

# NEW EDUCATOR:

## *Engagement, Recruitment, And Supports Campaign*





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### **2,000,000 New Educators Will Be Hired Over the Next Five Years.**

That's why NEA and our affiliates are leading the New Educator Engagement, Recruitment, and Supports Campaign (New Ed). The NEA has an opportunity to recruit and engage nearly 173,000 new educators nationwide. This school year, using one-on-one conversations, we will build strong relationships with the next generation of educators, and provide them with the support they need to succeed and elevate their voices on issues impacting student learning, instruction, and pro-public education policies.

The top reason new educators leave the profession in the first five years is because they don't feel supported. We seek to help new educators make the transition and become successful. Through this campaign, the union will not only provide new educators with tailored professional support, but will cultivate a loyal relationship by demonstrating its relevance to new educators at the start of their career.

#### **What Does It Mean to Engage in the New Ed Campaign?**

A New Ed campaign is a commitment to having organizing conversations with every incoming new educator and collecting salient data. This data will facilitate affiliates' ability to strategically communicate with new educators and engage in subsequent organizing conversations. Moreover, new educators will receive content, based on the concerns and interests they have expressed in the initial organizing conversation.

This exchange of interest-based information enables affiliates to lay the groundwork for developing a professional supports program for new educators. This will drive future informed conversations with members and potential members, and help build the union.

#### **Why Use the New Ed Campaign?**

This campaign provides affiliates an opportunity to establish their value as the go-to resource at the start of new educators' careers. The New Ed campaign recognizes data can inform offline and online organizing, including digital professional supports content.

However, existing data gaps undermine comprehensive efforts to support new educators. The New Ed campaign will bridge data gaps and deliver digital professional supports to new educators. Results can also help sustain ongoing organizing. For instance, if a new educator indicates an interest in social justice, a future organizing conversation could be framed by the local and/or state education associations' pro-education agenda.

Better, smarter offline and online organizing requires data. The New Ed campaign intends to use this data to strengthen and build our union.



### Setting Your Goals and Objectives

The New Ed campaign allows incoming educators to share their interests with NEA, State Education Associations (SEAs), Local Education Associations (LEAs), and worksite leaders for an engagement pathway. NEA, in partnership with SEAs and LEAs, will employ a system for developing automated welcome, referral, and targeted content email responses that will be co-branded with state, and where desired, with local associations in the future.

Participating affiliates will enroll in a national digital organizing program that will connect new educators to NEA, SEA, and where available, LEA resources. Through a series of short surveys, this program will facilitate local union responses and field engagement by sharing data with organizers. The New Ed campaign relies on new educator engagement and accurate data collection.

We believe that this work can only be successful if it focuses on supporting new educators, and developing their relationship with the union.

#### How Will the New Ed Campaign Be Structured?

Each SEA has a state coordinator responsible for leading their respective program, with NEA's organizing, data, digital, and communications teams providing logistical and technical support. Locals, UniServ staff, and all membership groups are being engaged. NEA regional organizers will provide strategic assistance and support to locals. Data and organizing trainings are available to interested affiliates via their state coordinators.

Every conversation will focus on collecting uniform data, including contact, professional, and interest-based information. For example, many first year teachers identify "classroom management" as their biggest challenge.

Responses will be entered into the Voter Activation Network (VAN) for future organizing. NEA will add capacity for select affiliates to enter all of the data directly into VAN, a powerful organizing tool (also accessible via a smartphone app, MiniVAN) to pull membership lists, cut organizing turf, create sign-up lists, draft organizing scripts/raps, and gather responses.

NEA360's Ed Communities will reflect expanded professional supports in partnership with NEA's Center for Great Public Schools and the Center for Advocacy Department of Human and Civil Rights. All job categories represented in the NEA will be included in this campaign and in the digital programming. Additionally, a website, Ed Justice (matching EdVotes-<http://educationvotes.nea.org>), will allow new educators who show an interest in social justice, an avenue to become activists.

Throughout this campaign, regular weekly reports will be run and returned to affiliates for analysis and to track progress of new educator recruitment. Reports will assist affiliates in driving ongoing organizing work well after the start of the school year.

Laying the groundwork for any organizing campaign is the most important step and sets the tone for a successful recruitment and engagement program. Success will rely on involving not only SEA/LEA staff, but local and member leaders.

