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

Using ESSA to Recruit, Empower, Engage, and Influence Members to be Actively Involved

Cheronda Thompson
ESSA Implementation Team Leader
UEA – Shelby County
• NEA Strategic Goal
  – Goal 1: Strong Affiliates for Educator Voice and Empowerment
  – Goal 2: Empowered Educators for Successful Students
• NEA Organizational Priority
  – Every Student Succeeds Act (ESSA)
• Additional Session Focus:
  – Understanding how each one of the competencies: Advocacy, Communication, and Leading our Profession fueled the Organizing competency that lead to how we are Using ESSA to Recruit, Empower, Engage, and Influence Members to be Actively Involved
Advocacy

Engages community around issues supporting student learning

– **Level 1: Foundational** – Researches advocacy issues to better understand content and share key messages with community

– **Level 3: Agenda Driving** – Organizes a collaborative mobilization plan around shared interests of union, educational communities, and legislative bodies

Leads public education policy reform

– **Level 1: Foundational** – Understands and reports on national, state, and local public education policy and reforms
Neshellda J. @SophistAKAted57 · Jun 23
Join the United Education Association of Shelby County as we support Shelby County Schools in... instagram.com/p/BHA0piBrngJ/

sophistkated57

itsadailystruggle, freckleface15, treycarter901 and tedrick1914 like this

sophistkated57 Join the United Education Association of Shelby County as we support Shelby County Schools in requesting funds for the 2016-2017 school year. Our goal is to ensure that each school functions with efficiency to increase student achievement. The meeting is Wednesday, June 29th, at 8:00 am. The address is 160 N. Main Street Memphis, Tennessee 38103 There is power in numbers. UNITED WE STAND!
Neshellda J. @SophistAKAted57 · Jun 23
Join the United Education Association of Shelby County as we support Shelby County Schools in... [Link to Instagram post](https://instagram.com/p/BHA0piBrngJ/)
Advocacy

Acts as a political advocate

- **Level 1: Foundational** – Participates in basic campaign actions, including canvassing, petition signing and email

- **Level 2: Mobilizing and Power Building** – Equips members to become more effective advocates by getting them involved in the political process (at the level that makes sense for them) and providing valuable education, information and research

- **Level 3: Agenda Driving** – Takes a leadership role in association, civic organization, PAC, campaign: and/or runs for office
Canvassing the Community to Dialogue with current and potential members

sophistakated57 Colleagues,
The United Education Association of Shelby County, in collaboration with both TEA and NEA, is canvassing the communities of Shelby County. We are venturing throughout the city to dialogue with current and potential members about the benefits of being a part of these esteemed associations. This effort will continue through today and tomorrow. Look for us in a community near you!!!!!!

#Unitedwestand
Communication

Develops a two-way strategic communications plan

- **Level 3: Agenda Driving** – Executes the communications plan in a persuasive and strategic manner to promote the goals of the association

Use current media, technology and social networks to communicate

- **Level 2: Mobilizing & Power Building** – Develops and implements strategic and integrated engagement plans, that utilize a variety of media technology and social networks
- **Level 3: Agenda Driving** - Evaluates and adjusts plans for maximum effectiveness
Communication

Develops communications approach and style to fit appropriate audience

- **Level 1: Foundational** – Understands the various approaches and styles needed to communicate with diverse audiences
- **Level 2: Mobilizing & Power Building** – Tailors communications to appeal to different audiences; adjusts the purpose, substance and style
- **Level 3: Agenda Driving** – Implements a differentiated communication strategy that rallies a diverse set of stakeholders
Communication

Join UEA at a Back2School Social
AUGUST 19
4:30 - 6:30 PM
ZEBRA LOUNGE MIDTOWN
2114 TRIMBLE PLACE
FREE TO ALL SCS EDUCATORS
FREE FOOD WHILE IT LASTS
SPONSORED BY UEA AND CHALKBEAT TENNESSEE

