
Advocate at home in your state
AND....Advocate in D.C.
NEA Directors Lobbying in D.C.
Takeaways for you:

• Collect accurate home emails
• Collect accurate personal phone numbers
• Activate student members to volunteer
• Activate retired members to volunteer
• Build relationships with other union brothers and sisters
• Utilize social media platforms
More takeaways for you:

- Invite legislators to your classrooms
- Attend association meetings
- Attend school board meetings
- Attend legislative forums
- All of us are stronger than one.
- Do not be silent!
Utilize Social Media Platforms

• https://www.facebook.com/pg/Sioux-City-Education-Association-SCEA-453738041461693/photos/?tab=album&album_id=455397544629076

• https://www.facebook.com/pg/SiouxlandUniservUnit/photos/?ref=page_internal
Session Outcomes

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

– Ideas to engage your membership
– PREVENT future issues by PLANNING ahead
– FIGHT – Not Flight!
Closing

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)