

**2019 NEA National Leadership Summit Institutes**  
**Colorado Convention Center**  
**Denver, Colorado**  
**March 15-17, 2019**

**2019 Communications Institute:**

The Communications Institute is designed for leaders and activists who want to leverage communications knowledge and skills to help advance the goals of their local association and NEA. Participants will receive in-depth training and orientation, using varied tools and resources, to strengthen strategic communications knowledge and expertise designed to empower them to effectively organize members and communicate with key education constituencies.

**Leadership Level 1: Foundational**

The Communications Institute will offer participants concentrated, individualized training. Communications Institute participants will be equipped with tools and skills to build and execute an integrated communications strategy that helps drive the mission, vision, core values and strategic goals of the Association.

**Theme: Develops individual communication approach and style to fit appropriate audience**

Level 1: Foundational - Understand the various approaches and styles needed to communicate with diverse audiences (based on demographics, job category, and work experience level, as well as race, ethnicity, gender and sexual orientation.)

**Theme: Acts as an effective speaker**

Level 1: Foundational - Demonstrates effective public speaking and presentation skills for a variety of audiences.

**Theme: Identifies and utilizes appropriate messages in acting as a compelling advocate for the organization**

Level 1: Foundation - Understands appropriate messages and identifies messengers

**Learning outcomes/objectives**

Upon completing the Communications Institute, participants will possess the skills needed to develop strategic and integrated programs that utilize a full suite of communications platforms, techniques, and resources—from interpersonal communication and public speaking to maximizing digital and social media to energize and mobilize members and key constituencies to change attitudes, behavior and/or understanding.

## **Timeframe/Commitment**

March 2019 – July 2019 (5 months)

## **Certificate of Completion**

At the end of the institute participants will receive a Certificate of Completion from The Communication Institute.

## **Pre-Summit work**

- Communications will provide a preview/overview of the Communications Institute via live and archived webcast that will introduce topics to be covered and provide an overview of how the learning will continue in both in-person and virtual meetings.
- Communications Institute staff/leaders will connect with all participants in a one-on-one style (via email/phone call/face2face at the Summit) to learn individuals' desired needs and outcomes of the Institute.

## **Institute Breakout Sessions**

- Breakout Session One (March 16 AM) - Media Training 101: This introductory session is designed to help non-spokespersons learn to use the new media to connect with other members, voters, parents and key constituencies on education issues. Participants will learn media basics, including how to work with print, broadcast and interactive media.
- Breakout Session Two (March 16 PM) - Public Speaking: Does speaking in public send you into a panic? This session will help you master the fundamentals of being a great public speaker. Great for beginners or those who are looking to polish their skills, this session will help you beat the nerves, defeat the “umms” and feel more comfortable speaking in front of audiences large and small.
- Breakout Session Three (March 17 AM) - Engagement Strategies for Building Member Loyalty: The ever-increasing array of attacks and competitors demand that affiliates construct a strategic framework to proactively build member loyalty and engagement. This session will engage leaders in a discussion of key member engagement strategies, brand relationships in the eyes of members and other target audiences, and long-range planning and engagement to build association loyalty. Session participants also will review approaches for undermining opponents and competitors that avoid elevating their message and invoking negative member backlash.

## Post-Summit Work

- Complete the NEA Leadership Competency Communication Self-Assessment (participants may complete others).
- Digital/social communications: Online tools are essential for reaching your members, potential members, and supporters. In this session, participants will learn how to successfully use social media, email, and online organizing toolsets to enhance organizing, build capacity, strengthen membership, and win campaigns. **(Virtual Session/Webcast w/Homework to be done prior to the meeting. --- time to be determined)**
- Interpersonal Communications/Individual Style: Participants will be provided the HRDQ workbook and the SVSS assessment tool and accompanying materials to be completed on their own prior to the webcast. The session will focus on the four dimensions of interpersonal communications: verbal, para-verbal, body language, and personal space and assess how effective leaders utilize all four dimensions. The HRDQ and SVSS materials will also help participants define their own communications and leadership style and how to effectively use them to be successful communicators. **(Virtual Session/Webcast w/Homework to be done prior to the meeting. --- time to be determined)**
- Wrap-up session on harnessing the power of communications for Association success: In this final Communications Leadership Institute session, Communications Senior Director Ramona Oliver will provide a wrap-up overview of the previous Institute sessions and shift the focus to communications tools participants can use to harness all they have learned into a coordinated communications plan to build member loyalty and engage the public. This final session will also allow participants to address any of the topics covered to date. **(Virtual Session/Webcast w/Homework to be done prior to the meeting. --- time to be determined)**
- Communications staff/trainers will also be available for additional consultation via phone, e-mail and webcast as individuals' needs are further identified.