#### Recommended next steps to launch:

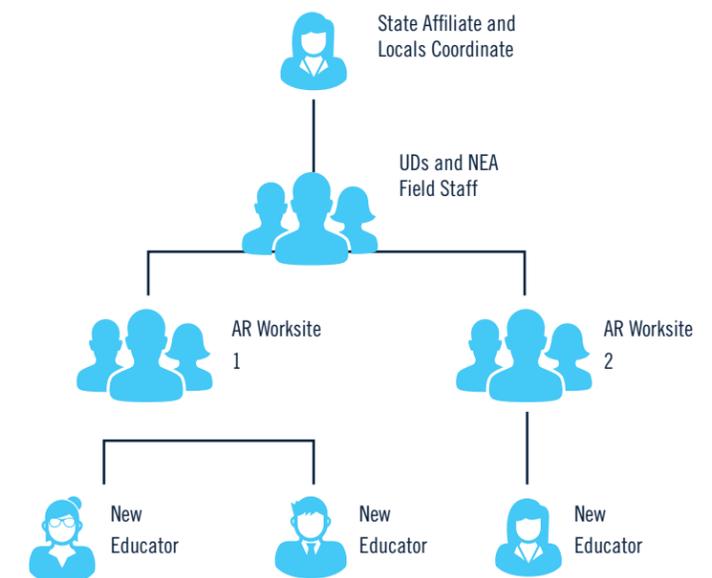
1. Introduce New Ed Campaign to Local Leaders & Member Leaders
2. Identify Campaign Affiliate Implementation Team
3. Establish Key Activities and Dates
4. Collect New Employee Lists
5. Finalize Data Collection Materials
6. Host Campaign Meeting
7. Determine Process for Data Collection and Processing
8. Deliver Trainings to Staff, Leaders, and Worksite Representatives

An overview of the campaign has been presented to affiliate staff. The NEA offers a campaign-training template for affiliate staff and local leaders. We encourage all affiliates to use the distributive model of training and engagement in order to achieve maximum success.

All questions regarding timelines, roles, goals, calendar etc. should be raised and answered during this meeting by the state coordinator and build consensus on expectations. State campaign coordinators can contact their Regional Organizing Leads for additional support.

By the end of your first meeting (assuming it is lower in the distributive model), participants will have identified the next steps in engaging their affiliates in planning individual campaigns.

A distributive engagement model recognizes traditional affiliate office limitations and seeks to empower not only staff but member leaders to become deeply engaged in the campaign. A distributive engagement campaign model is below.





### Identify New Ed Campaign Affiliate Implementation Team

One of the most effective campaign management tools that affiliates can deploy is the MOCHA model, designed to ensure clarity of roles.

MOCHA is a management framework and shared vocabulary that delineates the roles and responsibilities of each individual. The following spells out a MOCHA model:

#### M = Manager

(assigns responsibility and holds owners accountable; e.g. executive director)

#### O = Owner

(has overall responsibility for the success or failure of the campaign; ensures that all the work gets done and that others are involved appropriately; e.g. state/local coordinator)

#### C = Consulted

(should be asked for input and/or needs to be kept in the loop; e.g. Communications Directors or UniServ Directors)

