



# 2023 NEA Higher Ed Conference

## The Promise of Higher Education

JOY, JUSTICE, EXCELLENCE | THE STRENGTH OF EDUCATORS  
THE BRILLIANCE OF STUDENTS | THE POWER OF COMMUNITY

March 16-19, 2023  
San Jose Marriott, San Jose, CA





## **NATIONAL EDUCATION ASSOCIATION**

The National Education Association (NEA), the nation's largest professional employee organization, is committed to advancing the cause of public education. NEA's 3 million members work at every level of education from pre-school to university graduate programs. NEA has affiliate organizations in every state and in more than 14,000 communities across the United States.

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The design of our 2023 Higher Ed Conference program—courtesy of NEA's Creative Services Dept.—visualizes the theme with a focus on color, curiosity, growth, and hope. The leaves, plants, and writing utensils capture that growth, with the brushstrokes and hands reaching out to capture the north star, the promise of higher education and a brighter tomorrow with the guidance of our higher education members.

## **NATIONAL COUNCIL FOR HIGHER EDUCATION (NCHE) OFFICERS AND EXECUTIVE COMMITTEE**

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Vivian Zimmerman, Contingent Faculty At-Large, Illinois

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## AGREEMENT TO ABIDE BY COVID-19 REQUIREMENTS

In response to the evolution of the COVID-19 pandemic, changing public health approaches and public attitudes, and revised guidance from the Centers for Disease Control and Prevention (CDC), NEA has updated its COVID-19 protocols for gatherings at which fifty (50) or more attendees are expected. The COVID-19 pandemic remains a serious public health concern. NEA will continue to maintain certain basic mitigation measures to protect participants in NEA events. As always, individuals remain responsible for deciding how best to protect themselves, but as a union we will continue to emphasize the core principle of promoting a culture of protecting our collective health.

- ▶ **Vaccinations:** NEA will require meeting attendees to attest that they are vaccinated against COVID-19 or to attest to an exemption for medical reasons or because of a sincerely held religious belief. For purposes of this requirement, “vaccinated” means having completed a COVID-19 vaccine primary series.  
NEA strongly encourages all meeting attendees to be up to date with their COVID-19 vaccinations. You are “up to date” when you have received all doses in the primary series and all boosters recommended for you when eligible. You can determine if you are up to date with your COVID-19 vaccines by checking the CDC website here (<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/stay-up-to-date.html>).
- ▶ **Masks:** Meeting attendees are not required to wear masks. NEA reminds all participants that the decision to wear a mask in a group setting may be based on a variety of personal factors, including individual health concerns, caretaker concerns, upcoming family events, etc. Each attendee's decision will be supported and respected by the event community.
- ▶ **Testing:** NEA will continue to require self-testing with a rapid antigen test on the first day prior to entry to the event. Testing will also be required after the third day of any event that lasts 3 days or more. (For example, a Friday test result is good for Friday, Saturday, and Sunday.) No one who has tested positive for COVID-19 will be allowed to attend and such individuals will be advised that they must isolate for at least 5 full days following a positive test and may not return to an NEA event until Day 6 and with a negative antigen test result.
- ▶ **Symptom Screening/Isolating when sick:** Attendees will be asked to self-screen for COVID-19 symptoms daily and should not attend if they are symptomatic.





# LEADERSHIP COMPETENCIES



## ADVOCACY

Advances the cause of public education through social justice and how it benefits our students and members' professional needs and rights.



## COMMUNICATION

Builds an integrated communications strategy that drives the goals of our professions.



## GOVERNANCE AND LEADERSHIP

Sets the mission and establishes strategies necessary for a relevant and thriving organization; empowers, motivates, and fosters a pipeline of talent for the future.



## LEADING OUR PROFESSIONS

Advocates for quality inside our professions and promotes our union's role in advancing education transformation and student learning.



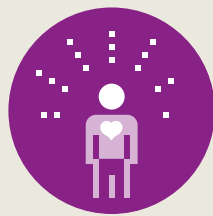
## ORGANIZING

Mobilizes to influence successful organizing outcomes, strengthen internal and external relationships, and membership capacity; recruit and identify new members and potential leaders into the Association.



## STRATEGY AND FISCAL HEALTH

Builds the brand and accomplishes the goals of the Association through effective financial management and understanding of fiduciary responsibilities.



## SOCIAL EMOTIONAL INTELLIGENCE

Understands the knowledge, skills, attitudes, and behaviors that create healthy identities, manage emotions and achieve personal and collective goals; demonstrates ability to feel and show empathy, establish and maintain supportive relationships, and make responsible, caring decisions.