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

Acts as an effective speaker

- **Level 1: Foundational** – Demonstrates effective presentation skills when speaking to a variety of audiences
- **Level 2: Mobilizing & Power Building** – Delivers engaging and persuasive presentations that motivate audiences to take action
- **Level 3: Agenda Driving** – Acts as a powerful and passionate speaker who can influence agendas and actions
Communication

Identifies appropriate messenger(s)

- **Level 1: Foundational** — Recognizes the importance of aligning the appropriate messenger(s) with the message
- **Level 2: Mobilizing & Power Building** — Selects and guides credible messengers to inspire action
- **Level 3: Agenda Driving** — Advances our association message using empowered messengers
Neshellda J. @SophistAKAted57 · May 1
Educators, please take this United Education Association survey on assessments. Thank you for your time and help!... fb.me/4CPnhX9Mf

Neshellda J. @SophistAKAted57 · 4 Nov 2015
United Education Association of Shelby County (“UEA”) Petition Acknowledging Support of SCS... fb.me/7zUCHbYUT

LaTia Watson @iteachldw · 20 Sep 2015
United Education Association of Shelby County unitedshelby.org

UEA of SC @UnitedShelbyUEA · Feb 8
Teacher Tips for Successful Parent-Teacher Conferences | Scholastic.com scholastic.com/teachers/artic…
Merry Christmas! Happy Hanukkah!
The United Education Association of Shelby County (UEA) has just received a present that our Madame President has worked for!

Today's Commercial Appeal has an editorial by the United Education Association's president, Tikellia J. Rucker, "Shelby schools on the right path" on the front page of the Viewpoint section!
ADVOCACY – COMMUNICATION – LEADING OUR PROFESSION – ORGANIZING

Leading Our Profession

Builds capacity for continual improvement and learning

- **Level 1: Foundational** – Understands the value of continuous learning and improvement in our professions
- **Level 2: Mobilizing & Power Building** – Advocates for meaningful development inside our professions, thereby energizing members and our diverse set of education stakeholders

Shows educational leadership and understands union’s role in student learning and leading our professions

- **Level 2: Mobilizing & Power Building** – identifies and promotes own and members’ credentials and expertise, ensuring union leadership of our professions

Advocates for policies and strategies that positively impact our professions and student learning

- Level 2: Mobilizing & Power Building - Forges alliances and agreements that positively impact our professions and students learning

Analyzes and applies research, policies and trends to determine potential impact on our professions and student learning

- **Level 1: Foundational** - Understands that research policies and trends impact public education
United Education Association of Shelby County
December 12 at 6:49pm

Colleagues, this is the final week for early career educators to register for the TEA New Teacher Retreat. The event will be held at the Scarritt Bennett Center in Nashville on January 20-22. Educators who have been in the profession five years or less are invited to attend. Please register at www.TEAteachers.org/Retreat.

NEW TEACHER RETREAT

Registration is now open! January 20-22, 2017

Have you been teaching for less than 5 years?

TEA is inviting early career educators to join us for a weekend of professional development, networking and relaxation.

TEA will pay for a half-day sub for your class!

This only applies to teachers who work more than 75 miles from Nashville.*

Register now: www.TEAteachers.org/Retreat
Scarritt-Bennett Center • Nashville
SAVE THE DATE

UEA Representative Retreat

Friday, Sept. 30
11 a.m. to 5 p.m.
TEA Building, 801 Second Ave. N., Nashville

We want YOU to be a part of this important day as we update members on several key things and continue the fight for great public schools for our students and educators.

Agenda items to include:
- Equitable funding for our schools
- Every Student Succeeds Act and teacher evaluation
- School closures, improvement and testing
- Organizing and communications training

We will provide lunch and a hotel room for Friday night!
Reply to this email to R.S.V.P.

See you in Nashville!