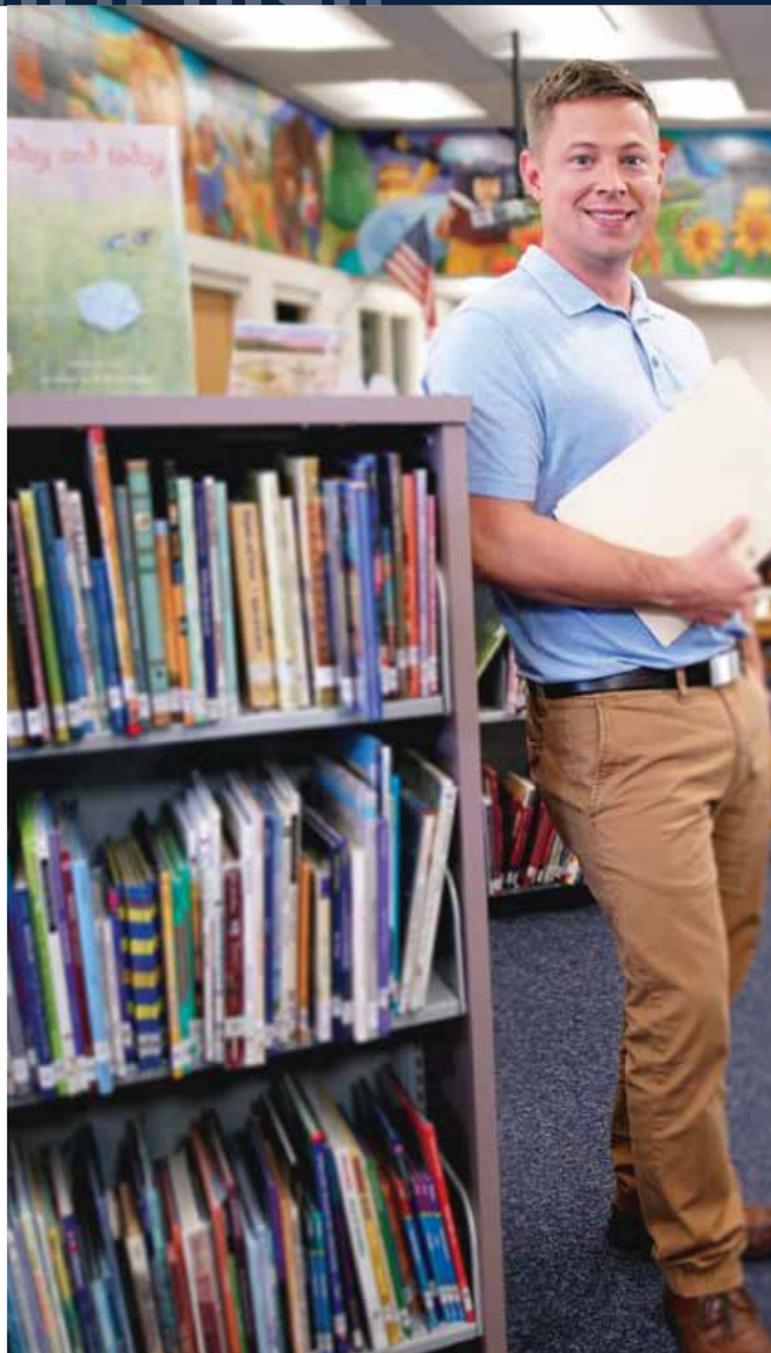
#### H = Helpers

(available to help do part of the work; e.g. organizing committee or worksite representatives)

#### A = Approver

(signs off on decisions before they're final; e.g. executive director, state/local president)

Affiliates, of course, have the discretion to employ MOCHA for their respective New Ed campaigns. Whether your affiliate decides to adopt MOCHA in whole or in part, we encourage its use as a strategy to clearly identify campaign roles, responsibilities, and timelines.



### Establish Key New Ed Activities and Dates

Developing a campaign calendar is key for a successful launch and will help prioritize work. A good organizing calendar should incorporate all of your new employee activities as part of your New Educator program.

Suggested activity dates to jump-start the calendar planning process:

#### June

- Engage UniServ Directors and Local Affiliates
- Review existing new hire data and assess whether additional information collection is required, including Freedom of Information Act (FOIA) requests
- Provide campaign trainings for UD's, local leaders, and worksite leaders
- Prep campaign materials
- Prep for New Employee Orientations (NEOs)
- Develop and share organizing plans with Regional Organizing campaign leads
- Collaborate with Regional Organizing campaign lead

Share affiliate/local professional supports content with NEA's Center for Communications ([www.neweducators.nea.org](http://www.neweducators.nea.org)) for inclusion in the email Welcome Series

#### July

- Finalize campaign plans
- Finalize or launch New Educator orientation program



#### August – September

- Conduct one-on-one conversations with each of your affiliate's new hires
- Collect and communicate data to NEA's Center for Organizing (C4O)
- Launch digital outreach program, an NEA collaboration with your affiliate's campaign communications coordinator

#### October – November

- Continue digital engagement to provide robust professional supports outreach
- Continue data assessments

#### December

- Debrief campaign
- Prepare for winter organizing campaign
- Digital engagement continues



### Collect New Hire Employee Lists

Affiliates should obtain new hire lists prior to the start of the school year to make sure they are available in VAN. While this will vary from affiliate to affiliate (and from local to local), we encourage participating affiliates that do not have this information to promptly contact their district administration to determine proper procedures for acquiring the list.

If affiliates are unable to acquire the lists through this tactic, affiliates can submit a request under FOIA. The national New Ed campaign team can assist affiliates needing assistance with FOIA requests.

Should your affiliate acquire a new hire or school district-wide employee list, please contact your State VAN Administrator for upload support. State VAN Administrators have access to national assistance. Should you have any national data questions, please email the Center for Organizing Data Team at [neweducator@nea.org](mailto:neweducator@nea.org).

### Finalize New Ed Data Collection Materials

To run a successful campaign, your affiliate will need to think about the materials you'll use to collect new educator data. The NEA Center for Organizing, the Center for Communications, and in partnership with state affiliates developed three new educator recruitment materials that affiliates can choose to use (examples in appendix). **Tip: NEA strongly encourages affiliates to consider adding the data set questions to their membership applications to standardize data collection.**

The data collection materials provide support for affiliates engaged in one-on-one conversations with each new educator. These cards are designed to collect uniform contact information across the NEA family and to ensure that we have enough information to inform our work in engaging these new educators as members, activists, and leaders. In addition to understanding these new educators' priorities, we want to collect data on what they need from their affiliates to be successful.



### Determine Process for Data Collection and Reporting

NEA offers a comprehensive data support system for affiliates and worksite representatives. It is essential for affiliates to develop a process for returning new educator data to NEA for input into the VAN. Once the data has been entered, NEA will provide additional information as appended through other databases and via surveys that will enhance your ongoing organizing conversations. We will provide additional details outlining the data collection and submission process later in the resource guide.

### Deliver New Ed Campaign Trainings to Staff, Leaders, and Worksite Representatives

Affiliates should use the distributive model for the purpose of training state, local, and worksite leaders on the campaign. To support affiliates, NEA's Training team developed a New Ed Campaign PowerPoint with talking points to assist affiliates. In addition, the Training team will provide affiliates with a series of web-based trainings. Training content will be rolled out to support New Educator Orientations and back-to-school organizing.

Now that the campaign is built and a team is in place, it's time to launch it! Do so with as much fanfare as possible, and integrate it into existing meetings and gatherings. Get your affiliate's members on board to support the launch effort, and use the following information to help you successfully implement your new educator 1/1 organizing.