# HIGHER EDUCATION CONFERENCE 2023

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# 2023 NEA Higher Education Conference

## THE PROMISE OF HIGHER EDUCATION.

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March 16-19, 2023  
San Jose Marriott, San Jose, CA

## THURSDAY, MARCH 16, 2023

### Pre-Conference Leadership Day

8:00 AM – 6:00 PM	<b>Conference Registration</b>	Second Floor
8:00 AM – 10:00 AM	<b>Breakfast Buffet</b>	Ballroom Foyer
10:00 AM – 12:00 PM	<b>Welcome</b> <b>DeWayne Sheaffer</b> , President, National Council for Higher Education (NCHE) <b>What Type of Leader Are You?</b> <b>Presenter:</b> Carolyn Kalil Carolyn Kalil will introduce her Inner Heroes Personality System that identifies four distinct personality types that have different unique strengths and natural talents. This information is very helpful to those who want to upgrade their skill set and leadership style to a level of being brilliant leaders and educators. To be an exceptional leader begins with “KNOW THYSELF.” The Inner Heroes method takes an inside-out approach to the question “Who am I?” Without it, there will always be comparison. Participants will next identify their individual natural talents matched with the leadership style that makes them more outstanding and passionate about their work. This knowledge leads to an understanding and acceptance of others who are different. It is especially important for leaders to understand their team members by connecting and motivating them to express their true greatness. Self-awareness and understanding of differences in others are aligned with Social and Emotional Intelligence, the ability to be aware of our own emotions and those of others, and to use that information to manage ourselves and our relationships effectively. Equally important, this information will assist leaders in bringing out the unique genius in their students while making a powerful contribution to higher education and our nation.	Salon I/II
12:00 PM -1:00 PM	<b>Lunch</b>	Ballroom Foyer
1:00 PM – 4:00 PM	<b>NCHE Membership Meeting</b>	Salon III
1:00 PM – 4:00 PM	<b>Training/Networking Session for State Affiliate and NEA Staff ONLY</b> (for UniServ directors and managers, organizers, statewide higher ed coordinators)	Willow Glen I/II



# CONFERENCE SCHEDULE THURSDAY

4:00 PM – 6:00 PM

## Welcome Reception

Ballroom  
Foyer

### Sponsored by NEA and NCHE

**DeWayne Sheaffer**, NCHE President, Emcee

**Mark Jewell**, NEA Executive Committee

**Robert Rodriguez**, NEA Executive Committee

**Toby Boyd**, President, California Teachers Association

**Eric Kaljumäji**, President, Community College Association of California (CCA/CTA)

**Special Guests:** Imelda Infante Arratia and María Antonieta (Toni) García Lascurian, Sindicato Nacional de Trabajadores de la Educación (SNTE), and David Robinson, Canadian Association of University Teachers

### Dinner On Your Own





## CONFERENCE SCHEDULE FRIDAY

**FRIDAY, MARCH 17, 2023**

### 2023 NEA HIGHER EDUCATION CONFERENCE

<b>7:00 AM -11:00 AM</b>	<b>Conference Registration</b>	<b>Second Floor</b>
<b>6:30 AM - 7:30 AM</b>	<b>Wellness Walk</b>	<b>Meet in lobby</b>
<b>8:00 AM - 9:00 AM</b>	<b>Breakfast</b>	<b>Ballroom Foyer</b>
<b>9:00 AM - 10:30 AM</b>	<b>Opening Plenary</b> <b>After the Mid-Terms: A National Overview of Higher Ed</b> <b>Mark Jewell</b> , NEA Executive Committee, Emcee <b>Princess Moss</b> , NEA Vice President <b>Ronny Lau</b> , NEA Government Relations <b>Sam Dunietz</b> , NEA Education Policy and Practice <b>Tess Van Schepen</b> , NEA Strategic Federal Partnerships <p>The first two years of the Biden administration have yielded landmark legislation and regulations that benefit working families, public institutions and services, educators, students, retirees, and the environment. NEA members have contributed to these victories with our collective and sustained advocacy. COVID relief packages provided higher ed institutions with \$75 billion in support, including significant assistance for HBCUs and MSIs. Our coalition work to reform the student loan system, reduce and eliminate debt, and fix the Public Service Loan Forgiveness Program has resulted in life-changing financial relief for thousands of K-12 and higher education employees. We have the ear of federal agency administrators about policies and regulations to improve the lives of educators, students and their families, and our communities. In this session, we will hear about some of these accomplishments plus what's in store for higher ed in the next year, with a divided Congress.</p>	<b>Salon III / IV</b>
<b>10:30 AM - 10:45 AM</b>	<b>Break</b>	

