



2019 NEA National Leadership Summit - RFP

REQUEST FOR PROPOSALS

2019 NEA NATIONAL LEADERSHIP SUMMIT

Colorado Convention Center

Denver, Colorado

March 15 – March 17, 2019

Proposal Deadline: October 8, 2018

Presenters will be notified of selection by November 6, 2018

Presenter deadline for Summit registration: January 25, 2019

Introduction

The National Education Association (NEA) is looking for dynamic presentations for its annual National Leadership Summit, March 15 – March 17, 2019, in Denver, Colorado. The purpose of the Summit is to develop activist leaders and prepare them with the knowledge, skills, and abilities necessary to lead relevant thriving associations and to lead in their professions. The Leadership Summit is designed to support experiential learning that provide opportunities for NEA members and leaders to develop to develop the knowledge and skills articulated in NEA's leadership competency framework (www.nea.org/leadershipdevelopment). The Summit is intended for all NEA members and leaders, regardless of experience level, membership type or educator category. With that in mind, NEA views a request for proposal as a solicitation that is focused on leadership development content, specifically aligned with the purpose and design of the summit.

In keeping with the guidance from NEA's Conference Alignment Team, we are intentionally inclusive in our approach to moving our leadership competency framework to scale, by aligning the NEA Higher Ed Conference (pre-Summit) and the NEA-Retired Conference (post-Summit) with NEA National Leadership Summit. Those conferences have a separate RFP process, however we strongly encouraged proposals from all members, especially ESP, Higher Ed and NEA-Retired members during the RFP process.

We are seeking proposals for interactive session, workshops, and other formats that allow participants to understand how their leadership can help them, their colleagues, and the organization win on the most pressing issues facing public education, their profession, their union, and the labor movement. Proposals are expected to include ways for leaders to share sustainable solutions, and to return to their school districts, worksites, and affiliates with new ideas, skills sets and a plan of action. The session should be high energy, intense, and provide a different kind of experience for our NEA members and leaders.

The following guidance will help to prepare you as you submit your proposed session ideas.

NEA Strategic Goals

NEA Organizational Priorities

NEA Leadership Competency Domains

Session Formats

Audio-Visual Equipment

Preparing Successful Proposals

How to Submit a Proposal

Important Notes

NEA Strategic Goals

Session proposals must be submitted based on the 2018-2020 Strategic Framework, as adopted by the NEA Board of Directors:

Goal: To achieve our mission, and realize our vision of a great public school for every student, we, the NEA, will grow and strengthen our Association and promote quality public education by:

- advancing opportunities that will identify, organize, and engage new and early career educators: amplify the voices of all educators, support our members' professional growth, and promote social justice for our students, our communities, and our nation;
- securing a pro-public education environment for students, educators, and families; and
- building the capacity of the local, state and national union to ensure the success of public education.

NEA Organizational Priorities

Session proposals must be submitted based on one of four NEA Organizational Priorities.

Early Career Educators: Ensuring that all students have access to highly qualified and empowered educators.

Racial Justice in Education: Ensuring the systematic fair treatment of students of all races, with equitable opportunities and outcomes for everyone.

My School, My Voice: Ensuring that public education is student-centered and educator-led.

Supporting Professional Excellence: Ensuring a system of Association-convened, educator-led professional learning and supports for educators to nurture student success.

NEA Leadership Competency Domains

Session proposals must be submitted based on one of the six NEA Leadership Competency Domains and tailored to different levels of leadership experience (Level 1: Foundational; Level 2: Mobilizing & Power Building; and Level 3: Agenda Driving). Each domain has a specific set of skills, behaviors and knowledge that define our leadership development goals. A summary of the six domains is provided below. The application contains the specific themes that will be the focus of our Summit content and session offerings.

1. **Advocacy:** Advances the cause of public education through advocacy for students including addressing racial and social justice in education and how it benefits our students and members' professional needs and rights.
2. **Communication:** Builds and execute an integrated communications strategy that drives the mission, vision, core values and strategic goals of the association.
3. **Governance and Leadership:** Sets the mission and establishes and monitors strategies necessary for a relevant and thriving while empowering, motivating, and fostering a pipeline of diverse leaders.
4. **Leading Our Professions:** Advocates for professional learning, professional quality and social diversity inside our professions and promotes our union's role in advancing education transformation, student learning, and equitable access to opportunities.
5. **Organizing:** Mobilizes, activates and engage members and leaders to support internal and external relationships and association capacity to: recruit, retain and identify diverse groups of members and leaders; and advance strategic priorities at the national, state and local levels.
6. **Strategy & Fiscal Health:** Use association resources responsibly to accomplish the goals of the association through strategic thinking, effective financial management and understanding of fiduciary responsibilities.