### New Ed Campaign Process

Prepare for New Educators Events or Building Visits

Cards Selected for Organizing

Cards Collected, Processed and Sent to NEA for Data Entry

Data Upload to VAN/IMS

Reports

Digital Journey

### Prepare for New Educator Events and Building Visits

New Employee Orientations (NEOs) are the first point of contact with educators as they begin their careers. We know that first impressions matter! NEA, SEA, and LEA New Ed staff need to be prepared to not only ask new educators the right questions but to clearly communicate the importance and value of affiliate membership and educator engagement.

It is important to develop a plan for each NEO detailing how your affiliate will engage with new hires for membership recruitment and data collection purposes that supports future organizing. Information captured at NEOs will then guide future one-on-one conversations in the worksite or at home visits, and facilitate sustained engagement.

Affiliates are encouraged to secure invitations to orientations to introduce the union and recruit new educators as members.

### NEO Success Tips

Work with your school district to get a presentation table or be placed on the speaking agenda for school orientations.

Welcome new educators to the profession and applaud them for deciding to be educators.

Explain the value of the Affiliate to new educators, e.g. professional supports, career development, mentorship, leadership opportunities, collective bargaining, social justice work, and student advocacy.

Share Affiliate (local, state, or federal level) successes and tell them how their membership and involvement helps advance a student-centered, pro-public education agenda.

Emphasize that the Affiliate is their ally and advocate during every phase of their career.

Provide contact information to new educators for questions and/or support.

Invite members to attend NEOs and assist in introductory connections. The more help, the more outreach!

Members can share personal stories and assist with surveying.



### Cards Selected for Organizing

An essential campaign component is the collection of personal and interest-based information to learn more about new educators' interests, which will facilitate more informed future offline and online engagement. Prior to the campaign launch, you'll need to decide how data will be collected and reported. The NEA New Ed team, in partnership with SEAs, developed a number of options from which affiliates can choose. Affiliates are invited to select **one or more** of the options to capture their work.

We created a form to collect demographic information and interest indicators (i.e. the kinds of professional support content new educators would find useful). There are three templates for this form which are editable to include the local association logo and address:

**Option 1:** A brochure with detachable information card for use with any member or potential member conversation that includes pre-paid postage.

**Option 2:** A one-page clipboard version to be used by staff, leaders, worksite representatives, or member recruiters that can be scanned and emailed to NEA for data entry.

**Option 3:** A one-page postal mail version, similar to option two.

**Note:** Many states are including the survey questions on their membership enrollment forms. Check with your state to see if this is available.

### Collecting, Processing, and Reporting Cards to NEA for Data Entry

Once you've selected your card, it's time to start one-on-one conversations with new educators. Use the cards to guide – rather than dictate – conversations, with the goal of having the card completed by the organizer or the new educator. The data should then be submitted to NEA based on the previously selected data reporting system.

NEA is assisting states with the data entry from interest cards as needed. As membership forms are processed, this information will go into IMS and be fed into the VAN for continued use.

States unable to place the new educator interest questions on their membership forms can submit results to NEA in the following ways:

1. Take a picture and email the images to [neweducator@nea.org](mailto:neweducator@nea.org).
2. Scan the interest cards and email to [neweducator@nea.org](mailto:neweducator@nea.org).
3. Drop the pre-addressed interest cards in the mail.

Once NEA receives your interest cards, they will be processed on a first-come, first-served basis. Data will be accessible shortly after.

### Uploading Data to Voter Activation Network (VAN) & Interactive Membership Systems (IMS)

Data will be uploaded to the VAN daily, so we encourage affiliates to check VAN regularly to see results. With the recent rollout of the MyWorkers tab in VAN, affiliates will be able to **look at lists of all employees in a worksite and their membership status.**

The New Ed campaign will provide more utility to VAN membership data by entering new data card results. Once these results are uploaded into VAN, account holders can access results by worksite and use the information for future organizing visits. It is important to remember that to maximize VAN's organizing capacity, **we must continually enter and update** its electronic records with member and potential member information.

Please note that Affiliates have selected staffers to be statewide VAN Administrators who can assist and advise staff and member leaders on accessing training, use, and reporting. Contact your State VAN administrator for future training dates, to have an account created and to learn more. You can obtain the State VAN Administrators list by visiting [www.nea.org/neweducator](http://www.nea.org/neweducator).



### Reports

The NEA Center for Organizing will provide new member recruitment reports weekly to regional organizing leads and state coordinators so that affiliates can see their progress. State coordinators will facilitate campaign-planning conversations with participating locals to provide support as needed in order to continue reaching out to new educators who have not yet joined their affiliate.

The NEA Center for Communications will provide ongoing reports on surveys taken by new educators, breaking down how they engage with the Association and what they are interested in based on their online behavior.

