Unite, Inspire, Lead
Our Students, Our Union, Our Future

Early Career Educator Organizing

Peter Witzler
Indicate the NEA Strategic Goal and NEA Organizational Priority your session addresses:

• NEA Strategic Goal
  – Example: Strategic Goal 1: Strong Affiliates for Educator Voice and Empowerment

• NEA Organizational Priority
  – Early Career Educators
Indicate the NEA Leadership Competency your session addresses: Example – COMPETENCY: Organizing

• Indicate all of the NEA Leadership Competency progression level(s).
  – Level 1: Foundational, Level 2: Mobilizing & Power Building, and Level 3: Agenda Driving

• Indicate all of the NEA Leadership Competency themes within the competency that your presentation is designed to address.
  – Example: Analyzes and compiles reliable research data to formulate organizing strategies
  – Example: Utilizes valid data to formulate a foundation for long term plans including objectives, strategies and goals
  – Example: Implements strategic plans to increase membership and support key objectives
Agenda

• Why Early Career Educators?
• Aspiring Educator to K16 Membership Pipeline: Case Study
• Promising Practices for Early Career Educator Organizing
• Discussion
We have a huge opportunity:

173,000:  
- an opportunity to recruit and engage 173,000 new educators at a time the professions have high turnover and retirements

Organizing Conversations:  
- an opportunity to have listening conversations, collect contact information, and understand what supports educators need

**Data** will be captured systematically and used for digital engagement and future organizing

This campaign provides an opportunity to establish the NEA and its affiliates as the go-to resource for new educators at the start of their careers.
Membership Statistics

The State of Our Union
Our future is tied to the ability to recruit and retain a new generation of educators entering the professions. By 2025, millennials will make up 75% of the workforce.

**Turnover**
- We’re denser in the older age groups with more retirements taking place. **37%** of NEA members are age 50+.

**Growth**
- This year we expect to grow by **30,000** members; this is movement in the right direction.

**19%** of NEA members are under age 30; **25%** of incoming educators are under 30.

Of new hires there are fewer older, mid-career switch teachers (30%) than there were in the late 1980s (43%).
New tools, analytics, and best practices
Resolving our data problem

Our Data Gaps:

- 39% no worksite
- 15% missing or suspect birth year
- 34% no position listed
- 45% no email address

New Ed will:

- Gather member contact information so we can communicate better
- Rapidly put information into VAN
- Expand data skills and capacity
- Track our progress and inform future work
Be the best educator you can be. Join us today.

<table>
<thead>
<tr>
<th>FIRST NAME</th>
<th>MI</th>
<th>LAST NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>D.O.B. (MM / DD / YYYY)</th>
<th>JOB TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WORKSITE</th>
<th>EMPLOYER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CELL PHONE</th>
<th>PERSONAL EMAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HOME ADDRESS</th>
<th>APT</th>
<th>CITY</th>
<th>STATE</th>
<th>ZIP CODE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

How can we best support you?

1) Is this your first year working here? Y / N
2) Where did you graduate/ get trained/ get certified?

3) What would you find most useful to help you and your students succeed?
- Classroom management
- Access to mentors and/or coaches
- Access to professional development or professional support
- Other:

4) Which of the following areas and issues are most important to you?
- Conditions in the Classroom
- Social Justice
- Parental and Community Engagement
- Education Policy (testing, funding, etc.)
- Other:

5) Which of the following activities and tools are most valuable to you?
- Degrees, Debt Relief - reducing your student loan payment and pursuing loan forgiveness
- Political Advocacy - opportunities to advocate for laws and policies that ensure the schools our students deserve
- Professional Development - trainings, conferences, and webinars designed to help you improve your practice
- Social and Economic Justice - opportunities to improve the conditions our students face inside and outside of the classroom

For Official Use:
Name:
Email:
School Code:
Digital Engagement
Majority of Early Career Educators

- Educators Don't Feel Prepared and Supported.
- Low & Declining Professional Satisfaction
- High Likelyhood to leave the profession

Polling says this is the current reality for a majority of new educators.

End Result for Affiliate: Low Engagement, Expensive Revolving Door of Membership
Current Reality For Highly Satisfied Early Career Educators

- New Educator Engages with Colleague
- Educator Feels Supported
- Increased Professional Satisfaction
- Increased Likelihood to Stay in Professions

In cases, where early career educators are highly satisfied, it’s because they seek support from their colleagues. There is little or no connection to the association.

Out come for Association Unknown???
Digital Engagement Case Study: Career Fair Pipeline Organizing Pilot

• Phase 1: List Acquisition
  – In Partnership with 14 State Affiliates participated in 37 School of Education Career Fairs.
    • Held one-one conversations with 818 graduating seniors who opted into communications over email, cell phone and text. Nearly all one-ones were with non members of student program.
    • Identified where they plan to start teaching career
Digital Engagement Case Study: Career Fair Pipeline Organizing Pilot

• Phase 2: Follow-Up Engagement
  – Tele-town hall Early Career Educator Panel
  – Professional Supports Webinar Series
Digital Engagement Case Study: Career Fair Pipeline Organizing Pilot

- **Phase 2: Key Learnings**
  - Frequent messages with relevant, urgent and important content increase open rates
    - We have 30% open rate vs 17% for NEAToday, 16% EdVotes
  - Potential Members engage at rates equal to and in some cases higher than current members
    - 1% more participation in Tele-town hall among New Contacts from career fairs
  - **Prospecting Works**
    - Acquired list of 2,496 Graduating Seniors email addresses
    - Sent invite to webinar: 61.66% open, 1.8% conversion rate (1% industry standard for similar tactics)
Phase 3

• Phase 3: Membership Recruitment
  – Phone Banks, NTO, B2S etc
  – VAN lists and Scripts
  – Affiliate Partnerships
  – Digital Support Overlay
  – 2016 Graduate Phone Banks

• Phase 3 Results So Far
  – 1-1’s increase membership conversion
  – Digital Engagement increases membership conversion even more
  – If we can have a 1-1 they are very likely to join
Tools and Resources Available

• Student Density Reports
• New Ed Data
• Career Fair Recruitment Toolkit
  – List of Identified Spring 2017 Career Fairs
• Early Career Educator Group Promising Practices
  – Student to PK12 Membership Conversion Plans
• Student Alumni Lists and Migration Reports
• List Building Model Using Issue Advocacy
Recommendations to NEA

- ECE groups should formally join the Student Leadership Conference for bridging between aspiring educators and new educators
- States and Locals should consider dedicated staffing and resources for ECE groups
- States should be encouraged to send ECEs to the NEA RA as delegates
- NEA should help resource regional convenings of ECE groups before June of 2017
Group Discussion

• Use guided questions at table for discussion in small groups

• Report back key ideas and learnings to share
Session Outcomes (Second to last slide)

- The content from this session can be used in the following ways in your current position/role:
  - Participating in Career Fair Organizing Opportunities with your state or local association
  - Engaging in the Aspiring Educator to PK12 Membership Pathway state or local association
  - Creating an Early Career Educator Group in your state or local association
• Please complete the evaluation for this breakout session!
• Please visit the Leadership Development Resources website at www.nea.org/leadershipdevelopment