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

Engaging Early Career Educators Post-Janus
Stephanie Duwve and Colleen O'Connell
Level 1: Foundational and Level 2: Mobilizing & Power Building

- Fosters the development of leaders at all levels of the organization
- Builds and maintains meaningful community partnerships
- Creates conditions for continuous association growth and strength
- Engages in collective action to identify and address pivotal issues
- Utilizes best practices — technologies and methods that throughout experience and research has led to successful organizing outcomes
- Makes strategic plans that rely on data and analysis to set and achieve key organizing objectives

COMPETENCY: Organizing
NEA Strategic Goal

Advancing opportunities that will identify, organize, and engage new and early career educators; amplify the voices of all educators, support our members’ professional growth, and promote social justice for our students, communities and our nation.

Securing a pro-public education environment for students, educators, and families.

Building the capacity of the local, state and national union to ensure the success of public education.
NEA Organizational Priorities

• Early Career Educator
• Racial Justice in Education
• My School, My Voice
• Supporting Professional Excellence
The content from this session can be used in the following ways in your current position/role:

• Outcome #1: Identify concrete strategies to build Early Career Educator capacity in your local and state association.
• Outcome #2: Formulate ideas of how the state association can support Early Career Educator-specific needs.
• Outcome #3: Target ways Early Career Educators can specifically support your local and state association in a Post-Janus world.
Group Norms

• Treat each other with respect
• Listen for understanding
• Step Up/ Step Back
• Take care of your personal health, and the health of the group
• E-etiquette
Ice Breaker

Hey, that’s me!
What is the popular narrative told about Early Career Educators?

With your group, consider these points when answering the question above. As a group, answer:

- Who are Early Career Educators?
- What do they do
- How well do they do it
- How do they fit into the profession as a whole?
Ohio’s New Educators
Ohio Education Association
Ohio’s New Educators (ONE) is a unique community within the Ohio Education Association supporting early career educators in their first years of teaching.
ONE is a community of professionals that supports early career educators. We engage and empower new educators to become relevant, active, and visible in our profession and communities through collective action.
We believe empowered educators spark the minds of those who will effect positive change in the world.
OEA supports and empowers new educators to lead this work.

We grow leaders dedicated to the public education movement.

We invite people to belong when they need it the most.
What we do

• New Teacher Orientations
• New educator events
  • Socials
  • ONE meetings/retreats
  • ONE/OSEA Conference
• Reaching out to recent graduates about their job search
• Reaching out to Aspiring Educators and Engaging Prior to Year 1
Your Turn! How Can You Engage ECEs?

5 minutes

Using the materials at your table, identify ways your state, region, local and school currently engage Early Career Educators. (Educators 0-7 years experience)
Drop Call Modeling Project

Calling recent graduates and building relationships

Janus Hits

Member Ambassador's

Election
Goal: Identify potential members who might drop the union after Janus.

- Have 1:1 phone conversations to determine what the strength of our union looked like
- Based off of these conversations and results, determine how to respond
Drop Call Modeling Project

Calling recent graduates and building relationships

Janus Hits

Member Ambassador's

Election
Calling Recent Graduates

Goal: Checking in with recent graduates and seeing how job search process was going. Introduce them to ONE and OEA before school starts.

• Have 1:1 phone conversations to help support recent graduates
• Expose recent graduates to ONE and OEA so it was familiar language when they met with their Union
• Recruit/invite all new educators into membership with OEA using aspirational messaging;
• All new to the profession educators fill out New Ed interest card and enter into VAN;
• Like Facebook page *(beginning of ladder of engagement)*
• Have regular support conversations using Mini-Van (see how to track conversation handout);
• Drive new educators to events (socials, PD, etc.);
• Identify at least 10 new natural leaders;
• Recruit and engage aspiring educators. Maintain good list.
Member Ambassadors

- Professional Development
- Train the Trainer
  - Classroom Management
  - Adult Learning Theory
Drop Call Modeling Project

Calling recent graduates and building relationships

Janus Hits

Member Ambassador’s

Election
Election Work

Goal: Connect with fellow members and elect pro-public education candidates in Ohio.

• Phone Banking
• Literature Drop
• Hustle
• Although results were not as we would have hoped, we still had a large percentage of our union members pledge to vote pro-public education candidates
Your Turn! How Can You Engage ECEs?

• What is missing from the current picture of what you provide? What other ways could you support ECE’s?

• Now, think back to your first year: Was there anything that held you back from getting involved with the union? Can you add something to your list that will support this specific need?
When making deliberate choices to increase capacity, know how you will manage and engage that capacity...Have a plan!
What we did:

- Manual spreadsheet ➡️ MailChimp
- Utilized all data from New Educator cards (contact engagement went from about 150 members on a list in June to a list of over 10,000 right now)
- Hustle
- MiniVan
- Social Media
Sample Hustle Script

**Initial Script**

For New Members

Hey <Member Name>! This is <Organizer Name> with OEA. We are hosting a social to celebrate the new school year <on event date> <at event time>. Are you free?

For Existing Members

Hey <Member Name>! We are hosting a social to celebrate the new school year <on event date> <at event time>. Are you free?

**Response Scripts**

For RSVP'd yes

Great! So excited to see you there! Here are the details: https://actionnetwork.org/events/neoea-cleveland-social?source=direct_link&source=text

For RSVP'd no

Ok, I understand. Hope you can join us next time!
• When you are interacting with ECE’s consider this...
  
  • Create a connection with them
  • Ask for their input
  • Invite them to events, see their potential
  • What happened to you (in education or the union) that they should care about
Support from OEA and NEA

• We could not do this work without OEA/NEA
• Trainings
  • OEA helps train us to be more competent leaders in our communities
  • OEA provides funding and scholarships for ONE opportunities
• Provide a platform for us to be #relevantandvisible
• Relationships between ONE and OEA allows goals to be met
Formulate your ask

- Make a plan (use the sheet provided):
- How will you find out who to ask? (Or do you already know?)
- Do you need to ask with support (fellow ECEs, Local/District officers…)?
- Concretely and succinctly phrase your ask!
  - What do you need?
  - How can they help?
  - How will helping ECEs in this way support your local, district, state, etc.?
### Results

- Attended over 125 NEO’s
- Recruited nearly 4,438 new to the profession educators
- Had over 3,059 1:1’s
- Compiled list of 9,087 Early Career Educator prospects
- Held 18 B-T-S events with over 540 attendees
- Identified 10 new O.N.E. leaders.

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#### Conversations & New Educators

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#### One on Ones: 2018-2019 & 2017-2018

- Total: 3,059

#### Top Surveyed Interests

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#### Top Engaged Locals

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ONE’s next steps

1. Creating ONE chapters in different regions of the state
2. Organizing to create change in standardized testing alongside OEA
3. Creating a ONE video to allow local unions to show at their new teacher orientations.
Reframing the Narrative

What is the popular narrative told about Early Career Educators?

Go back to your initial narrative about Early Career Educators and consider what we have learned. How will your state or local association reframe the narrative about Early Career Educators? How will your local or state efforts support a positive narrative?
Session Outcomes

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

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Thank you!

• 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