# CONFERENCE SCHEDULE FRIDAY

10:45 AM – 12:15 PM

## CONCURRENT WORKSHOPS—SESSION 1



### Recruiting and Engagement in the Higher Ed ESP Setting

Willow  
Glen III

**Facilitator:** DeWayne Sheaffer, NCHE President, California Teachers Association

**Presenters:** Kandy Slack, Michigan State University-Administrative Professional Association, and Shannon Alston, Michigan Education Association

This session will provide an overview of how the Michigan State University-Administrative Professional Association (MSU-APA), the Michigan Education Association's largest local, begins recruiting and engaging members from their initial hire and beyond. We will discuss how we use new hire orientations, probationary employee informational sessions, town halls, membership events, tours, participation in university-wide activities and events, community engagements, and more, to recruit and engage members.



### Demystifying Power in the Workplace

Salon V

**Facilitator:** Peggy Hoy, NEA Board of Directors, Idaho Education Association

**Presenters:** Crystal Bush, Illinois Education Association, and Jeremy Allen, Graduate Assistants United-Southern Illinois University/IEA

Union activists often believe they lack access to the power needed to improve their work environment. In this workshop, activists will learn how power is constructed, what the types and sources of power are, how access to power has been limited, how to negotiate and overcome those limitations, and how to utilize power mapping to understand an organization's political landscape and the union's power within that landscape. Union activists will also learn why power can be intoxicating and how to guard against one's own likelihood to misuse it.



### Entangling Alliances

Salon VI

**Facilitator:** Philippe Abraham, NCHE Executive Committee, Secretary-Treasurer, New York State United Teachers

**Presenter:** Bill Lyne, United Faculty of Washington State, Washington Education Association

This session will explore the various alliances and entanglements that have developed for the United Faculty of Washington State over the 15 years of its existence. Key questions will revolve around the creation of a four-year faculty union in the midst of a much large K-12 and two-year faculty association; navigating being dually affiliated with both NEA and AFT; creating relationships with legislators and policy makers outside of the structure of the statewide association; becoming engaged with the recruitment and retention of a diverse student body and faculty at our institutions; and the perils and pleasures of creating alliances with typically anti-union organizations like the Bill and Melinda Gates Foundation and the Washington Business Roundtable. We hope that a presentation of the 15-year history of UFWS will lead to a useful discussion of how to create internal and external alliances without losing sight of the primary labor mission of the union.





# CONFERENCE SCHEDULE FRIDAY

10:45 AM – 12:15 PM

## CONCURRENT WORKSHOPS—SESSION 1 (CONT)



### **Trends in Higher Education Learners: The Six Types of Learners in a Post-Pandemic World** Salon II

**Facilitator:** Suzanne Sublette, NCHE Executive Committee, Wisconsin Education Association Council

**Presenter:** Marcia Mackey, Central Michigan University Faculty Association, Michigan Education Association

Yesterday's students are today's learners in the ever-changing world of higher education. Generational trends along with the COVID-19 pandemic caused considerable shifts in individual perspectives on work and learning. All learners come with a suitcase of experiences that affect educational readiness and engagement.

Higher education learners from 16 to 65 know what they want from the institution. Research clearly shows a difference in expectations in terms of the education path as well as what learners need from staff and expect from faculty. Education needs to be inclusive of all learners across all identities, rather than linear and limited in scope. This session explores the six categories of learners, the importance of serving all individuals, and ways to meet everyone where they are in terms of self-identity and readiness to learn.



### **NEA Action for Contingent Faculty** Willow Glen I/II

**Facilitator:** Vivian Zimmerman, NCHE Executive Committee, Illinois Education Association

**Presenters:** Randa Wahbe, Community College Association of California (CCA/CTA), and Elizabethada Wright, University Education Association-Duluth, Education Minnesota

At the 2023 NEA Representative Assembly, delegates approved a New Business Item (NBI 5) to run a public awareness campaign about the working conditions and salaries of contingent faculty across the country. Contingent faculty teach approximately half of all undergraduate students in the United States.

This conversation/networking session is an opportunity to learn more about this NBI and actions you can take. It is also a time to share stories about what contingent faculty endure, ideas about broadening our outreach to contingent faculty, and ways to spread this information so that we can make change together.

