UNITING OUR MEMBERS AND THE NATION

Empowering leaders, educating students, strengthening communities

Mobilizing Members:
How to go from <10 to 100> Participants

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COMPETENCY: ORGANIZING

• NEA Leadership Competency progression levels:
  – Level 1: Foundational
  – Level 2: Mobilizing & Power Building

• NEA Leadership Competency themes:
  – Create successful organizing campaign
  – Increase Membership, Build Leadership Capacity
  – Effective communication with member subgroups
NEA Strategic Goal & Organizational Priority

• NEA Strategic Goal
  – Strategic Goal 1: Strong Affiliates for Educator Voice and Empowerment
  – Strategic Goal 2: Empowered Educators for Successful Students

• NEA Organizational Priority
  – Early Career Educators
  – My School, My Voice
  – Racial Justice in Education
Osseo Area Schools

- Osseo Area Schools - ISD 279
  - 20,000 students
  - 33 Sites
  - Racially isolated sites
  - 5th Largest school district in MN

- Education MN - OSSEO
  - 1700 members
  - Teachers, Nurses & Kidstop Instructors
  - Participation figures for 2017
Our Mission-

Every member will know the “Value of Belonging” to Education Minnesota - OSSEO. We will: Communicate effectively with membership, sustain and increase membership engagement and build leadership capacity.
How we used to organize...

• March in a parade
How we used to organize...

- Attend a board meeting
How we used to organize...

- Come to a social event
We had to *Change*!

Our executive board brainstormed by completing a SWOT analysis of why members didn’t attend events:

- Lack of communication
- Did not know the value
- Childcare issues
- Lack of belonging
- Lack of knowledge
Strategies

- Family Friendly
- Value of Belonging
- Relatable, Easy & Fun
- Multiple Modalities of Communication
- Build Leadership Capacity
- Group Chapters
Family Friendly

- Events are family and child inclusive
- Childcare is provided whenever possible
- Childcare reimbursement is offered at state level
Example: *Family Friendly*

- GMM child care
- Parade
Value of Belonging

- There is a clear message and goal about why the event is being held
Example: Value of Belonging

- Board Meeting
- Safety Campaign
Relatable, Easy & Fun

- **Relatable** - it is something your members want to do
- **Easy** - it does not require a huge time commitment
- **Fun** - It is something members and their families enjoy doing
Example: *Relatable, Easy & Fun*

- Maple Tavern
- Zero Tri
- Postcards
- Wear Blue Shirt
Communication with Members

- Multiple Emails
- Flyers
- Adobe Spark
- Website
- Social Platforms:
  - Facebook
  - snapchat
  - twitter
  - instagram
  - Remind
- One to one Conversations
Example: *Communication with Members*

- Adobe spark
- Meme
1:1 Conversation

• Strong Building Representatives are essential
• Personal Invite
• Share the goal
• Ask members to get involved
• Ask members to take on leadership roles
Example: 1:1 Conversations

- Member Blitz
Building Leadership Capacity

- Compliment members on their strengths
- Tap into their passions
- Ask them to be involved
  - Ask again
  - Ask again
  - Have someone else ask
Example: *Leadership Capacity*

- New Building Rep
- New State Committee Members
Utilizing Leaders

• Tap into your leaders for ideas
• Ask them to:
  • Help plan events
  • Help with member communication
  • Run a subcommittee - grassroots work
NextGen Chapter

- Run by NextGen Members
- Have their voice at the leadership level
- Listen to their concerns
- Let those members lead their group
- Relatable, Easy & Fun
Examples: *NextGen Chapter*

- ECLF
- Bowling
- Brewery
- Twins
- Whirly Ball
Members of Color Chapter

- Run by Members of Color
- Have their voice at the leadership level
- Listen to their concerns
- Let those members lead their group
- Relatable, Easy & Fun
Example: *Members of Color Chapter*

- Monthly Meetings
- Cohort with another local
Other Chapters?

- Beyond NextGen
- Foundational Equity Training
Funding

• How do you pay for all of these events???
Funding at the State Level

- Education MN Funding
  - Education MN Crisis Grants
  - Member Engagement Grants
  - Impact Grant
Funding at the National Level

- NCUEA Urban Grant
  - For teachers of color
- AFT School Safety
Benefits of Being Merged

- Resources from both National Unions
  - Training, Grants,
Session Outcomes

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

– By the end of the presentation educators will have an action plan for a successful organizing campaign.

– Educators will walk away knowing how to communicate effectively with sub groups such as Early Career Educators & Educators of Color, giving them voice within their local and building leadership capacity within those member groups.

– They will also know how to increase and sustain membership within their local.
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Closing

• Please complete the evaluation for this breakout session by using the **NEA Summit Mobile APP**!

• Please visit the Leadership Development Resources website at [www.nea.org/leadershipdevelopment](http://www.nea.org/leadershipdevelopment)