UEA of SC @UnitedShelbyUEA · Sep 20
Calling all UEA AR's!!!!!!!!!!!! Save the date. Email AChaney@TNEA.ORG to RSVP.
Neshellda J. @SophistAKAted57 · Jul 20
The United Education Association of Shelby County is proud to recognize its very own Tiffany... instagram.com/p/BlFvo3fjUjx/
Empowering Educators

The Minority Affairs Conference will take place March 11-12, 2016! Registration deadline is March 4, 2016.

TEA's Spring Symposium will be held in April! Visit the link provided on the flyer for additional information!
MLT/WLT Oct. 2015

LaTia Watson  
@ileachlw

Representing in NOLA at the MLT/WLT Conference  @UnitedShelbyUEA

3:45 PM - 24 Oct 2015
Organizing

Utilizes organizing best practices
- Level 1: Foundational – Understands the theory and best practices associated with organizing
- Level 2: Mobilizing & Power Building - Develops a successful campaign using organizing skills to engage members in key issues

Builds meaningful community partnerships
- Level 1: Foundational – Engages different and diverse audiences in the community to identify common issues
- Level 2: Mobilizing & Power Building - Collaborates with different and diverse community audiences, and educates them on key issues
Organizing

Makes strategic plans that rely on data and analysis

- **Level 1: Foundational** - Analyzes and compiles reliable research data to formulate organizing strategies
- **Level 2: Mobilizing & Power Building** - Utilizes valid data to formulate a foundation for long term plans including objectives, strategies, and goals

Engages in collective action to identify and address pivotal issues

- **Level 1: Foundational** - identifies and engages in high impact and actionable organizing opportunities
- **Level 2: Mobilizing & Power Building** – Rallies others around key organizing opportunities by appealing to member passions and interests
- **Level 3: Agenda Driving** - Implements strategic plans to increase membership and support key objectives

Creates conditions for continuous association growth and strength

- Level 1: Foundational – understands processes and strategies for member recruitment and retention
- **Level 2: Mobilizing & Power Building** - Mentors emerging leaders and encourages them to put plans in place to accelerate their level of participation

Fosters the development of leaders at all levels of the organization

- **Level 1: Foundational** – identifies and engages emerging association leaders who reflect our diversity
Every Student Succeeds Act

• What’s Gone?
• What remained the same in the law?
• What’s different about accountability systems?
• Do Educator’s have a voice?
• What other improvements can we except with this new law?
WHAT DOES ESSA PROVIDE?

- Student Opportunity
- Less Testing = More Learning
- Teacher Empowerment
- Paraeducator Empowerment
- State – designed Accountability Systems
- Pilot Program for Weighted Student-funding
- School Discipline
- Student and School Safety/Bullying Prevention
- American Civics and History Education
- Early Childhood Education
- Equitable Participation
- Families and Communities

- Literacy Education for All, Results for the Nation (LEARN)
- Secondary Schools
### Opportunity Dashboard

#### STUDENT SUCCESS
- Student attendance (elementary and middle school)
- **Graduation rate (high schools)**
- School climate index (such as bullying intervention and prevention, positive behavioral supports, parent and student surveys, and restorative justice practices)
- School discipline policies and the disparate impact on students of color, students with disabilities, and students that identify as LGBT
- Appropriate assessment system
- Students’ success in advanced coursework (AP/IB, honors, dual enrollment, college gateway math, science classes)
- Students prepared for college or career technical education certification programs without need for remediation or learning support courses

#### QUALITY EDUCATORS
- Students’ access to fully qualified teachers, including Board-certified teachers
- Students’ access to qualified paraeducators
- Students’ access to optimal ratios of specialized instructional support personnel (school counselors, social workers, nurses, psychologists)
- Students’ access to fully qualified school librarians/media specialists
- Quality professional development for all educators, including education support professionals
- Fully funded mentoring and induction support for educators
- Opportunities for job-embedded collaboration
- Percentage of teachers who are teaching outside of their field
- Percentage of teachers who leave the profession within their first three years