12:15 PM – 1:15 PM

### **Lunch and Visioning Exercise – Part 1** Salon III/IV

**Emcees:** Mark Jewell, NEA Executive Committee, and DeWayne Sheaffer, NCHE President, California Teachers Association

In 2021, NEA President Becky Pringle created four think tanks of NEA board members to work together to provide direction about the future of public education and our union. This year, participants of all NEA national conferences are asked to provide feedback in this process. During this lunch, we will solicit your ideas and comments to key questions.

1:15 PM – 1:30 PM

### **Break**

# CONFERENCE SCHEDULE FRIDAY

1:30 PM – 3:00 PM

## CONCURRENT WORKSHOPS—SESSION 2



### How NEA Can Help You Receive Student Debt Forgiveness

Salon I

**Facilitator:** DeWayne Sheaffer, NCHE President, California Teachers Association

**Presenters:** Ronny Lau, NEA Government Relations, Sam Dunietz, NEA Education Policy and Practice, and Antonio Galindo, NEA Member Benefits

Higher education must be affordable and accessible to all. Yet, for too many, pursuing our college and career dreams means years, even decades, of paying off student debt. This is especially true for educators. This system is working for the student loan providers and banks, but not for us.

NEA is fighting to cancel student debt and to expand and protect programs that can help. At the same time, we are also making sure those programs actually work. By working to cancel student debt and improve forgiveness programs like PSLF, we can make sure everybody who wants to learn and grow can do so—without exceptions.



### Know Your Employer: Going Beyond the Financial Statements

Salon II

**Facilitator:** Andrew Sako, NCHE Membership Chair, New York State United Teachers

**Presenters:** Susan Nogan and Ben Kreider, NEA Research Department

Generally, organizers and negotiating teams rarely go beyond the employer's financial statements. In this workshop, participants will be introduced to ways they can creatively deploy strategic research techniques to identify weaknesses and vulnerabilities. We will also discuss how such information can be leveraged during the course of a campaign to mobilize members, engage community allies, pique media interest, and ultimately build sufficient power to succeed. To enable full engagement in research exercises, participants are strongly encouraged to bring a laptop or tablet with internet access.





## CONFERENCE SCHEDULE FRIDAY

1:30 PM – 3:00 PM

### CONCURRENT WORKSHOPS—SESSION 2 (CONT)



#### Organizing at the Ballot Box: Electing Our Own

Willow  
Glen I/II

**Facilitator:** Peggy Hoy, NEA Board of Directors, Idaho Education Association

**Presenters:** Makyla Hays, Pima Community College Education Association, Arizona Education Association (PCCEA/AEA); Paula Arnquist, Arizona Education Association; and Theresa Riel, Pima Community College Governing Board

Public employees elect their bosses, either directly (e.g., school board members) or indirectly (e.g., governors who appoint members of university Boards of Trustees). In Pima County (which includes Tucson, AZ), voters elect the members of Pima Community College's Governing Board. Although higher education employees do not have the right to collectively bargain in Arizona, over the years PCC faculty had effectively bargained with their administration as the Pima Community College Education Association (PCCEA) through a meet-and-confer process.

With a new college president and a less collaborative environment, PCCEA seized the November 2022 election as an organizing opportunity to change that dynamic by drafting and electing one of their own to the Governing Board. This meant bucking the power and money of the political establishment who supported the incumbent candidate. The presenters will tell the story of how they got their candidate elected in a landslide, despite being greatly outspent. PCC's newest trustee will give her insights about the campaign and life as a trustee. The lessons of this campaign can be applied to other types of elections and candidates.



#### A Space for African Centered Education (ACE)

Willow  
Glen III

**Facilitator:** Candace Shivers, NCHE Executive Committee and NEA Board of Directors, Massachusetts Teachers Association

**Presenter:** Malika Hollinside, San Joaquin Delta College Teachers Association, CCA/CTA

This session introduces educators to a brief history of African-Centered Education (ACE) and illuminates the historic and contemporary contributions of ACE educators. The workshop identifies and explores the key tenets of ACE that are culturally responsive, relevant, and practical for participants to integrate in their own courses and educational environments. "A Space for ACE" provides educators with immediately applicable strategies and concepts to adapt into curriculum, instruction, policy, and practice. Reflections from current students and alumni of ACE programs will serve as examples of positive outcomes, inspiration, and hope.

African-Centered Education is a pedagogy that stems from the knowledge and brilliance of centuries of African and African American educators. It centers and upholds the history, culture, and interests of African descendants and is easily adaptable within diverse academic disciplines. College educators can and should use ACE as a critically proactive pedagogy that is historically and culturally accurate, transformative, emancipatory, healing, de-colonizing, counter-hegemonic, reconstructive, holistic, spiritually affirming, and humanitarian.

