



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

When the Community Speaks the Union Listens:
HCEA's Community Outreach Campaign

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NEA Strategic Goals & Organizational Priorities

– Strategic Goal 1:

- Strong Affiliates for Educator Voice and Empowerment

– Strategic Goal 2:

- Empowered Educators for Successful Students

– Organizational Priorities

- Early Career Educator
- Every Student Succeeds Act (ESSA)
- Institutional Racism/Racial Justice in Education

NEA Leadership Competencies

- Level 1: Foundational
- Level 2: Mobilizing & Power Building
 - NEA Leadership Competency themes addressed:
 - Advocacy
 - Communication
 - Organizing



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Introductions



2017 NEA National Leadership Summit | February 24-26, 2017



History of HOCO

- Planned community- (Rouse Vision) -created utopian society/ Bubble
- High parent and community involvement in schools
- Schools among top county in nation
- Responsive Superintendent and BOE
- Trust in Superintendent and BOE
- Low class sizes
- Support staff/materials
- Well maintained schools



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Growing Discontent & Mistrust With BOE & New Superintendent

- New Superintendent
- 5-2 majority anti-union Board of Education
- Growing lack of transparency
 - trip to China
 - budget (outside contracts, sole source)
 - policies/initiatives (Elementary School Model)
 - closed session meetings
 - Special Education Evaluation and Report
 - Grace Mcomis' suicide
 - Mold



Growing Discontent & Mistrust With BOE & New Superintendent

- Kindergarten Paras /Paras and media secretaries cut
- Increase class sizes
- Elimination of budget review committee (OBRC)
- Satisfaction surveys-lowest morale in history: trust in Super 32%, BOE 23%, HCEA 87%
- The Zepp effect (indirect) “take over” of HCEA
- Mistrust between BOE and County Council, State Delegates and Governor
- Town Hall meeting(s) Delegates/County Council

HCPSS Board of Education Superintendent Renewal

HCPSS BoE Superintendent Renewal



0:16 / 3:48



YouTube





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Fear, Intimidation, & Retaliation Leads Us To ACT

- Listening campaign modeled after St. Paul, MN (provide a safe space to listen to parents and community members to voice concerns)
- PATH (People Acting Together in Howard) interfaith social justice organization and respect b/w HCEA and PATH, “quote from MSEA article”
- Goals of creating an agenda for our school system



How it worked...

- Training for facilitators
- Request for hosts
- 8-10ppl per meeting: met in houses, places of worship, restaurants, community centers, anywhere
- Recorder-facilitator
- Kept qualitative data on a google doc

Three Questions

1. What are the problems your students face?
2. What are the problems educators face?
3. What kinds of schools do our students and educators deserve?

PATH & HCEA Community Listening Campaign



Outcome of Listening Campaign

- Developed agenda based on common themes throughout listening campaign-agenda ratified
 - Reduce standardized testing
 - Reduce class size and restore cut staffing positions
 - Improve training for special educators and give them a voice in determining training
 - Address racial discrimination in our schools
 - Increase access to healthy food and after school activities
- Canvas to collect signatures for agenda

Additional Outcomes of Listening Campaign

- Built trust and relationships between educators/parents/community members
- Stronger united voice for change in school system
- Increased attendance at BOE meetings
- Creation of blogs by community members
- Increase in media attention

BIG WINS

- Knocked out 2 incumbents in Primary
- Knocked out last incumbent in General
- ALL 3 HCEA endorsed candidates WON
- 1st BOE meeting with new candidates-
 - Took IMMEDIATE Action in response to community/educator common concerns
 - <https://www.youtube.com/watch?v=a4Gd1pT1mzo&feature=youtu.be>
- Legislative reception: new BOE commitment to community agenda
- Bright future ahead!!!! (hopefully)



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TAKE AWAYS

- TIPS 'worksheet'
- Article
- News articles Baltimore sun – for visual for slides
- -Agenda fliers



Session Outcomes

- The content from this session can be used in the following ways in your current position/role:
 - Gaining parents support around an issue
 - Collaborating with local organizations
 - Build community allies for future support

Before You Go.....

- Please complete the evaluation for this breakout session!
- Please visit the Leadership Development Resources website at www.nea.org/leadershipdevelopment