Session Formats

Please read the following descriptions carefully and apply for the format most appropriate to your proposal. We will select a mixture of format types within each competency area.

Workshops (120 minutes)

Workshops are experiential learning sessions that actively develop specific leadership competencies and have widespread potential for implementation.

Symposium/Panel (120 minutes)

Panels are a group of three or more presenters gathered to discuss a single topic or multiple related topics with opportunities for participant engagement.

Traditional Presentation (120 minutes)

Traditional presentations focus on a single topic or program, typically including a lecture and multimedia presentation followed by a short discussion, practice, and engagement.

Roundtable Discussion (120 minutes)

Roundtable discussions are informal presentations that emphasize spirited discussion between the presenter(s) and session attendees. Presenters start the discussion by sharing information about the program/question they wish to explore, and then open discussion for input and exchange of ideas to share and create knowledge. Examples and interactive materials are welcome.

Audio-Visual Equipment

Rooms for all presentations are equipped with a PC laptop (with Office Suite loaded), LCD projector, screen, clicker, and chart paper with easel and markers.

Preparing Successful Proposals

A team of reviewers, evaluates and rates all session proposals. Reviewers consider the following questions when evaluating proposals; please consider them carefully as you prepare your session descriptions. Provide enough detail for reviewers to fully understand your plans.

- How well does this proposal explain the competency theme(s) and address the progression level of the intended audience as articulated in the competency description?
- How well does this proposal support NEA's strategic framework?
- How well does this proposal fit NEA's strategic objectives?
- Does the proposal include a session description that clearly identifies which specific leadership experience level (Level 1, Level 2, Level 3) for which it is targeted?
- Will your presentation inform educators and education leaders about proven practices, push the leading edge of the profession?
- Does the proposal adequately explain what will occur in the session? How engaging is the presentation likely to be?
- How do you expect your presentation will deliver positive, solution-oriented outcomes supported by data and other evidence?
- Will the session require and inspire action on the part of those participating?
- What are the expected outcomes for your session? Do these outcomes support the Summit's purpose?
- Are there specific follow-up activities for your session? For example, implementation ideas or plans of action to assist with execution of what was learned.
- Does the presenter have credentials and/or experience in delivering this content?
- Does this proposal include examples, case studies that are inclusive of all membership types and takes into consideration the varied work environments of all NEA members?

How to Submit a Proposal

All proposals must be received by 11:59 p.m. ET on October 8, 2018.

Important Notes

- Please fill out the presenter's form completely and submit (**incomplete forms will not be considered**).
- Please include the names of all potential presenters on the online application. If you presented at previous Summits, or other NEA conferences, you must still complete this form.
- Presentation titles should not exceed a maximum of 100 characters including spaces and punctuations.
- Presentation descriptions should not exceed a maximum of 2000 characters including spaces and punctuations.
- To help maximize the number and diversity of presenters and perspectives, each individual is limited to three proposal submissions.
- The deadline for submission is October 8, 2018.
- Presenters will be notified by November 6, 2018.
- If selected, NEA will pay the travel and accommodations and reasonable travel-related expenses for only the Primary Presenter in accordance with our travel guidelines. (Note: Honoraria/fees and work release time are not reimbursable, and payment for substitutes is not covered).
- If selected, NEA will provide specific guidelines and information for travel arrangements and accommodations. NEA will also provide specific follow-up guidance and agreements for all presenters.
- All presenters ARE REQUIRED to register for the Summit by January 25, 2019. Failure to register may result in your session being canceled and replaced.
- NEA will NOT accept/make changes to the primary presenter that was identified in the original RFP application to receive NEA travel accommodations and expense reimbursement after the registration deadline date of January 25, 2019.
- NEA will NOT cover expenses for secondary or additional presenters (e.g., registration fee, flight, hotel, ground transportation, etc.).
- If your proposal is accepted, you will receive additional information and have an opportunity to finalize session information after you receive your acceptance notice.

We ask that you carefully review this guidance and utilize it as a reference as you complete your application. We also suggest that you save this information for your files.

