COMMUNICATION

Build and execute an integrated communications strategy that drives the mission, vision, core values and strategic goals of the Association.*

Competency Theme	Level 1: Foundational	Level 2: Mobilizing and Power Building	Level 3: Agenda Driving
Develops a two-way strategic communications plan that focuses on research, planning, implementation and evaluation	Learns the fundamentals of how to develop a focused, communications plan based on research, planning, implementation, and evaluation **Learning Considerations** Learns communication theory and its application for the development of a communication strategy. Gains an understanding of what drives a communication strategy and how it is one component of a larger communications planning process	Develops and implements a strategic communications plan with effective messaging and vehicles for the unique needs of diverse constituencies **Learning Considerations** Learns how to build an audience-specific, message-driven, research- based, culturally and linguistically diverse, measurable communications plan that drives the Association's mission, goals, and priorities. Builds a framework for the Association's communications plan and includes examples of successful communication plan components that will resonate with diverse audiences	Implements a differentiated communication plan that rallies a diverse set of stakeholders to take action and further the goals of the Association and its members **Learning Considerations** Applies communication theory and a four-step process - research, planning, implementation, and evaluation - of communication in action. Institutionalizes ongoing communication planning and utilizes tactics that address changing needs and issues
Develops individual communication approach and style to fit appropriate audience	Understand the various approaches and styles needed to communicate with diverse audiences **Learning Considerations** Learns individual communication skills through assessments – such as those offered by organizations like HRDQ and the Strengths, Values, & Story Survey (SVSS) – to identify and improve the leaders' own communication style, strengths, and limitations. Learns how one's individual communications style adjusts depending on the situation and audience, the importance of inclusive approaches that appeal to all individuals, and the importance of listening to understand versus listen to respond	Tailors communications to appeal to different audiences; adjusts the purpose, substance and style **Learning Considerations** Explores how to use shared values, beliefs, and opinions to further resonate with an audience through communication. Learns how to train others to modify their communications style to appeal to multiple audiences, while staying on Association messages. Develop communication approaches that are effective in addressing racial and social issues	Develops skills to address hostile audiences, defeat challengers, and influence constituents and partners **Learning Considerations** Engages in advanced practice to master multiple communication styles for a variety of settings/environments. Uses real-world situations or examples, to prepare and rehearse for a difficult audience. Learns the important role of interpersonal communications in leadership
Acts as an effective speaker	Demonstrates effective public speaking and presentation skills for a variety of audiences **Learning Considerations** Learns the basics of interpersonal communication, public speaking and media training. Gains an understanding of how to be an effective communicator in a variety of settings, with an emphasis on the leader as communicator. Emphasis placed on learning the basics on how to prepare and write for public speaking; uses clear and concise language; uses nonviolent communication when addressing critical issues	Delivers engaging and persuasive speeches, presentations, and media interviews that motivates audiences to take action **Learning Considerations** Learns how to build a speech, prepare for a media interview, and other situations in which the leader is serving as communicator for the Association. Engages hands-on work using the NEA Message Framework to develop a simple, three-part message that can be used in an interview or speech. Through role playing, practice, and simulated "on-camera" interviews, participants practice what they have learned	Acts as a powerful and passionate speaker who can influence agendas and systemic change **Learning Considerations** Engages in advanced practice to master multiple communication styles for a variety of settings/environments. Provides additional critique and learning opportunities from leaders' own examples of speeches or media interviews they have conducted

Competency Theme	Level 1: Foundational	Level 2: Mobilizing and Power Building	Level 3: Agenda Driving
Effectively uses current media *(print, broadcast, online, social media)* **to communicate**	Understands the communications value of current media such as print, broadcast, online and social media **Learning Considerations** Explores the current communication landscape as it applies to the Association, its members, and to external audiences. Learns the basics on how to employ earned media, paid media, online media, broadcast media, and social media to successfully deliver Association messages to target audiences	Develops and implements strategic and integrated engagement plans that utilizes a variety of media, technology, and social networks **Learning Considerations** Learns how to best use earned media, paid media, online media, broadcast, and social media in the Association's overall communication plan. Examines how to match the medium to the message and determine which forms of media are best for members and external audiences. Learns how to finalize and implement an integrated communications plan to advance the Association's goals and priorities	Evaluates and adjusts communications plans for maximum effectiveness **Learning Considerations** Engages the tools and practice of how to best measure and evaluate the success of various forms of media in the communications plan. Learns how best to measure and evaluate before, during, and after completion of any communication campaign or plan and how to make corrections and improvements
Identifies and utilizes appropriate messages in acting as a compelling advocate for the organization	Understands appropriate messages and identifies messengers **Learning Considerations** Examines the Association's message framework and how to best connect with specific audiences such as members, voters, communities, and parents. Learns the importance of messages and messengers that appeal to diverse audiences	Empowers change, fortifies networks and builds coalitions by forging emotional connections with audiences **Learning Considerations** Explore how to develop and apply common beliefs, values, and the mission and centers race and class in the Association's messaging to and with coalition partners. Emphasis is placed on the importance of identifying, developing and partnering with individuals/organizations from diverse backgrounds and experiences	Utilizes a variety of messages and message delivery systems to successfully impact change and advocate on behalf of constituents and organization **Learning Considerations** Learns message-based strategies that not only build coalitions, but also unite sometimes disparate audiences around the Association's key mission, vision, and goals

*   A race equity lens is a transformative approach used to inform and improve planning, decision-making, analysis, actions and resource allocation that leads to more racially equitable and socially just policies, programs and practices.
Each/All – The intentional inclusion and recognition of every individual and the many cultural identities they navigate (e.g., race, ethnicity, gender, sexual orientation, religion, ability and employment job category).
Diverse – Representative of the experiences and cultural identities of individuals and community (e.g., race, ethnicity, gender, sexual orientation, religion, ability and employment job category).

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