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

How to Build a Successful Early Career Educator Program in Your State!

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COMPETENCY: ORGANIZING

Level 2: Mobilizing & Power Building and Level 3: Agenda-Driving

- 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.
- Makes strategic plans that rely on data and analysis to set and achieve key organizing objectives
- Creates conditions for continuous association growth and strength
- Fosters the development of leaders at all levels of the organization
- Sets strategic objectives to guide long-term goals and priorities
NEA Strategic Goal and NEA Organizational Priority

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;

NEA Organizational Priority

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

• Develop an organizational structure for a statewide early career educator program which includes a meaningful association-driven mentorship program for early career educators

• Learn how to use the NEA Leadership Competencies to inspire early career educators to harness their leadership potentials

• Increase early career educator recruitment and retention in your state
The IGNITE Vision

- Recruit
- Retain
- Support
- Engage
In the beginning...

• Workgroup commissioned by the president
• Addressed specific issues facing early career educators in Idaho
  • #1 in population growth
  • Idaho turnover rate of 10% (National average is 8%)
  • 80% of Idaho certificated educators leave reasons other than retirement
  • 5.51% of certified educators are working under alternative authorizations (up 320 alternative authorizations in 2 years)
• Aligned work with state goals and strategic plan
• Presented regularly to state President and Executive Directors, as well as the Board of Directors

1. Data compiled by the Idaho State Department of Education
WORK TIME

What early career educator issues can you identify in your state - mentoring, turnover, support, association engagement, etc. that need to be addressed?

Are your issues recruitment, retention, support, or engagement centered?
Mentorship Program

EMPOWER Conferences

Summer Institute
MENTORSHIP PROGRAM

• Tied into pre-existing SPARKS retreat

• Retreat for early career educators that is focused on instructional practice, association growth and bonding

• Meaningful and lasting mentorship and engagement

• Leadership Competencies and the Menu of Activities
Attend a local school board meeting.

Attend a local bargaining session.

Attend Delegate Assembly and vote on the IEA budget.

Have a conversation with someone outside of the education profession about public education.

Speak with a local, regional, or state elected leader of the association about the responsibilities of their position.

Gather information on how to run for a local, regional or IEA elected association position.

Attend an association sponsored professional development training.

Speak at a PTO/PTA/booster meeting or public forum on a topic of common interest.
Check-ins and Involvement

You can create your own too!

NEA Leadership Competencies - Color Key

🌟 Advocacy Based Activity
🌟 Strategy and Fiscal Health Based Activity
🌟 Communication Based Activity
🌟 Governance and Leadership Based Activity
🌟 Leading Our Profession Based Activity
🌟 Organizing Based Activity

When I'm back in my school, I commit to...
Collaborating with our local association members to increase membership and active participation!
Mentorship Program

EMPOWER Conferences

Summer Institute

Idaho’s Growing Network of Inspired and Thriving Educators
• New Ed data and statewide professional development survey to determine high priority sessions

• Sessions structured to provide strategies that could be used immediately
EMPOWER 2018
Early Career Educator Conference

Session topics to include:
• Education Law - Know your Rights
• ELL and SPED Supports
• Dealing with Difficult Student Behaviors
• Stress Management
• Administrator Panels on Building Strong School Climates & Assessments

Not a member? Join Today at https://idahoea.org/join-iea/

https://tinyurl.com/NOCempower

RIDGEVUE HIGH SCHOOL  18200 MADISON RD. NAMPA
9:00 A.M. - 4:00 P.M.
LIGHT BREAKFAST AND LUNCH PROVIDED
• Social with ALL members invited
• Leadership Competency focused session

Next Steps
- Local Trivia Nights
- Local/Regional Socials
WORK TIME

What state programs does your state currently have that already address some of your identified issues. Could they be tweaked slightly to include more ECE support and meaningful engagement?

Are your issues recruitment, retention, support, or engagement centered?
Is this really working?

• Constantly looking back at our goals - Recruit, Retain, Support, Engage
  • Ensuring that everything we are doing is measured

• Contact through Hustle, Facebook, email, and 1-1 conversations

• Surveys written into grant for individual groups - Mentees and Mentors/Leaders

• IPD Survey, New Ed Cards

• Data from the state
Getting the Word Out

- **Hustle**
  - 1844 Texts Sent
  - 212 Asked for more info
  - 26% Engagement Rate

- **Facebook**
  - Targeted ads for non members
  - Increased IEA Membership page visits by 150%

- **Emails from locals and districts**

- **Word of Mouth**
Potential Market Share

- 3500 potential ECE members

- ECE focus required for 2018-19 targeted locals
  * 750+ New Ed Cards
Here’s the proof...

• EMPOWER Conferences
  • 100% Overall Rating of Excellent/Good
  • 95% Rated as a 7 or higher likelihood of recommending EMPOWER to colleagues/friends

• Mentorship Program
  • 40 early career educator activities to date
  • 3 mentors presenting at EMPOWER Conferences
  • 2 mentors presenting at Summer Institute

• Summer Institute
  • Early Career Educator focused sessions were rated higher than the overall average in all categories
WORK TIME

What is/are your main objectives for an ECE program (recruit, retain, support, engage) and how could you measure your success in those areas?

Are your issues recruitment, retention, support, or engagement centered?
Program Budget in a Post-Janus World

• Working within IEA Programs already established to prepare for sustainability beyond NEA Grant funding
  • Targeted Local
  • SPARKS
  • Summer Institute

• What is the priority work?
  • Mentorship? PD? Reaching more people? Reaching less people but at a deeper level of engagement?

• How are you going to budget for facilitating that work?
  • Committee meetings
WORK TIME

Create your game plan.

1. Who should you talk to in your state to put the plan in action?
2. When?
3. What are you going to present to them - “Here is what the state is already doing, this is what I/we feel could make that work even better.”
4. Consider people you might suggest as an asset to the team.
Session Outcomes

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• Increase early career educator recruitment and retention in your state
Session Evaluation

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

• Contact us at ignite@idahoea.org for more information

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