If you have questions about the submission or review system, please contact Michele Boyd at mboyd@nea.org or Donald D. Washington at dWASHINGTON@nea.org.



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This Request for Proposal includes the following three sections:

Section I: General Instructions and Information

Section II: Presenter Information

Section III: Your Presentation Content and Experience



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Section I: General Instructions and Information

Please fill out the proposal completely and submit (**incomplete forms will not be considered**).

The deadline for submission is October 8, 2018.

Presenters will be notified of selection by November 6, 2018.

Please include the names of ALL potential presenters on the form.

NEA will pay for travel and accommodations and reasonable expenses per our travel guidelines for the Primary Presenter ONLY per session. That individual must be identified in the form and changes will not be accepted after the registration deadline. (Note: Work release time is not reimbursable and payment for a substitute is not covered).

If selected, NEA will provide information for travel arrangements and accommodations.

All presenters are required to register for the Summit by January 25, 2019. Failure to register may result in your session being canceled and replaced.



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Section II: Presenter Information

Please fill out the presenter's form completely and submit (incomplete forms will not be considered).

* 1. Please provide your contact information as the primary presenter.

Name

Are you a NEA member?

If Yes to previous question, enter your Member ID number here (please refer to your membership card for your ID number or contact your state affiliate). If No to previous question, enter "none".

Title

Organization/Affiliate

Address 1

Address 2

City

State

Zip Code

Phone Number

Email address

2. Please provide contact information for secondary presenter (if any).

Name

Are you a NEA Member?

If Yes to previous question, enter your Member ID number here (please refer to your membership card for your ID number or contact your state affiliate). If No to previous question, enter "none".

Title

Organization/Affiliate

Address 1

Address 2

City

State

Zip Code

Phone Number

Email address

3. Please provide contact information for an additional presenter (if any).

Name

Are you a NEA Member?

If Yes to previous question, enter your Member ID number here (please refer to your membership card for your ID number or contact your state affiliate). If No to previous question, enter "none".

Title

Organization/Affiliate

Address 1

Address 2

City

State

Zip Code

Phone Number

Email address

4. Please provide contact information for an additional presenter (if any).

Name

Are you a NEA Member?

If Yes to previous question, enter your Member ID number here (please refer to your membership card for your ID number or contact your state affiliate). If No to previous question, enter "none".

Title

Organization/Affiliate

Address 1

Address 2

City

State

Zip Code

Phone Number

Email address

* 5. Please provide the primary presenter's gender.

- Female
- Male
- Non-Binary
- Prefer not to answer

* 6. Please provide the primary presenter's race/ethnicity.

- Asian
- American Indian/Alaska Native
- Black
- Hispanic
- White (not Hispanic)
- Native Hawaiian or Other
- Pacific islander
- Multiple Races
- Ethnic Minority
- Other (please specify)

* 7. Please select the primary presenter's NEA membership category.

- Active teacher
- Active education support professional
- Active higher education
- Active administrator
- Aspiring educator
- Retired
- Staff
- Not an NEA member
- Other (please specify)

* 8. Please select the primary presenter's education position/role

- Teacher
- Administrator
- Building representative
- Governance (national)
- Governance (state/local)
- Custodial/maintenance
- Food services
- Health and Student Services
- Higher Education
- Paraeducator
- Secretarial/clerical
- Security services
- Skilled trades
- Staff
- Technical Services
- Transportation
- Retired
- Student
- Other (please specify)

9. Association role (if applicable). Please indicate what role the primary presenter has with the association (e.g., local affiliate President, Secretary-Treasurer, building representative, etc.).



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Section III: Your Presentation Content and Experience

In this section you must provide details about your proposed breakout session and about your experience with delivering the content. Each breakout session should be 120 minutes in length and must be designed to advance the knowledge, skills, and behaviors expressed within NEA's Leadership Competency Framework.

NEA's National Leadership Summit brings together emerging and seasoned educational leaders and activists to prepare them with the knowledge, skills, and behaviors necessary to lead a relevant, thriving associations and to lead in their professions. Activist leaders come from all segments of the Association and demonstrate through action a deep commitment to the vision, mission, values, and goals of the NEA.

Session content should clearly articulate the intended audience and appropriate level of leadership experience as well as reflect the diverse kinds of educational roles and work environments that make up the education profession.

- * 10. Session Title: Please provide the title of your proposed session (100 characters maximum including spaces and punctuations).