### Digital Journey

The purpose of the new educator digital journey is to enhance and complement the work being done during EOs, one-on-one conversations, and group organizing activities. Digital engagement program goals include:

- Providing online content and opportunities to new members and prospective members that delivers professional development, supports and strengthens their relationship with NEA, SEA, and LEA.
- Converting prospective members to members.
- Evaluating how a robust digital engagement program strengthens members' positive feelings toward and commitment to the Association.
- Understanding how digital engagement opportunities influence the decisions of "maybes" to join.

The digital engagement team will follow up with each new

member or prospective member who our organizers have spoken with, providing online support for their first year as educators and information about the Association with tailored content based on the new member/prospect's stated interests.

### For those who join from the first one-on-one conversation, the journey will look like this:

- Email from Organizer they spoke with: "Thanks for speaking with me and joining! In the next week or so, you will be hearing from a few others about what your membership will provide you."
- "We're so excited you've joined!" Email from NEA president, State president, and Local president (co-branded, co-signed) that asks for more information about the new members and what they'd like to get from NEA/SEA/LEA, with a link to "Tell us more about yourself" (a new members survey).
- A "welcome" series of emails, highlighting the work of the Association, and how the NEA/SEA/LEA supports educators in their careers. These emails will highlight local, state, and national events, providing content and resources tailored to the information we have received from data collection and surveys.
- These emails will also feature tailored content based on their stated interests, job classification, and highlight "members only" exclusives.

### For those who do not join immediately:

- Email from Organizer they spoke with: "Thanks for speaking with me. In the next week or so, you will be hearing from a few others about what your membership would provide you. We'd like to know more about your interests and how the Association can meet your needs" and link to "Tell us more about yourself (potential members)" survey.
- Email from NEA president, State president, Local president (co-branded, co-signed). "We're so excited you're working in our schools. Please tell us more about your needs."
- Send survey results to state coordinators to facilitate personalized, in-person communication (ideally a phone call) from local organizers to prospect.
- Send a list of interested potential members back to the state coordinator – people who have opened emails, clicked on links, or taken actions, but not yet joined.
- Introducing NEA series (all emails will contain a footer with a pitch and link to join). These emails will all contain a message about how these opportunities affect members, with the goal of getting recipients to understand the benefits of membership.
- Tailored content providing the potential new member with a digest of content based on their stated interests.

When a potential member joins, they will stop receiving the introduction series, if they are still in those emails, and the "teaser" tailored content emails. They will receive an email with a welcome video from the NEA President that summarizes all the resources they now receive as members.



If affiliates have not already trained and planned with their worksite representatives to move this campaign, it is critical that they schedule a meeting shortly after completing NEOs or group activities. Worksite representatives should be briefed on the overall objective of the campaign and will be provided with instructions on how to use the data for organizing.

They will also need to learn how to have an initial conversation with new educators who did not attend NEOs, complete interest-based cards and follow the same process for submitting cards.

### Following Up with New Educators

UniServ Directors and worksite representatives should develop a plan for completing a second pass at new educators. Affiliates will need to take the collected data and distribute it to worksite leaders for individual conversations after conducting New Educator campaign orientation trainings. Worksite representatives can use interests captured within VAN to guide organizing conversations. Conversations can also encourage a potential member to join and show the activity level of the Association at the worksite.

Affiliates should view this as an opportunity to continue developing individual relationships with new educators in an effort to maintain the visibility of the affiliate for membership recruitment and retention.

### Second Pass Data Collection

Worksite leaders can use the interest cards with potential or new members who did not previously complete the card at orientations or during initial organizing conversations. Importantly, states that only had personal information on the membership forms can utilize the second pass as an opportunity to capture professional interests. State affiliates may also wish to collect more information or develop a second-pass organizing rap for consistency.

### Second Pass Data Entered

At this point, new members and potential members will have profiles in the VAN, showing their worksite, contact information, and interests indicated from the initial conversation. Worksite Representatives can then add new information to their organizing lists using MiniVAN or notes given to UniServ that can support data entry. State affiliates should try to develop a process to support data collection and use of VAN as much as possible, as it will serve as a year-round organizing and member activity tracking tool.

If Affiliates are unable to support the data entry process for a second pass, they should refer to the section on “Collecting, Processing and Reporting Cards to NEA for Data Entry.”

### Reports

The Center for Organizing will continue to provide organizing reports on a weekly basis showing membership growth and VAN use at the statewide level. State VAN administrators may choose to implement their own reports showing activity levels in VAN by UniServ District, School District, or some other determination.

### Tip:

Put work in VAN constantly so data entry doesn't become overwhelming.

## Building A Year-Round Organizing Program

### National/State Issue-Based Campaigns, National Listening Tours, and Early Enrollments

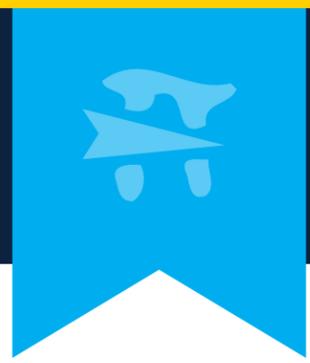
Organizing is a year-round activity and affiliates should view the New Educator Campaign as the foundation for moving their one-on-one and group conversations, growing and retaining their membership base, and building affiliate capacity.