#### QUALITY SCHOOLS
- Students’ access to modern materials, facilities, technology, books, and libraries
- **Students’ access to class sizes that allow for one-on-one attention**
- Students’ access to health and wellness programs, including social and emotional well-being
- Students’ access to high-quality early education programs
- Students’ access to full-day, five-day-a-week kindergarten
- Family and community engagement
- Students’ access to and success in advanced coursework (AP/IB, honors, dual enrollment)
- **Students’ access to fine arts, foreign language, daily physical education, library/media studies, and career technical education**
Forming UEA ESSA Implementation Team

• A group of diverse individuals with various amounts of experience and roles were intentionally placed together to represent various Educator roles to research ESSA:

• Meet the team, the first team in the state of TN to be trained at the Montgomery Institute in March 2016 was UEA Shelby County.
Deborah Atkins

- Current 3rd grade teacher
- Taught at elementary middle
- 20 years teaching experience
- Ed.S in Curriculum and Instruction.
- Local Leadership - ESSA Implementation Team Member (UEA)
- BS in ED and Masters of ED.
- TEA – ESSA Cadre
Larita Mitchell

- **Teacher** – 2013 – present

**Education**
- B.B.A. – Marketing
- M.S. – Operations Management
- M. ED – Urban Education

**Memphis Teacher Residency Recipient**

**Leadership Positions:**
- Grade Chair 2014-2015
- District Learning Day Presenter
- Elementary Math Cadre
Larita Mitchell

- Local Union Leadership—
  - United Education Association of Shelby County
  - UEA ESSA Team
- Previous Occupation:
  - Community Education Activist
  - AT&T Business Manager & Account Executive
  - 23 years (retired)
Kimberly Jones

- UEA ESSA Implementation Team Member
- Taught at elementary, middle, and high school level in Missouri and Tennessee
- 22 years in education
- Language Arts, Social Studies, and Library Media Skills
- Peer Teacher Mentor
- Lead Teacher
- Multi Grant Winner
- Administration Team Liaison
- Professional Development Cadre
- Every Student Succeeds Act Cadre
Joy Singleton Stevens, Ed.D

- Educational Advocate/Consultant
- Persistence Learning Solutions, LLC
- Taught elementary level for fourteen years with Shelby County Schools
- National Board Certified Teacher in Generalist/Middle Childhood
- Leadership Experiences
  - UEA ESSA Implementation Team Member
  - Emerging Leaders Coordinator (UEA)
  - Porter-Leath Advisory Board
  - Teacher Evaluation Working Group (SCS)
  - Kindergarten Growth Measure Working Group (SCS)
  - One of the Developers and Presenters of the Kindergarten Growth Measures at Shelby County Schools Non-Tested Grades & Subjects Area Summer Institute (SCS)
  - Presenter at the Thomas B. Fordham Institute in Washington, D.C.: The Student and the Stopwatch: How much time is spent on testing in American schools (Teach Plus)
  - Certified AdvancED TN Quality Team Member
Joy Singleton Stevens, Ed.D

• Teach Plus Policy Fellow
• Teach Plus Research Advisory Board Member
• Research Publications:
  • The effects of directed reading-thinking activity (DR-TA) on third grade student's reading comprehension in rural school districts
  • Co-Authored
    • The Best of Time or the Worst of Time? in the Spring of 2016
    • Lessons from the Leading Edge: Teachers’ Views on the Impact of Evaluation Reform in the Summer of 2013
    • The Impact of Memphis Teacher Effective Measure on Teacher Practice in the Spring of 2013
Cheronda Thompson

• Shelby County Schools (SCS) New Teacher Mentor
• SCS Whitehaven Empowerment Zone
  – Board Member
• State Affiliate - TEA
  – TEA State ESSA Team
• Local Affiliate Leadership – UEA of Shelby County
  – Board Member
  – ESSA Implementation Team Leader
• Passport to Innovative Education Fellows
  – Summer Symposium
  – Global Study Tour Fellow
• The New Teacher Project (TNTP)
  – Memphis Teaching Fellows Field Advisor
  – Memphis Teaching Fellows Selector
Spring Into ESSA Town Hall

United Education Association of Shelby County

If you are an Educator in Memphis, PLEASE attend this event. It’s time for us to be the game changers of PUBLIC EDUCATION... Spread the word...

