



Organizing at NEA

The NEA - in response to the relentless threats to public education, public employees, students and communities - is partnering with state and local affiliates to build an Association-wide culture of organizing. Our goal is to build on our legacy of advocacy and leading the professions, fight for our mission of great public schools for all students, and grow sustainable, strong NEA affiliates for the future.

A culture of organizing is one that promotes deep member engagement, leadership development and collective action. At its core, organizing means facilitating collective action among a group and empowering others to take on leadership roles.

A culture of organizing is an intentional and strategic approach to the work of the Association: one that relies on data analytics, thoughtful planning, accountability, and continuous improvement.

The NEA Center for Organizing measures successful organizing through multiple lenses: robust member engagement, effective distributive leadership structures, and growth in membership. We seek to build these capacities through organizing campaigns built around the issues important to our members. Many different organizing strategies can lead to success; nonetheless, all authentic organizing is accountable for measurable goals and outcomes.

Above all, we believe in leading with vision and aspiration, accompanied by concrete programs and plans. Effective organizing—which is what we all strive for—should result in increased member engagement of significant numbers of educators, expanding leadership, and real wins in the policies and practices that impact our members, our schools, our students and our communities - grounded in our values of equity, opportunity, and racial justice.