- * 11. Session Description: Please provide a description of your session (2,000 characters maximum including spaces and punctuations).

- * 12. NEA Strategic Goals: All proposed sessions must be designed to intentionally address one of the NEA Strategic Goals.

- Advancing opportunities that will identify, organize, and engage new and early career educators: amplify the voices of all educators, support our members' professional growth, and promote social justice for our students, our communities, and our nation
- Securing a pro-public education environment for students, educators, and families
- Building the capacity of the local, state, and national union to ensure the success of public education

13. Does your proposal address more than one strategic goal? If so, please indicate which goal?

* 14. NEA Organizational Priorities: All proposed sessions must be designed to intentionally address one or more of the NEA Organizational Priorities.

- Early Career Educators
- Racial and Social Justice in Education
- My School, My Voice
- Supporting Professional Excellence

* 15. Leadership Competency Domain Alignment: All proposed sessions must be designed to intentionally develop the knowledge, skills, and behaviors identified in the following competency domains.

Which specific competency domain will your session help our leaders develop? (Check one only)

- Advocacy (ADV):** Advances the cause of public education through advocacy for students including addressing racial and social justice in education and how it benefits our students and members' professional needs and rights.
- Communication (COM):** Build and execute an integrated communications strategy that drives the mission, vision, core values and strategic goals of the association.
- Governance and Leadership (G&L):** Sets the mission and establishes and monitors strategies necessary for a relevant and thriving association while empowering, motivating, and fostering a pipeline of diverse leaders.
- Leading Our Professions (LOP):** Advocates for professional learning, professional quality and social diversity inside our professions and promotes our union's role in advancing education transformation, student learning, and equitable access to opportunities.
- Organizing (ORG):** Mobilizes, activates and engages members and leaders to support internal and external relationships and association capacity to: recruit, retain and identify diverse groups of members and leaders; and advance strategic priorities at the national, state and local levels.
- Strategy & Fiscal Health (SFH):** Use association resources responsibly to accomplish the goals of the association through strategic thinking, effective financial management and understanding of fiduciary responsibilities.

16. Are there other competency domains your proposal will cover? If yes, please indicate which competency domain?

- Advocacy
- Communication
- Governance & Leadership
- Leading our Professions
- Organizing
- Strategy & Fiscal Health



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* 17. Advocacy Competency Theme Alignment: All Advocacy proposed sessions must be designed to intentionally develop the knowledge, skills, and behaviors identified in the competency themes described below.

Which of the following Advocacy competency themes will the session help our leaders develop?

- Utilizes best practices in advocacy and political efforts (CT1)
- Engages and builds mutually beneficial relationships to advance advocacy and political goals (CT2)
- Interprets and acts on social and racial justice initiatives (CT3)
- Leads public education policy reform (CT4)
- Acts as a political advocates (CT5)
- Makes strategic plans that are data driven and uses analysis and metrics to achieve key advocacy and political goals (CT6)



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* 18. Communication Competency Theme Alignment: All Communication proposed sessions must be designed to intentionally develop the knowledge, skills, and behaviors identified in the competency themes described below.

Which of the following Communication competency themes will the session help our leaders develop?

- Develops a two-way strategic communications plan that focuses on research, planning, implementation and evaluation of communications (CT1)
- Develops individual communication approach and style to fit appropriate audience (CT2)
- Acts as an effective speaker (CT3)
- Effectively uses current media (print, broadcast, online, social media) to communicate (CT4)
- Identifies and utilizes appropriate messages in acting as a compelling advocate for the organization (CT5)



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* 19. Governance and Leadership Competency Theme Alignment: All Governance and Leadership proposed sessions must be designed to intentionally develop the knowledge, skills, and behaviors identified in the competency themes described below.

Which of the following Governance and Leadership competency themes will the session help our leaders develop?

- Effectively executes governance and leadership responsibilities (CT1)
- Establishes and maintains collaborative, effective relationships (CT2)
- Advances the organization by internalizing its mission, vision, and core values (CT3)
- Sets strategic objectives to guide long-term goals and priorities (CT4)
- Ongoing commitment to personal and organizational culturally relevant leadership development (cultural intelligence, cultural competency, cross-cultural networking) (CT5)



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* 20. Leading Our Professions Competency Theme Alignment: All Leading Our Professions proposed sessions must be designed to intentionally develop the knowledge, skills, and behaviors identified in the competency themes described below.

