From Strike to Collaboration:
One Local’s Pathway to Change

Michele Miller
Bellevue EA, Bellevue, Washington
President, WEA-Sammamish UniServ Council
COMPETENCY: ORGANIZING

• Level 1: Foundational
• Level 2: Mobilizing & Power Building

• The themes within the competency addressed in this presentation include:
  – Building meaningful community partnerships
  – Engages in collective action to identify and address pivotal issues
  – Makes strategic plans that rely on data and analysis
Use a Post It from your table to answer the following question:

What is the biggest problem you have with your district right now?
Big Questions of Organizing

• Are you reaching out to your community partners?

• Are you enlisting fellow association members in the work?

• Are you using data and issues effectively?
The Build Up

• One year out...
  - Community Curriculum Forums
  - School Board Debate at Open House
  - Spanish Language Nights

Build meaningful community partnerships

Level 1: Engage different and diverse audiences to identify common issues
Brainstorm at your table

• What is it about your issue that will speak to community members?

• Questions to ponder...
  - Who would you target?
  - Who is the best person to reach out to community members/groups?

• Define the problem with your community before they do.
The Build Up

• Making sure every member frames the story and understands the perspective of their colleagues

  o Café Bellevue

  o School Board Chats

Engages in collective action to identify and Address pivotal issues

Level 1: Identifies & engages in high impact & actionable organizing opportunities
The Build Up

- Strategic planning
  - What did you learn last time?
  - What’s your road map this time?
  - Is everyone else on the bus with you?
    - What have your members told you?

Makes strategic plans that rely on data and analysis

Level 2: Utilizes valid data to formulate a foundation for long term Plans including objectives, strategies and goals
The Strike
If you followed your roadmap

• Every member, one message
  - Our 3 legged stool
  - Media training and support

• Every leader, using one map
But then again...

- Be flexible and responsive to the new data coming in daily.
Check in – Turn and talk with a partner

• How do you know what passions and skills your **members** bring with them?

• What structures do you need to put in place to communicate with your **members**?

• What obstacles must you overcome with your **members**?
Keep the community momentum
The Strike
The Strike
Things get worse
Leap of Faith
Communication and Collaboration
Session Outcomes (final slide)

• The content from this session can be used in the following ways in your current position/role:
  – Building community support for association initiatives
  – Building cohesiveness of membership voice in times of crisis
  – Changing patterns of dialogue
Please complete the evaluation for this breakout session!