The Center for Organizing will continue to provide issue-based organizing campaigns, organizing strategies and resources, affiliate trainings, and communication and data support. To learn more about the Center's offerings, please contact the Growth, Leadership, and Union Engagement Team at [glueteam@nea.org](mailto:glueteam@nea.org).

### Sample Membership Organizing Year



# NEW ED COLLECTIONS CARDS & APPLICATIONS



As indicated earlier in the New Ed Resource Guide, a number of new educator templates have been designed for your affiliate's organizing needs. All resources are now available in the Creative Companion platform.

## Accessing Creative Companion:

1. Get started: <http://www.creativecompanion.com/nea/login>
2. Sign Up: Click on the "Register" button and follow the instructions.
  - a. You must use your association email (example: @nea.org, @mea.org, etc.).
  - b. You will receive an email confirmation of your request and will receive your username and password in a second email once your email address has been confirmed and activated.
3. Log in: Using your new username and password.
4. Navigating Creative Companion is relatively simple but you can find the membership brochure by following the following pathway in Creative Companion:
  - a. digital assets> new digital assets> new educator brochure

Be the best educator you can be. *Join us today.*

FIRST NAME MI LAST NAME D.O.B. (MM / DD / YYYY)

JOB TITLE WORKSITE EMPLOYER

CELLPHONE PERSONAL EMAIL

HOME ADDRESS APT CITY STATE ZIP CODE

How can we best support you?

1) Is this your first year working here? Y / N

2) Where did you graduate/get trained/get certified?

3) What would you find most useful to help you and your students succeed?

4) Which of the following areas and issues are most important to you?

5) Which of the following activities and tools are most valuable to you?

For Official Use:

Name \_\_\_\_\_

Email \_\_\_\_\_

School Code \_\_\_\_\_

[Local logo placed here]

➤ One-page postal mail version, to be used by staff, leaders, worksite representatives, or member recruiters.

## Here are some simple instructions on how to edit PDF files in Adobe Acrobat:

1. Open a file in Acrobat.
2. Click on the Edit PDF tool in the right pane.
3. Click the text or image you wish to edit. Acrobat shows you the tools you'll need.
4. Add or edit text on the page. Lines and paragraphs reflow automatically, or you can click and drag to resize elements.
5. Add, replace, move, or resize images on the page using selections from the Objects list.
6. Click on the Link, Headers and Footers, Watermark, or Background tool to edit your PDF further.

Be the best educator you can be. *Join us today.*

FIRST NAME MI LAST NAME D.O.B. (MM / DD / YYYY) JOB TITLE

WORKSITE EMPLOYER

CELL PHONE PERSONAL EMAIL

HOME ADDRESS APT CITY STATE ZIP CODE

How can we best support you?

1) Is this your first year working here? Y / N

2) Where did you graduate/get trained/get certified?

3) What would you find most useful to help you and your students succeed?

4) Which of the following areas and issues are most important to you?

5) Which of the following activities and tools are most valuable to you?

For Official Use:

Name \_\_\_\_\_

Email \_\_\_\_\_

School Code \_\_\_\_\_

[Local logo placed here]

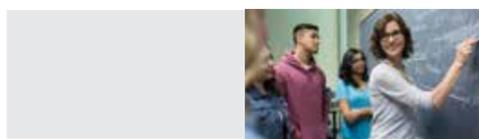
### The value of membership.

**Reach, teach and inspire.** You're never on your own. Your membership gives you access to some of education's most sought-after authorities who provide new and innovative programs you can use in your classrooms. With resources that cover classroom management and supports, to more in-depth professional development provided by your local, state, and national affiliates—you have a team supporting you.

**Make your voice heard.** As trusted professionals, educators are best equipped to make school and classroom decisions to ensure student success. It's our mission to ensure educators have a seat at the table when education policies are made. As members of the Association, educators have a powerful voice in creating the policies that affect our students, our schools, and our classrooms.

**Grow your network.** Within a community of experienced professionals, through a variety of online and off-line tools, you enjoy access to valuable resources on classroom management, lesson planning, and a host of other topics. Plus, you'll make connections with the educators at your school, in your state, and among our more than 3 million members.

**Enjoy what matters most.** Membership means less worrying for you and more action from us. With representation at the bargaining table, liability insurance and so much more, NEA provides advice and professional advocacy on the range of issues you face as an educator: safety, working conditions, evaluation support, contract compliance and enforcement, and retirement.



Your Advocate.  
Your Partner. *Your NEA.*

The value of membership.

[Local logo placed here]

Local address here  
Address line 1  
Address line 2



➤ Brochure with detachable information card for use with any member or potential conversation that includes pre-paid postage.

Be the best educator you can be. *Join us today.*

FIRST NAME MI LAST NAME D.O.B. (MM / DD / YYYY) JOB TITLE

WORKSITE EMPLOYER

CELL PHONE PERSONAL EMAIL

HOME ADDRESS APT CITY STATE ZIP CODE

How can we best support you?

1) Is this your first year working here? Y / N

2) Where did you graduate/get trained/get certified?

