Amplifying Our Voice: Leading Boldly for Our Students, Our Professions, and Our Union

Rebuilding a House Divided: Creating Membership Relevancy at all Stages of the Educator’s Career

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COMPETENCY: ORGANIZING

This session will focus on successful organizing which relies on all The Core Competencies.

This Level 1 (foundational) and 2 (mobilizing & power building) session will

• Demonstrate how union advocacy translates into positive learning environments.
• Utilize a variety of communication tools to convey various messages to meet the needs of the membership.
• Empower and motivate and nurture a diverse population of leaders.
• A focus on using professional learning as a member engagement tool.
NEA Organizational Framework:

**NEA Strategic Goals:**
- Recruit and Engage New and Early Career Educators
- Provide Professional Supports
- Enhance Organizational Capacity

**NEA Organizational Priorities:**
- Early Career Educator
- My School, My Voice
- Supporting Professional Excellence
A House Divided

• What divides the house?
• What unites the house? (branding, communications)

What is your "Union Persona"?
Seniority: Early/Late Career
View: Activist/Professional
Engagement: Leader/Participant
Illustrative Examples

• Recruit and engage members: new member welcome
• Provide professional supports: professional development program
• Enhance organizational capacity: crisis activities

Include (photos/videos)
Session Outcomes (Second to last slide)

At the conclusion of this session, we hope you will walk away with

**Outcome 1:** Tools for member recruitment and retention in a Post-Janus world.

**Outcome 2:** The ability to utilize the needs & interests of members to foster a sense of belonging within the local.

**Outcome 3:** Energized and empowered to build a better local that offers something for everybody.
Closing (Last slide)

• Please complete the evaluation for this breakout session by using the NEA Summit Mobile App! (Allow at least 5 minutes at the end of the session.)

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