Research shows that ACE benefits Black/African American students in the following areas: positive self-identity and group-identity; self-confidence and self-respect; academic success; leadership skills; self-determination; physical and mental health and well-being; peer and family relationships; critical thinking skills; spiritual evolution; Black/African history and culture; and responsibility for Black/African American people and community. ACE is not only beneficial in the education and lives of Black/African American students: It is important and empowering for all students.



# CONFERENCE SCHEDULE FRIDAY

1:30 PM – 3:00 PM

## CONCURRENT WORKSHOPS—SESSION 2 (CONT)



### Educating and Organizing Through Crisis

Salon V

**Facilitator:** Nandi Riley, NCHE Treasurer and Secretary-Treasurer, Florida Education Association

**Presenter:** Kirsten Green, Lawson State Education Association, Alabama Education Association

COVID-19 exposed for the world what those in education already knew. Food insecurity, the mental health crisis, housing insecurity, and a new wave of students being educated online have changed the way higher education operates. These same factors have changed the way we have to approach organizing on higher education campuses. This session will open the floor for a discussion on best practices for approaching education and organizing in a post-pandemic landscape.



### Challenging Conversations

Salon VI

**Facilitator:** Vivian Zimmerman, NCHE Executive Committee, Illinois Education Association

**Presenters:** Gretchen Osterman and John Gradel, State College and University Professional Association, Pennsylvania State Education Association

As union leaders, we are placed in positions that are normally managed by human resource professionals. Members do not often see HR offices as a resource, and they will not always turn to HR as a supportive space. Even before the pandemic employees experienced depression, substance abuse, racism, homophobia, and workplace harassment. The instances of member crisis have only increased. We believe responses to requests for help must be balanced and well thought out before a member has a crisis.

Participants will get examples of challenging conversations and the opportunity to role-play responses in a variety of work-based scenarios we have seen over the past few decades. Participants will have the opportunity to engage with other union leaders and discuss best practices for member support.

3:00 PM – 3:15 PM

Break

3:15 PM – 4:45 PM

## CONCURRENT WORKSHOPS—SESSION 3



### Understanding Your Institution's Finances

Willow  
Glen I/II

**Facilitator:** Marcia Mackey, NCHE Secretary and NEA Board of Directors, Michigan Education Association

**Presenter:** Gregg Gascon, Social Science Research, Evaluation and Measurement

"There's no money for that." "Our budget and state funding don't allow us to consider your proposal." Our local leaders and bargaining teams heard this refrain even during the pandemic when the federal government was showering colleges and universities with \$75 billion of COVID relief. In this session, we will cover the basics for understanding your institution's audited financial statement, the annual report that tells you how healthy your college or university is and how the budget was actually spent. We will also review how and where to find the higher ed COVID relief reports for your institution and what funds are still unspent. We will share stories and strategies for bargaining and organizing.





# CONFERENCE SCHEDULE FRIDAY

3:15 PM – 4:45 PM

## CONCURRENT WORKSHOPS—SESSION 3 (CONT)



### Community College Strikes for Adjunct Parity Pay

Salon V

**Facilitator:** Vivian Zimmerman, NCHE Executive Committee, Illinois Education Association

**Presenters:** Suzanne Southerland and Yusufu Kamara, Clark College Association for Higher Education, Washington Education Association

In winter quarter 2020, the Clark College Association for Higher Education (CCAHE)—the faculty union at Clark College, Vancouver, WA—organized the first-ever successful community college faculty strike in the state with the guidance of WEA organizers. The objective: to win parity pay for adjunct faculty as well as a general salary increase.

We will review the motivations and successes of this three-day strike, including the organizing efforts that made this strike possible and successful, including escalating actions, increasing membership, and organizing adjunct faculty around a common cause. The outcomes of the strike included a parity-pay structure for part-time faculty, which links the part-time salary to the full-time salary; exponential membership growth; and increased member confidence in their union's strength and efficacy.

We will discuss why parity pay is so important for a faculty union's strength and solidarity. Finally, we will discuss how we organized the strike vote and the strike itself, how we gained the support of our students and community organizers, and how we gleaned positive news coverage by local and regional media outlets.



### Transformative Reshaping: Innovate to Advance Teaching and Learning

Salon I

**Facilitator:** Suzanne Sublette, NCHE Executive Committee, Wisconsin Education Association Council

**Presenter:** Albert Pearsall III, University of the District of Columbia Faculty Association

Transformative Reshaping, a Science of Teaching and Learning, is a novel research-based strategic approach to teaching and learning that aims to promote academic and professional success and enhance student retention. This practice encourages providing students with opportunities to learn how to learn (metacognition), develop technical skills, and acquire essential non-technical abilities or soft skills. Culturing competent academicians, professionals, and life-long learners is the goal.