3) What would you find most useful to help you and your students succeed?

4) Which of the following areas and issues are most important to you?

5) Which of the following activities and tools are most valuable to you?

For Official Use:

Name \_\_\_\_\_

Email \_\_\_\_\_

School Code \_\_\_\_\_

[Local logo placed here]

➤ One-page clipboard version to be used by staff, leaders, worksite representatives, or member recruiters that can be scanned and emailed to NEA for data entry.

REORDER FROM: FORMOST GRAPHIC COMMUNICATIONS, INC. - 301-424-4242 LAIS-17

LOUISIANA ASSOCIATION OF EDUCATORS NATIONAL EDUCATION ASSOCIATION 8322 One Cabanis Ave., Baton Rouge, Louisiana 70809 Unified Membership Enrollment 2016-2017

NEW MEMBER  
CURRENT MEMBER-PAY METHOD CHANGE

LOCAL NAME

WORK LOCATION NAME

PLEASE SELECT MEMBERSHIP TYPE

Active Professional  
Active Education Support Professional  
Retired  
Substitute

PAY METHOD  
Check  
EFT  
AMEX  
Discover  
Master Card  
VISA

SEE CODES ON BACK OF FORM

DATE OF BIRTH (MM / DAY / YR) ETHNICITY \* GENDER

POSITION SUBJECT POLITICAL PARTY SEX (M/F)

COMPLETE THIS SECTION FOR EFT (BANK DRAFT)

I hereby authorize the LAE to initiate debit entries to my checking or savings account indicated below and the bank named below, herein after called BANK, to debit the same to such account. I will not hold my BANK liable for any erroneous debits made by the LAE.

Bank Name \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Bank Routing No. \_\_\_\_\_ Account No. \_\_\_\_\_

Dues payments are not deductible as charitable contributions for federal income tax purposes. Dues payments (or a portion) may be deductible as a miscellaneous itemized deduction.

(1) Legislative & Political Action Program: Contributions of \$10.00 may be used to support candidates for local or state office. These contributions are voluntary and are not required as a condition of membership in any organization. A refund of \$10.00 may be obtained if written notification is given by the member to the LAE Fund for Children and Public Education, 8322 One Cabanis Ave., Baton Rouge, LA 70809, prior to August 31, of the current school year. All refund checks will be remitted after August 31.

(2) I hereby enroll as a member of LAE-NEA and the local affiliate and agree to pay all required dues for the 2016-2017 membership year and every year thereafter. This authorization is to remain in full force until BANK, CREDIT CARD COMPANY, OR LAE has received notification from me of its termination in such time and in such manner as to afford BANK, CREDIT CARD COMPANY, OR LAE a reasonable time frame to act on it. A customer has the right to stop payment of a debit entry by notification to BANK, CREDIT CARD COMPANY, OR LAE prior to charging account. After account has been charged, a customer has the right to have the amount of the erroneous debit credited to his/her account by BANK, CREDIT CARD COMPANY, OR LAE up to fifteen (15) days following issuance of statement of account or forty-five (45) days after the charge, whichever occurs first.

