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

We Love Our Member Organizers!
Ali Cochran, Linda LaVictor, & Maralyn O’Brien
Indicate the NEA Leadership Competency your session addresses: Organizing

• Indicate all of the NEA Leadership Competency progression level(s).
  -Mobilizes, activates and engages members and leaders to support internal and external relationships and association capacity to: recruit, retain and identify diverse groups of members and leaders; and advance strategic priorities at the national, state, and local levels. (Level 1: Foundational & Level 2: Mobilizing and Power Building)

• Indicate all of the NEA Leadership Competency themes within the competency that your presentation is designed to address.
  • Early Career Educators
  • Racial and Social Justice in Education
Indicate the NEA Strategic Goal and NEA Organizational Priority your session addresses:

• 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; and
  - 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
"This is a valuable program and Keene EA will serve as a blueprint for our future summer member engagement and recruitment work."

Megan Tuttle, President
NEA-New Hampshire
Thursday June 21st: 10-2pm

10:00am to 10:30 Ice Breaker, Background, Welcome and Overview (Shelley)
10:30 - 11:00 Introduction/Getting the door (Andrew)
11:00 - 11:45 Getting the story (Andrew)
11:45 - 12:15 Agitation (Andrew)
12:15 - 12:45 Union Vision/Hope (Maralyn)
12:45pm: Working Lunch (food provided)
12:45 to 1:15 The Ask and Inoculation (Maralyn)
1:15 - 1:30 Affirm, Answer, Redirect (Andrew)
1:30- 2:00 Calendar Syncs (Andrew)

Friday June 22nd: 8-12pm

8:00am – 8:30am Welcome & Day 1 review
8:30 – 9:30 Practice Conversation with Assessments (Andrew)
9:30 - 10:00 Minivan (Maralyn)
10:30 - 11:00 MSMV Checklist (Andrew)
11:00 - 11:30 Home visits guide (Maralyn)
11:30 – 12:00 Debrief and Employment paperwork (???)
NEA’S FOUR PRIORITIES:

- Guaranteeing a high quality public education for every student.

- Early Career Educators: Ensuring that all students have access to highly qualified and supported educators.

- Racial Justice in Education: Ensuring the systemic and structural barriers to access to education for everyone.

- Students: Ensuring that public education is student-centered and educational equity is achieved.

- Supporting Professional Excellence: Ensuring a system of accountability, continuous improvement, learning, and support for educators leading to student success.

All students have access to educators who are supported in their professional growth and learning.

Every public school has the resources and opportunities that our best public schools have, including culturally responsive instruction and professional development.

The voice of all educators, ESP, and staff will be part of the decision-making for students success.
All out for All In initiative

Organize, organize, organize: Make ESPS engage with members all summer long

MEA is here: Everything you need to know before Oct. 18

Lily's Blackboard
3,067 AVERAGE # OF NEW MEMBERS
Recruited over the past 10 years: June – August 31

101% INCREASE
6,179 NEW MEMBERS RECRUITED
June – August 31 2018

INCREASE OF
3,112 NEW MEMBERS RECRUITED 2018

847 NEW / EMERGING ACTIVISTS
ED SUMMER PROGRAM RESULTS
Recruits from June 1-August 31

Average Recruitment: 3066.7
Statistically Significant Recruitment: 3995
“This is one of the best NEA programs, period. The return on investment is amazing, its built a lot of cross local synergy and solidarity.

We’ve developed so many new leaders, exec board members, new ARs, and have a lot more activism going on. In an intentional organizing way.”

Angelina Cruz
President, Racine United
Wisconsin Education Association Council
CO: Aurora EA, Cherry Creek EA, Commerce City SD14CTA, Englewood EA, Jefferson County ESPA, Moffat County EA, Pikes Peak EA, Pueblo EA, Summit County EA
FL: Hillsborough EA, Lee EA, Leon EA, Orange EA, Palm Beach EA, Pinellas EA
HI: Oahu Chapter, Maui Chapter
IL: College of DuPage Adjuncts Assoc.
IN: Fort Wayne EA, Indianapolis EA, South Bend EA
KS: NEA Shawnee Mission, Junction City EA
LA: Vermillion AE, East Baton Rouge AE
MA: SEA Springfield, EAW Worcester
MD: Montgomery County EA
MI: EAs and ESPs of Battle Creek, Bay City, Grar Rapids, Jackson, Jackson ISD, Marquette, Rochester, Traverse City, Traverse Bay ISD, Waterford
MN: Minneapolis Federation of Teachers & ESPs
NH: Keene EA
NM: NEA Deming, NEA Santa Fe
TN: Clarksville Montgomery EA, Knox County EA
TX: San Antonio Alliance of Educators
WI: Kenosha EA, Racine EA, Milwaukee EA, Madison EA, Fond du Lac EA, Green Bay EA

BY THE NUMBERS

16,249 1:1 conversations
1,763 New Ed Cards Collected
$2.3 M NEW DUES GENERATED 2018
$1.6 M PROGRAM IMPACT
The content from this session can be used in the following ways in your current position/role:

• Outcome #1: Apply concepts from the Ed Summer Program to your local (strategic targeting for organizing, summer membership engagement, organizing & growth)

• Outcome #2: Begin preparing for a successful Ed Summer program launch in 2020 (list management, leader/issue ID)

• Outcome #3: Complete a proposal to take back and present to your affiliate for support
Closing

• 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