

2016–2018 Strategic Goals and Core Functions

Strategic Goals

1. Strong Affiliates for Educator Voice and Empowerment

NEA will partner with state and local affiliates to strengthen their organizational capacity to: secure opportunities for empowered educators to transform the conditions of teaching and learning through supportive policies, practices, and structures; engage and continually deepen relationships with and relevance to members; and grow Association membership and strength while thwarting attacks on member rights and union strength.

2. Empowered Educators for Successful Students

In partnership with state and local affiliates, parents and communities, NEA will enhance the quality of education professions by supporting the development of educators across their professional continuums for empowerment roles that elevate the quality of professional practice, shape the future of teaching and learning, achieve educational opportunity and equity, advance national, state, and district level policies, and create solutions designed to improve student outcomes.

Core Functions

1. Research, Policy, and Practice for Great Public Schools

In partnership with state and local affiliates and allied organizations, NEA will research and synthesize key learnings to develop, identify, and implement national, state, and district policies that facilitate successful practices and models for teaching and learning that promote student success.

2. Organizing

In partnership with state and local affiliates, parents, and communities, NEA will organize to grow and strengthen our Association at all levels in order to improve student outcomes, secure the proper teaching and learning conditions, and achieve educational opportunity and equity for all students.

- 3. Advocacy and Outreach** NEA and its affiliates, in partnership with parents, communities, and allied organizations, will advocate educators' views to national, state, and district policymakers, stakeholders, and the public to advance policy that achieves equity of opportunity, access, and excellence for students in public education; promotes social, economic, and racial justice for America's students and their families; and secures members' rights and greater empowerment as experts to determine and shape optimal conditions for teaching and learning.
- 4. Communications** NEA will utilize the best communication strategies to advance the organization's mission and vision by understanding key audiences, engaging state and local affiliates, members, partners, parents and communities, coordinating message development and delivery across the Association, and enhancing the Association's brand and reputation.
- 5. Business Operations** NEA will administer and support business operations across the Association and its affiliates in a manner that supports the changing needs and priorities of the organization by ensuring efficient and effective infrastructure and sound fiscal management, leveraging technology, and strengthening the Association's human capital.
- 6. Governance** NEA will develop and maintain leadership development and decision-making structures and processes across the Association and its affiliates that clearly advance the organization's mission and vision.