



2022 NEA National Leadership Summit – RFP Guidance
REQUEST FOR PROPOSALS

2022 NEA NATIONAL LEADERSHIP SUMMIT

Location: To Be Determined

March 11 – March 13, 2022

Proposal Submission Deadline: November 14, 2021

Presenters will be notified of selection by December 10, 2021

Introduction

The National Education Association (NEA) is looking for dynamic presentations for its annual National Leadership Summit, March 11 – March 13, 2022. The theme for this year's Summit is ***Uniting for a Better Future for Our Students, Our Educators, and Our Communities.***

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 Summit is designed to support experiential learning that provides opportunities for NEA members and leaders to develop the knowledge and skills articulated in [NEA's Leadership Competency Framework](#). The Summit is open to all NEA members and leaders, regardless of experience level, membership type or educator category. With that in mind, NEA views a request for proposal (RFP) as a solicitation that is focused on leadership development content specifically aligned with the purpose and design of the summit.

We are seeking proposals for interactive learning experiences 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, skill sets and a plan of action.

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

NEA Strategic Goals
NEA Strategic Objectives
NEA Leadership Competency Framework
Session Formats
Preparing Successful Proposals
How to Submit a Proposal
Important Notes

NEA Strategic Goals

Session proposals must be submitted based on the 2022-2024 Strategic Framework, as adopted by the NEA Board of Directors:

Goals: To achieve our mission and to grow and strengthen our association to promote quality education for students, educators, and America’s schools, we the NEA will:

- 1.** Enhance the well-being of America’s students, their families, and their communities by **advancing opportunities** that will transform public education into a just, equitable, and excellent system.
- 2.** Ensure the success of the public education system, our members, and those they serve by developing the structures, processes, and practices that **strengthen our organizational capacity** across the enterprise.

NEA Strategic Objectives

In partnership with our Affiliates, NEA will:

Build Safe, Healthy, Inclusive, and Future-Focused Learning Environments: Support the development of modern, safe, and supportive learning environments that are affirming to all students and employees and resourced to meet the academic and developmental needs of today’s students.

Support Professional Excellence and Respect: Enhance and maintain an enterprise-wide system of Association-convened, member-led professional learning and supports for all educators across their career continua to ensure student success, continuously improve their professional skills, and secure professional authority, autonomy, and compensation.

Advance Racial and Social Justice: Support members in advancing racial justice in education and improving conditions for students, families, and communities through awareness, capacity-building, partnership, and individual and collective action.

Strengthen Public Education as the Cornerstone of Democracy: Use all available means, including organizing, collective action, policy, legal, legislative, and electoral, to safeguard the rights of students, communities, and educators; to advance economic justice; to protect the future of public education; and to ensure that students are prepared in a learner centered environment to participate fully in our democratic society.

Enhance Professional and Organizational Regard: Enhance member and public recognition of the positive contributions of the NEA, its affiliates, and its members; the value that the organization provides to educators, students, and communities; and the positive outcomes to the public education system when professionals are in union with one another.

Session proposals must be submitted based on one of NEA's strategic priorities:

- **My School, My Voice (ESSA)** - The voice of educators – teachers, ESP, higher education faculty and staff – is part of decision-making to ensure student success.
- **Racial Justice in Education** – Every public school has the resources and opportunities that our best public schools have, including culturally and socially responsive instruction.
- **Engaging Early Career Educators** – All students have access to educators who are equipped to apply a race-equity lens to their work and who are prepared to respond to the diverse needs of the school and community.
- **Supporting Professional Excellence** – PK-16 systems should include association-led, educator convened professional learning that prepares practitioners to support students to succeed in a diverse and interdependent world. These systems must include peer-to-peer support and opportunities for professional transitions.

NEA Leadership Competency Framework

Session proposals must be submitted based on one of the seven domains in the [NEA Leadership Competency Framework](#). Sessions should be 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 seven domains is provided below. The application contains specific themes that will be the focus of our Summit content and session offerings.

1. **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.

2. **Communication (COM):** Builds and executes an integrated communications strategy that drives the mission, vision, core values and strategic goals of the Association.
3. **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.
4. **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.
5. **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.
6. **Social and Emotional Intelligence (SEI):** Understands the knowledge, skills, attitudes, and behaviors that create healthy identities, manages emotions, and achieve personal and collective goals; demonstrates an ability to feel and show empathy, establish and maintain supportive relationships, and make responsible, caring decisions.
7. **Strategy and Fiscal Health (SFH):** Use's Association resources responsibly to accomplish the goals of the Association through strategic thinking, effective financial management and understanding of fiduciary responsibilities.

Session Formats

We are seeking interactive sessions that would be 120 minutes in length.

Preparing Successful Proposals

Proposals are expected to include ways for leaders to share sustainable solutions, and to return to their school districts, worksites, and affiliates with innovative ideas, skill sets and a plan of action. The proposals should be written to articulate how the session will apply to multiple NEA membership categories and work environments.

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 details 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 advance 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 leaders about proven practices and 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 of 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 the presenter have credentials and/or experience delivering this content in a virtual environment?
- Does this proposal include examples or case studies that are inclusive of all membership types and take 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 November 14, 2021.

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 November 14, 2021.
- Presenters will be notified by December 10, 2021.
- For an in-person Summit, NEA will pay for travel, hotel accommodation, and reasonable travel-related expenses only for 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). NEA does not cover expenses for Secondary Presenter(s).

- 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.
- Presenters who are selected **ARE REQUIRED to register for the Summit by January 21, 2022.** 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 21, 2022.
- 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 Annelise Cohon at acohon@nea.org or Keturah Raabe at kraabe@nea.org.