Join my colleagues and I as we inform you about ESSA, the EVERY Student Succeeds Act, signed by President Barack Obama and how it EMPOWERS Educators, giving you a seat at the table to make decisions about what EDUCATION should look like.

In addition to Teacher Empowerment, ESSA provides other huge opportunities to create an Opportunity for ALL students to receive an equitable education REGARDLESS of their ZIP CODE.

THIS is an event you DON’T want to miss!!!

#Advocating
#OpportunityforALL
#morethanacityscore
#CreateEquityinMyZipCode
#TeacherEmpowerment
#AskATeacher
Focus Groups, Round Tables, and Surveys Activity

- Which one works best, how to decide
- Building Internal and External Relationships
  – Meeting with School Board Members, the Superintendent and Key Staff at your local board
How UEA ESSA Implementation Team used Data to guide decisions to request a local Assessment Audit
How many minutes per week are you administering tests in your classroom?
How many minutes per week are you administering tests in your classroom?

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-30 minutes/weekly</td>
<td>13.33%</td>
</tr>
<tr>
<td>30-45 minutes/weekly</td>
<td>19.26%</td>
</tr>
<tr>
<td>45-60 minutes/weekly</td>
<td>16.30%</td>
</tr>
<tr>
<td>60-90 minutes/weekly</td>
<td>28.89%</td>
</tr>
<tr>
<td>more than 90 minutes/weekly</td>
<td>22.22%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>135</strong></td>
</tr>
</tbody>
</table>
Assessing my students has positively impacted my students' educational outcomes this year.
Assessing my students has positively impacted my students' educational outcomes this year.

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>1.48%</td>
</tr>
<tr>
<td>Agree</td>
<td>14.07%</td>
</tr>
<tr>
<td>Neutral</td>
<td>17.78%</td>
</tr>
<tr>
<td>Disagree</td>
<td>31.85%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>31.85%</td>
</tr>
<tr>
<td>Unsure</td>
<td>2.96%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>135</strong></td>
</tr>
</tbody>
</table>
If additional funding were allotted to your district to bolster student learning, which of the following options would you approve?
If additional funding were allotted to your district to bolster student learning, which of the following options would you approve?

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>More reading specialists</td>
<td>12.50%</td>
</tr>
<tr>
<td>More math specialists</td>
<td>2.21%</td>
</tr>
<tr>
<td>Smaller Class Size</td>
<td>66.91%</td>
</tr>
<tr>
<td>Better classroom materials</td>
<td>8.09%</td>
</tr>
<tr>
<td>More building aides</td>
<td>10.29%</td>
</tr>
<tr>
<td>Other</td>
<td>0.00%</td>
</tr>
<tr>
<td>Total</td>
<td>136</td>
</tr>
</tbody>
</table>
Which of these changes by the district would positively impact your ability to serve your students? Please rank the following issues in order of importance -- 1 being most important, 6 being least:

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>Total</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower class size in my school</td>
<td>53.08%</td>
<td>13.85%</td>
<td>13.08%</td>
<td>3.85%</td>
<td>7.69%</td>
<td>8.46%</td>
<td>130</td>
<td>4.75</td>
</tr>
<tr>
<td>Limit number of data meetings during planning time</td>
<td>4.69%</td>
<td>17.19%</td>
<td>21.88%</td>
<td>21.09%</td>
<td>19.53%</td>
<td>15.63%</td>
<td>128</td>
<td>3.20</td>
</tr>
<tr>
<td>Decrease number of assessments</td>
<td>26.72%</td>
<td>31.30%</td>
<td>16.03%</td>
<td>11.45%</td>
<td>6.87%</td>
<td>7.63%</td>
<td>131</td>
<td>4.37</td>
</tr>
<tr>
<td>Include educators in the planning of staff meeting and professional development</td>
<td>3.88%</td>
<td>4.65%</td>
<td>13.95%</td>
<td>25.58%</td>
<td>27.13%</td>
<td>24.81%</td>
<td>129</td>
<td>2.58</td>
</tr>
<tr>
<td>Increase amount of planning time during the school day</td>
<td>6.92%</td>
<td>13.08%</td>
<td>26.15%</td>
<td>23.08%</td>
<td>20.00%</td>
<td>10.77%</td>
<td>130</td>
<td>3.32</td>
</tr>
<tr>
<td>Increase staff in buildings (assistant principals, teacher assistants, interventionists)</td>
<td>8.27%</td>
<td>21.05%</td>
<td>9.02%</td>
<td>13.53%</td>
<td>18.05%</td>
<td>30.08%</td>
<td>133</td>
<td>2.98</td>
</tr>
</tbody>
</table>
Tools, Resources, and Opportunities to Organize Around ESSA