Which of the following Leading Our Professions competency themes will the session help our leaders develop?

- Supports professional excellence and builds capacity for continual improvement and learning to ensure the success of all students (CT1)
- Recognizes and promotes the association's role in improving the learning of all students (CT2)
- Advocates for policies and strategies that positively impact our professions and the learning of all students (CT3)
- Analyzes and applies research to determine the potential impact on our professions and the learning of all students (CT4)



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* 21. Organizing Competency Theme Alignment: All Organizing proposed sessions must be designed to intentionally develop the knowledge, skills, and behaviors identified in the competency themes described below.

Which of the following Organizing competency themes will the session help our leaders develop?

- Utilizes best practices -- technologies and methods that throughout experience and research has led to successful organizing outcomes (CT1)
- Builds and maintains meaningful community partnerships (CT2)
- Makes strategic plans that rely on data and analysis to set and achieve key organizing objectives (CT3)
- Engages in collective action to identify and address pivotal issues (CT4)
- Creates conditions for continuous association growth and strength (CT5)
- Fosters the development of leaders at all levels of the organization (CT6)



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* 22. Strategy & Fiscal Health Competency Theme Alignment: All Strategy & Fiscal Health proposed sessions must be designed to intentionally develop the knowledge, skills, and behaviors identified in the competency themes described below.

Which of the following Strategy & Fiscal Health competency themes will the session help our leaders develop?

- Acts strategically to align the association's work with member needs (CT1)
- Understands the interdependency of strategic planning, budget development, and business policy (CT2)
- Promotes stewardship and financial integrity of the organization (CT3)
- Supports financial health (CT4)
- Utilizes data and analyzes trends to inform decision making (CT5)



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* 23. Content Level: The content in this session is tailored for the following level of experience. (Select one or two maximum)

- Level 1: Foundational (PP1) Suitable to those that are new to leadership or to the subject matter.
- Level 2: Mobilizing & Powerbuilding (PP2) Suitable for experienced leaders that have had some experience with the subject matter.
- Level 3: Agenda-Driving (PP3) Suitable for advanced highly experienced leaders or those with deep knowledge of the subject matter.

* 24. Clearly identify learning objectives/expected session outcomes – Please be specific in describing how the proposed session will help our leaders develop the competencies you identified above. Indicate what the participants will gain as a result of attending this presentation, i.e., “By the end of this presentation, the learner will be able to ...”

1

2

3

* 25. This session is intended for or best suited to the following NEA leader group(s). (Select all that apply)

- Teachers
- Administrators
- Building representative
- Governance (national)
- Governance (state/local)
- Custodial/maintenance
- Food services
- Health and Student Services
- Higher Education
- Paraeducator
- Secretarial/clerical
- Security services
- Skilled trades
- Technical Services
- Transportation
- Retired
- Aspiring educator
- Other (please specify)

* 26. What is the class-size you can accommodate and deliver the content most effectively? (Select one OR two maximum)

- 1 – 24 people
- 25 – 49 people
- 50 – 75 people
- 76 – 100 people
- 101+ people

* 27. Session Format: Please select the format most appropriate to your presentation. (Refer to cover letter for descriptions)

- Workshop
- Symposium/Panel
- Traditional presentation
- Roundtable discussion
- Other (please specify)

* 28. Is this presentation best suited for 120 minutes, 240 minutes, or 360 minutes?

- 120
- 240
- 360

29. If your session requires additional time, please explain below. For example, the content may best be suited to be delivered in two or more sessions with the same participants attending both sessions (e.g., part A and B).

* 30. What specific steps will you follow to ensure the content is engaging and effective for adult learners?

* 31. Have you previously presented at an NEA conference or Leadership Summit?

- Yes
- No

32. If yes, please provide the name of the conference/summit, year, and location.

* 33. Tell us about your experience delivering this content and how long you have been presenting on this subject/topic.

* 34. Please provide us with the name of a reference that we may contact regarding your skills and experience.

Name

Organization/Affiliate

Email Address

Phone Number

Relationship to this person



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Thank you for submitting a proposal for the 2019 NEA National Leadership Summit!

If your session is selected, NEA will follow-up with details regarding specific instructions and requirements for materials, travel, etc.

If you have any questions regarding the proposal process please contact Michele Boyd at mboyd@nea.org or Donald D. Washington at (dWASHINGTON@nea.org).