## 2014–2016 Strategic Goals and Core Functions

### Strategic Goals

1. **Strong Affiliates for Great Public Schools**
   
   Building affiliate capacity to elevate the voices of education professionals is critical to the advancement of public education in America. In partnership with state and local affiliates, NEA will aggressively advance an organizing culture designed to build capacity to grow membership, increase member activism, improve fiscal health, enhance public education and assist affiliates in fending off attacks to member rights and union strength.

2. **Uniting the Nation for Great Public Schools**
   
   Facilitating collaboration between educators, parents, communities, and other stakeholders is critical to ensuring that all students are educated in a great public school. In partnership with state and local affiliates, NEA will empower educators to collaborate with school and community stakeholders to co-create solutions designed to shape the future of education, improve student learning, achieve educational equity, enhance professional practice and the quality of professionals, and advance successful solutions that drive national, state, and district level policies.

### Core Functions

1. **Research, Policy & Practice for Great Public Schools**
   
   Track and identify practices that have been successful in encouraging student learning or in shaping the future of learning. In partnership with organizations supportive of educator led transformation of public education, use key learnings and research to develop, identify, and implement national, state, and district policies that facilitate these practices.

2. **Organizing**
   
   In partnership with state and local affiliates, NEA will aggressively advance an Association-wide ‘culture of organizing’ and engage members as a collective by supporting affiliates to activate our vast network in pursuit of the vision.
3. **Advocacy and Outreach**

In partnership with state and local affiliates and other organizations supportive of educator-led transformation of public education, advocate educators’ positions to national, state and district policymakers, education stakeholders and the public (with priority focus on parents, ethnic minority communities, and labor partners) in order to influence policy development and debates to achieve equity of opportunity, access, and quality in public education; advance our members’ views and expertise about policy for great public schools for every student; promote social justice; and advance and preserve members’ voices, rights, and optimal conditions for teaching and learning.

4. **Communications**

Utilize the best communication strategies to engage affiliates, members, partners, parents, and communities.

5. **Business Operations**

Administer the business operations in a manner that supports the changing needs and priorities of the organization and ensures efficient and effective infrastructure that supports good fiscal management, uses technology for innovation, and strengthens NEA’s human capital.

6. **Governance**

In partnership with leadership, develop professional development and decision making processes that clearly advance the organization’s mission and vision.