The presenter and his UDC colleague Laurence Covington developed this practice. The ACUE's effective practice framework is a fundamental source of this concept. The objectives of this session are to share the pillars and benefits of Transformative Reshaping and engage participants in a healthy discussion of how this methodology can help foster effective teaching and learning.



### Social Media & Advocacy

Salon II

**Facilitator:** Peggy Hoy, NEA Board of Directors, Idaho Education Association

**Presenter:** Justin Conley, NEA Center for Communications

This training is an introduction to digital organizing, illustrates how someone can best share their story and voice online, and dives deep into using content as a tool for advocacy on social media platforms.

# CONFERENCE SCHEDULE FRIDAY/SATURDAY

3:15 PM – 4:45 PM

## CONCURRENT WORKSHOPS—SESSION 3 (CONT)



### HBCU Networking Session

Salon VI

**Facilitators:** Kirsten Green, Lawson State Education Association/AEA, and Nas I. Afi, NEA Center for Organizing and Affiliate Support



This session is an opportunity for members who work at HBCUs, students and alumni of HBCUs, as well as supporters of HBCUs to make connections, share priorities and campus stories, and discuss ways to work together nationally for shared goals.



### Graduate Assistants Meet-Up

Willow  
Glen III

**Facilitators:** Timothy Lomeli, Florida State University—Graduate Assistants United, and Danielle Dirocco, NEA Center for Organizing and Affiliate Support



This session is an opportunity for graduate assistants and supporters to network, learn from each other, and help strengthen and expand connections and ways to work together nationally.

**Dinner on Your Own**

## SATURDAY, MARCH 18, 2023

### 2023 NEA Higher Education Conference

7:30 AM - 8:45 AM

**2023 Higher Education Conference Attendees' Budget Engagement with NEA Secretary-Treasurer Noel Candelaria**  
Breakfast provided

Salon III  
/ IV

8:45 AM - 9:00 AM

**Break**

9:00 AM – 10:30 AM

## CONCURRENT WORKSHOPS—SESSION 4



### Beyond Borders: Higher Education Unions Building International Solidarity, Justice, and Equity

Salon I

**Facilitator:** Mark Jewell, NEA Executive Committee, North Carolina Association of Educators

**Presenters:** David Robinson, Canadian Association of University Teachers, and Helen Li, NEA International Relations

Through its membership in Education International, the NEA joins with education unions worldwide to promote quality public education, improve the professional status of teachers globally, and build a stronger labor movement to advance social justice and equity. This session will provide participants with an update of Education International's recent activities in the higher education sector, including the outcomes of the 2023 UNESCO World Conference on Higher Education, and an opportunity to identify and strategize on emerging issues, campaigns, and international solidarity initiatives.







# CONFERENCE SCHEDULE SATURDAY

9:00 AM – 10:30 AM

## CONCURRENT WORKSHOPS—SESSION 4 (CONT)



### Fighting Authoritarianism at the Ballot Box

Salon V

**Facilitator:** Alec Thomson, NCHE Vice President, Michigan Education Association

**Presenter:** Adela Ghadimi, United Faculty of Florida, Florida Education Association

United Faculty of Florida went all in for its largest Get Out the Vote effort in its history. Electing a pro-public education governor would have an immediate impact on all campuses across Florida, with a change in the Board of Governors and appointed Boards of Trustees of our colleges and universities. Prioritizing pro-education candidates in all down ballot races would aid in changing the face of the Florida legislature, which has dealt some hard hits to our education system, in both K-12 and higher ed.

UFF's GOTV plan had two major components: (1) Every chapter reached out to its own membership to correct any voter registration issues and encouraged voter maintenance and registration; and (2) UFF empowered members to focus on student voter registration and outreach through individual toolkits and on-campus nonpartisan engagement.

While the 2023 election results were not what we had worked for, our GOTV campaign did increase voter turnout among our members, yielded more member involvement, and bolstered or created structures within chapters that will help us sustain our union in the face of union-busting legislation slated for the 2023 legislative session.