MEMBER'S SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_ LOCAL ASSN REPRESENTATIVE MEMBER \_\_\_\_\_

SURVEY QUESTIONS

1. Is this your first year working here? Y / N

2. Where did you graduate/get trained/get certified?

3. What would you find most useful to help you and your students succeed?

4. Which of the following areas and issues are most important to you?

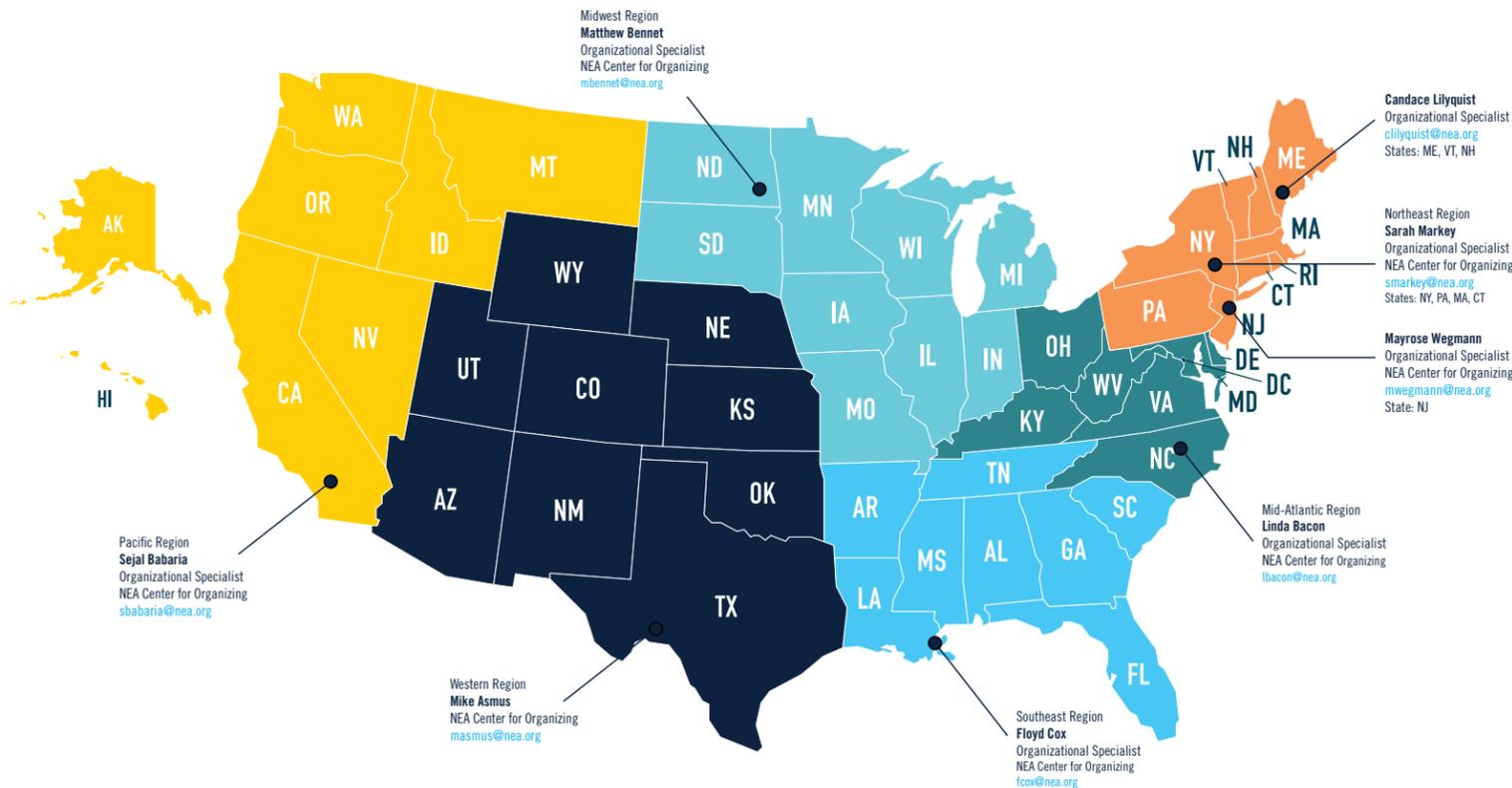
5. Which of the following activities and tools are most valuable to you?

➤ Sample membership enrollment form that affiliates can adopt

The files will be available in both InDesign and Adobe Acrobat so you can update the materials with your logos and contact information quickly and independently. Please use these templates to help fulfill your New Ed campaign needs, and feel free to contact [CreativeServices@nea.org](mailto:CreativeServices@nea.org) for guidance and support.



Each of the New Ed Campaign Regional Organizers can offer materials, training, and campaign support to state and local affiliate coordinators and facilitate communication and collaboration among affiliates. Below is a list of the New Ed Campaign contact information for each Region.



Additionally, the following NEA staff are available to support your ongoing organizing efforts:

### NEA Center for Organizing

- Secky Fascione**, Manager, New Educator Campaign, [sfascione@nea.org](mailto:sfascione@nea.org)
- Nathan Allen**, Owner, New Educator Campaign, [nallen@nea.org](mailto:nallen@nea.org)
- Maralyn O'Brien**, Consultant, New Educator Campaign, [mobrien@nea.org](mailto:mobrien@nea.org)
- Dan Hand**, Manager, New Educator Campaign Training, [dhand@nea.org](mailto:dhand@nea.org)
- Michael Schoettle**, Owner, New Educator Campaign Training, [mschoettle@nea.org](mailto:mschoettle@nea.org)
- Jason Burns**, Manager, Data and VAN Support, [jburns@nea.org](mailto:jburns@nea.org)
- Carlin Bunch**, Owner, Data and VAN Support, [cbunch@nea.org](mailto:cbunch@nea.org)

### NEA Center for Organizing (National Campaigns)

- Peter Witzler**, Early Career Educators Organizing Lead, [pwitzler@nea.org](mailto:pwitzler@nea.org)
- Lynn Baugh**, Education Support Professionals Organizing Lead, [lbaugh@nea.org](mailto:lbaugh@nea.org)
- Valerie Wilk**, Higher Education Organizing Lead, [vwilk@nea.org](mailto:vwilk@nea.org)
- Michelle Foisy**, Student Organizing Lead, [mfoisy@nea.org](mailto:mfoisy@nea.org)
- Sarah Markey**, ESSA Implementation Lead, [smarkey@nea.org](mailto:smarkey@nea.org)
- Emily Heath**, Community Schools Lead, [eheath@nea.org](mailto:eheath@nea.org)
- Ben Ward**, High-Stakes/Fair Testing Lead, [bward@nea.org](mailto:bward@nea.org)
- Nilka Julio**, NCUEA Lead, [njulio@nea.org](mailto:njulio@nea.org)

### NEA Center for Communications

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- Robyn Swirling**, Communications/Digital Journey, [rswirling@nea.org](mailto:rswirling@nea.org)

# RESOURCE GUIDE



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