



## The Power to Change Lives

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The NEA—more than any other institution in America—has been stalwart in our protection of public education and the children and students we serve. We recognize that you cannot separate a quality public school education from public school educators. One will not flourish without the other.

We must never forget the importance of our work as we help shape and influence the lives of almost every student in America from every zip code and students of every age. We're absolutely everywhere. We're in classrooms, libraries, computer labs, and college campuses. We're there every day driving the buses, preparing the food, keeping the school safe, and keeping the school clean. We coach the teams, advise the clubs, and counsel the students who just need to talk.

It is our responsibility to use our power as individuals and collectively to improve the lives of all our students. Let's use our power to change one classroom at a time. Let's use our power to make public education stronger. And let's use our power to make our nation a better place, moving ever closer to our great and noble ideal of equal opportunity, not just for a fortunate few, but for every single student.

One way that we are using that power is through our New Educator Campaign.

With an anticipated two million educators—mostly K–12 teachers—retiring from our professions at this time, NEA has leaned in to welcome and engage the new generation. Our New Educator Outreach, Engagement and Supports Campaign launched in the fall of 2016 as a pilot project, with 51 affiliates participating.

During the back-to-school season, the Campaign reached more than 148,000 new educators, recruiting nearly 125,000 of them into membership. This surpasses back-to-school recruitment figures for the past seven years. Equally as important, we engaged in relational one-on-one conversations with most of these new educators, inviting them to help us shape the Association's agenda by identifying their own needs for support.

Not surprisingly, most indicated that “professional development” was their highest need, with “classroom management” a close second in most states. To our delight, “social justice” was among the top three interests identified by newer educators in almost every state. Thirty-two state affiliates are participating in the New Ed Campaign Digital Journey, which is a tailored email response co-branded with state and local affiliates, that allows newer educators to select activities for online and offline engagement. During the New Ed Campaign 2016, the number of affiliate-supported Early Career Educator groups grew from 13 to 20.

Together we will welcome this new generation of professionals and work collaboratively to ensure the schools all our students deserve. With dedication, we will continue to help shape this nation’s heart. With care, we will continue to nurture its soul. And with skill, we will continue to help to form the foundation of this nation’s prosperity.

We are three million strong, and we have the greatest power in the world, the power to change lives.

**John C. Stocks**, *executive director*