### Bargaining Faculty Performance Pay in a Two-Year College Context

Salon II

**Facilitator:** Candace Shivers, NCHE Executive Committee, NEA Board of Directors, Massachusetts Teachers Association

**Presenter:** Alana Tuckey, Jackson College Faculty Association, Michigan Education Association

Raises and bonuses for faculty members in academia have increasingly come under scrutiny from adversarial watchdogs, while also being targeted for restructuring by business-oriented administrations. The Jackson College Faculty Association successfully bargained a performance-pay structure as part of a three-year contract, revised the structure through another contract, and recently bargained it into a third contract with a college administration that has been historically adversarial. In replacement of a "steps" approach to pay increases, this system has proven to have advantages and disadvantages for faculty members and administration alike. In this session, the Faculty Association president will provide background, structural critique, and recommendations for other locals and institutions on the adoption of a contractual performance-pay system.



### How NEA Can Help You Receive Student Debt Forgiveness

Salon VI

**Facilitator:** Suzanne Sublette, NCHE Executive Committee, Wisconsin Education Association Council

**Presenters:** Ronny Lau, NEA Government Relations, Sam Dunietz, NEA Education Policy and Practice, and Antonio Galindo, NEA Member Benefits

Higher education must be affordable and accessible to all. Yet, for too many, pursuing our college and career dreams means years, even decades, of paying off student debt. This is especially true for educators. This system is working for the student loan providers and banks, but not for us.

NEA is fighting to cancel student debt and to expand and protect programs that can help. At the same time, we are also making sure those programs actually work. By working to cancel student debt and improve forgiveness programs like PSLF, we can make sure everybody who wants to learn and grow can do so—without exceptions.

# CONFERENCE SCHEDULE SATURDAY

9:00 AM – 10:30 AM

## CONCURRENT WORKSHOPS—SESSION 4 (CONT)



### In Search of Excellence: Empowering Higher Education Leaders Through Effective Communication Skills

Willow  
Glen I/II

**Facilitator:** Marcia Mackey, NCHE Secretary and NEA Board of Directors, Michigan Education Association

**Presenter:** Douglas J. Hurst, St. Louis Community College NEA, Missouri NEA

Let's face it: NEA leaders with eminently good communications skills rise to the top. Successful NEA leaders must possess these skills and strategies to overcome the threats to higher education and the challenges to organizing. Leadership skills are necessary to move an organization forward in our changing world. Individuals are set apart by common characteristics that help them inspire fellow educators, students, and the community. As a leader, you can help empower all members of the academy, especially early career educators.

Attendees will learn how communication competence, credibility, and the importance of nonverbal cues can illuminate their thoughts and ideas in organizing, bargaining, and communicating with members.



### Education Support Professionals (ESP) Networking Session

Willow  
Glen III

**Facilitators:** Peggy Hoy, NEA Board of Directors, Idaho Education Association, and Lynn Malarz, NEA Center for Organizing and Affiliate Support

This session is an opportunity for higher ed members who work in a wide array of staff positions in their institutions to discuss what's important on their campuses and in their unions.



10:30 AM – 10:45 AM

Break

10:45 AM – 12:15 PM

## CONCURRENT WORKSHOPS—SESSION 5



### A Pandemic + Inflation: What is the State of Academe?

Salon II

**Facilitator:** Andrew Sako, NCHE Membership Chair, New York State United Teachers

**Presenter:** Sue Clery, ASA-Research

This session will provide an update of the status of compensation and employment in academia, and changes seen through the country's continued pandemic woes and how they are related to runaway inflation. We will review historical trends in salaries and how they are related to funding streams, salary differences across types of faculty, where the big "winners" are, and those who may not feel as flush.

To make a case for collective bargaining, we will examine the salary differential between faculty and institutions with and without collective bargaining agreements. The session will explore differentials in salary and tenure opportunities between men and women, the erosion of tenure, and which states are experiencing large funding declines in higher education and how that relates to faculty salaries. We will also look at the HBCU differential and wages paid to graduate assistants.

We will feature a CUDAS (College and University Data Analysis System) tutorial as well. CUDAS is NEA's online data-rich tool that allows users to produce reports for an institution and a group of peers quickly. Data include faculty and staff salaries, a view into how institutions spend their money, and the changing streams of revenues, including appropriations compared to tuition. We will demonstrate the CUDAS disinvestment tool and discuss ideas for how to use CUDAS reports for collective bargaining and organizing.





# CONFERENCE SCHEDULE SATURDAY

10:45 AM – 12:15 PM

## CONCURRENT WORKSHOPS—SESSION 5 (CONT)



### Organizing for Respect and Working in Coalition for a More Just Academy

Willow  
Glen I/II

**Facilitator:** Peggy Hoy, NEA Board of Directors, Idaho Education Association

**Presenter:** Gary Rhoades, United Campus Workers, Arizona

This session's focus will be on building power in organizing/mobilizing campaigns and contract campaigns by focusing on organizing for respect and working in coalition to build a more just academy. How can locals build stronger messaging that centers: respect for and recognition of employees' full humanity; respect for and support of employees' work, of quality working conditions that are central to enhancing students' lives and respect for and investment in the public purposes of a more socially just academy? How can locals build stronger coalitions with support from students, community groups, and other labor groups by intersecting employees' working conditions with the needs and interests of students, communities, values, and society we serve? In addition, how can locals center workplace justice issues that intersect employees' working conditions with larger social justice, identity-based issues in society in their public messaging, their mobilizing strategies, and their collective bargaining agreements?

