To: State Presidents
State Executive Directors
NCUEA
UniServ Managers
C4O All Staff
2020 New Educator Campaign Contacts
2020 Early Enrollment Campaign Contacts

From: Jim Testerman, Senior Director, NEA Center for Organizing
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Subject: Register and Share: Year-Round Organizing Digital Learning Series

Below is some important information related to our shared Year-Round Organizing programming and the 2020 New Educator Campaign. These offerings are open to all local presidents and UniServ Directors.

Just as COVID-19 has upended our society, this pandemic also offers us some new challenges as well as new opportunities as we explore alternatives to face-to-face engagement and recruitment. In an effort to embrace the OPPORTUNITY side of this conundrum, the NEA Centers for Organizing, Office of General Counsel, Great Public Schools, Communications, and Enterprise Data & Information Systems will host a series of webinars from mid-May through June focusing on key organizing tactics (dates and topics below). We are preparing for the possibility of extended social distancing and would like your partnership in exploring these topics.

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- May 12: Resilience: We can Organize and Thrive in a Virtual Environment (Hosted by the NEA Office of General Counsel)
- May 19: Strengthening your List Acquisition & Cleaning your Data
- May 26: Maximizing Online and Digital Recruitment Strategies
- June 2: Ensuring Success for Member Organizers in a Virtual Environment
• June 9: Digital 1:1 Conversations: Best Practices, Choosing and Using the Best Tools
• June 16: Virtual New Employee Orientations
• June 23: Building Mapping for Power
• June 30: Virtual Issue Organizing

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1. Volunteer to share your ideas and plans: If your affiliate has begun to think through these issues and you are willing to share examples on a national webinar related to the topics above, please email us at Glueteam@nea.org. We need case studies, materials, and resources to share with our colleagues across the nation.

2. Access our Resources: Go to www.nea.org/newedresources and request access. You will need these materials during the webinar.

3. Engage and Prepare Your Locals: Begin having conversations with your UniServ Directors, Local Associations, and school districts to plan for a virtual Back to School season or at least one with social distancing limits in place. It will be essential to ensure your union’s access to any platform that school systems utilize to communicate and onboard new and veteran employees. In addition, securing your employee bargaining lists with personal email addresses and cell phone numbers will be imperative to following up with each member and potential member.

These are unprecedented times, but we believe with a little bit of planning and ingenuity, our union can thrive in this new environment. We’ve got a new reality - let’s leverage it to win for our members, our students, and our communities.

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