Find out more:

• [www.nea.org/ESSA begins](http://www.nea.org/ESSA begins)

Join the ESSA Implementation Group on edCommunities:

• [www.mynea360.org/login](http://www.mynea360.org/login)
Building Your ESSA Network
Finding Moments to build relationships

Welcome back!

Join us for a FREE social for all SCS educators.

Start 2016 off right!

Thursday, Jan. 21
Zebra Lounge
4:30 to 7 p.m.
2114 Trimble Pl., Overton Sq.

Refreshments will be served.

RSVP by 1/19: kcarpenter@tnea.org

UEA of SC @UnitedShelbyUEA - Jan 18
Celebrating Teachers

LaTia Watson @iTeachIdw · May 23
Another great event hosted by the United Education Association of Shelby County!

UEA is celebrating its highest achievers in Education! Join us as we pay homage to this year’s retiring educators.

United Education Association of Shelby County
Page Liked · June 10 · Edited ·

Help UEA celebrate your colleagues’ ultimate career achievement at its 2016 Retiree Luncheon.
To thank you for all you’ve done for your students and for your profession, each retiring member in attendance will receive lunch and a special gift.

June 14 2 - 4:30 PM
This luncheon is for UEA members retiring at the end of the 2015-16 year. If you are a retiring UEA member and would like to join us, please RSVP by June 9. Seating is limited.

RSVP: https://www.eventbrite.com/e/uea-retiree-luncheon-tickets-25729023201

2017 NEA National Leadership Summit | February 24-26, 2017
Staying Engaged During the Summer

### Summertime with UEA

**June 7**

**Stress Management**
12–2:30 P.M.
Teaching & Learning Academy Multi-Purpose Room

**June 21**

**Movie Day with UEA**
12–3 P.M.
Malco Paradiso, 584 Mendenhall Road
Door Prizes + First 50 Members to RSVP receive free tickets
RSVP: [https://www.eventbrite.com/e/movie-day-with-uea-summer-series-tickets-23549757071](https://www.eventbrite.com/e/movie-day-with-uea-summer-series-tickets-23549757071)

**July 26**

**True Colors**
Personality Types: 12–2:30 P.M.
Tea West, 6520 Stage Road
RSVP: [https://www.eventbrite.com/e/true-colors-workshop-uea-summer-series-tickets-23549991593](https://www.eventbrite.com/e/true-colors-workshop-uea-summer-series-tickets-23549991593)

**August**

**"I Can Do It!" Classroom MGMT Workshop**

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2017 NEA National Leadership Summit | February 24-26, 2017
New Teacher Orientation
New Teacher Orientation
New Teacher Orientation
New Teacher Survival Store

** BASIC SUPPLIES FOR NEW TEACHERS & ASSISTANTS **

- Pencils - Rubber bands - Tape - Staples - Staplers - Postcards - Folders - Storage containers - White paper - Games - Scissors - Envelopes - Crayons - USB drives - CDs - Markers - Paper clips - Border - Glue - Glitter - Computers - Computer desks - Pictures (wall decorations) - Grocery store gift certificates - Clothing store gift certificates - Gift certificates from businesses that provide services to teachers - Cash to shop for supplies

