How to scale professional learning opportunities to drive membership growth

How to create professional learning opportunities and systems for educators of color

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Indicate the NEA Leadership Competency your session addresses: Organizing

• Utilizes best practices -- technologies and methods that throughout experience and research has led to successful organizing outcomes (CT1)
• Creates conditions for continuous association growth and strength (CT5)
• Fosters the development of leaders at all levels of the organization (CT6)
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
  • building the capacity of the local, state and national union to ensure the success of public education.

• NEA Organizational Priorities
  • Early Career Educator
  • Supporting Professional Excellence
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Our time together...

- Define value proposition
- Professional practice leader
- Leadership structures and practices
- Planning
Our Objectives

• How do we scale professional learning opportunities to show the value proposition of the association?
• Learn strategies to develop leadership structures and practices to drive membership.
• Create a plan to scale affiliate-led professional learning that meet the needs of ECEs and assist their staff and leaders in moving this work forward.
Activator

• What is the value proposition of membership in your affiliate’s association?

• What is your role in that?

• What barriers or challenges do you face? What are solutions?
Background

Associations struggle to scale professional learning programs and engage members across the career continuum, especially early career educators. For affiliates to create a strong, engaged membership, they must intentionally build structures and develop strong worksite leaders to support their professional learning goals.
How do we define a professional practice leader?
I’m the Leader!
We’re all Leaders
Interdependent Leadership
Who are leaders?

Leaders are those who take responsibility for enabling others to achieve purpose in the face of uncertainty.
What is organizing?

Organizing is identifying leaders and coordinating them into leadership teams, building community and commitment around common goals, building power from the resources of that community, and using that power strategically to make concrete change in the world.
What is one professional learning opportunity that you would like to develop for members?
Evaluate this professional learning opportunity...

• Is this professional learning opportunity something educators feel strongly about?
• Will this professional learning opportunity attract leaders or members who haven’t been involved?
• Could this professional learning opportunity lead to an action that members can take collectively?
How does this professional learning opportunity connect to your affiliate’s value proposition?
Small groups: Brainstorming

• Who are your professional practice leaders?

• What are your leadership structures and practices to identify and engage professional practice leaders?
Small groups: Planning

Create an organizing plan to scale a professional learning opportunity
Exit Ticket

• Name, affiliate, e-mail address
• What are you committed to doing when you go back?
• Post on chart paper
Session Outcomes

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

- Scale professional learning opportunities to show the value proposition of the association.
- Use strategies to develop leadership structures and practices to drive membership.
- Implement a plan to scale affiliate-led professional learning that meet the needs of ECEs and assist their staff and leaders in moving this work forward.
Thank you!

• 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