** UEA NEW TEACHER SURVIVAL STORE **

** GRAND OPENING JULY 27 **

4:30 - 7 PM

6520 Stage Road

** Questions? Contact us. **

- Call TEA West at 901-379-6939.
- Karla Carpenter, TEA Field Services Mgr kcarpenter@tnea.org
- Glenda Jones, TEA UniServ Coordinator gjones@tnea.org
- Tom Marchand, TEA UniServ Coordinator tmarchand@tnea.org

** Watch our Facebook page for more details: **

United Education Association

** United Education Association Shelby County **

** NEA NATIONAL EDUCATION ASSOCIATION **

2017 NEA National Leadership Development Summit

Investing in the development of great leaders
New Teacher Survival Store
New Teacher Survival Store
New Teacher Survival Store
Tapping into the emotional appeal of Stakeholders regarding ESSA
Less Testing = More Learning
LaTia Watson @teachldw Dec 13
#AskATeacher

UEA of SC @UnitedShelbyUEA
Come out and support UEA’s ESSA team at tomorrow’s town hall meeting at Douglas High. See you there!!!!!!
YOU SHOULD ATTEND THE DEC. SCS SCHOOL BOARD MEETING IF...

Next meeting
December 6th @ 5:30
160 S. Hollywood

You’ve ever wondered...
- Are ALL district mandated tests effective...
- Does SCS board members’ raise increase student achievement...
- Why SCS decreased their % contribution towards our insurance...
- Why we replace “GIFT” with computerized interventions...
- Will my school be on the school closure list next year...
- How is morale across the district...

#AskATeacher
WEAR RED FOR PUBLIC ED!

YOU’VE HAD ENOUGH...
Caroline Bauman @CarolineBmn · Dec 6
Big showing from @UnitedShelbyUEA, all signing off with #askateacher

UEA of SC @UnitedShelbyUEA
Tune in to tonight’s SCS board meeting on 88.5 FM. Post your comments and use #askateacher to show solidarity and support!

Linda P. Steele @lindasteesesays · Dec 6
#AskATeacher Shelby County Board of Education Business Meeting, Memphis – at Shelby County Schools Board of Education
Strong Affiliates for Educator Voice and Empowerment

Shelby County School Board Meeting

December 6, 2016

#AskATeacher

Video 1

Video 2
#AskATeacher Campaign

UEA President Speaking at SCS Board Meeting

KevinWoods @KevinWoods · 12/6/16

#askateacher message was classy and creative teacher advocacy. Great job by teachers tonight at @SCSK12Unified board meeting.
Tools, Resources, and Opportunities to Organize Around ESSA

• What tools do you already posses that you didn’t realize you had?
• Who/What can be a resource for your organizational goal(s) to use ESSA?
• What stakeholder events can you attend to use as a networking platform? (think outside the box) ESSA is ours to help envision a better Education for our students
• Network with other local affiliates and organizations that are already using ESSA to implement change.
The single biggest way to impact an organization is to focus on leadership development. There is almost no limit to the potential of an organization that recruits good people, raises them up as leaders, and continually develops them.

— John C. Maxwell
Keep In Touch, Track Our Story, Share in Our Successes, Swap Resources

• Email us to be added to our email list for local ESSA updates or questions:
  – teamessa.ueasc@gmail.com

• Join UEA on Facebook:
  – www.facebook.com/unitededucationassociation

• Follow UEA on Twitter:
  – @UnitedShelbyUEA
Session Outcomes

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

– Identifying key internal and external stakeholders
– Identifying intentional and strategic networking opportunities to further your organizational goals using ESSA
– Determine how you would like to use ESSA in your organization, in your local, or in your state.
– Create a plan of action to organize around a central theme or idea using ESSA in your organization, local, or state.
• Please complete the evaluation for this breakout session!

• Please visit the Leadership Development Resources website at www.nea.org/leadershipdevelopment