This session will involve the presenter mapping the broad outline and specific examples of organizing for respect and working in coalition for a more just academy. Participants will then be given the opportunity to work in small groups focused on campaign mantras/demands, strategies for coalition building, and contract language in realms aimed at strengthening public support, coalition building, and negotiating a more progressive, just academy.



### Creating and Sustaining a Consciously Constructive Professional Community for Minority Female Leaders

Salon V

**Facilitator:** Nandi Riley, NCHE Treasurer, Secretary-Treasurer, Florida Education Association

**Presenter:** Nicole Strange-Martin, Alabama State University Education Association, Alabama Education Association

This presentation will explore the experiences and challenges of female professionals in higher education. The presenter will convey personal reflections on her leadership journey and discuss strategies for fostering respect, acceptance, resilience and empowerment for women leaders in professional settings.

Education is at a crossroads to address the gifts and challenges of diversity. Now more than ever, students, faculty, and staff have exemplary talents due to the innumerable life experiences and authentic perspectives. There is an opportunity to transform institutions into equitable and inclusive establishments that honor and uphold a new commitment to diversity, equity, and inclusion (DEI) in its fullest dimensions: race, age, gender, socio-economic status, religion, language, sexual orientation, geographic regions, disabilities, and more.

As an administrator in higher education, the presenter consciously strives to assure that every leader, every potential scholar, every faculty member is exposed to equity and inclusion experiences in higher education. This presentation aims to affirm the need to champion women leaders and scholars in higher education.



# CONFERENCE SCHEDULE SATURDAY

10:45 AM – 12:15 PM

## CONCURRENT WORKSHOPS—SESSION 5 (CONT)



### The Impact of Parenting Styles on Academic Outcomes and Retention of Students

Salon VI

**Facilitator:** Candace Shivers, NCHE Executive Committee, and NEA Board of Directors, Massachusetts Teachers Association

**Presenter:** David Schneider, Saginaw Valley State University Faculty Association, Michigan Education

College student retention (success) is an ongoing challenge for most all community colleges and universities across our nation. Essentially, all college students arise from some type of family structure. American families are diverse. This workshop will examine empirical research on the relationship between college student outcomes and parenting styles (helicopter, permissive, authoritative, and authoritarian). This can help us develop a better understanding of the diverse types of relationships that our students experience with their families and how these relationships influence student behavior, adjustment to college, and academic performance.

Faculty and staff are frequently interfacing with parents at one remove (through students) or with the absence of parental involvement altogether. Sometimes we interface with students who face parental opposition to college. Learn about your parenting style or the style of your parents. Engage in discussion on how understanding parenting styles can help us to better serve our students and improve college student retention.



### Working in Community: Shared Governance and Faculty Union, Together

Salon I

**Facilitator:** Philippe Abraham, NCHE Executive Committee, Secretary-Treasurer, New York State United Teachers

**Presenters:** Elizabethada Wright and Anne Hinderliter, University Education Association-Duluth, Education Minnesota

Facing the usual problems of higher education (e.g., poorly treated contingent faculty, issues of social justice, inequities for faculty of color and female faculty), the heads of the University of Minnesota's Faculty Senate and Faculty Union joined together so that the administration could not play one off the other, as it had done in the past. The presenters will recount the successes of the two years with shared governance and collective bargaining—as well as discuss the limitations of such a collaboration.



### Land Acknowledgment 101

Willow  
Glen III

**Facilitator:** Marcia Mackey, NCHE Secretary and NEA Board of Directors, Michigan Education Association

**Presenter:** Eva Menefee, Lansing Community College Michigan Association of Higher Education, Michigan Education Association

Is the creation of a land acknowledgment important at our institutions of higher education? Why bother when many of our campuses have very few Native American students, faculty or staff on them, or the campus itself is not even close to any reservation? Native Americans believe that the land was given to them as a gift from the creator, and that it is our responsibility to acknowledge it and be thankful for those who were stewards of the land from the beginning of time.

In this session, we will discuss the meaning of the land acknowledgment and ways you can become the catalyst to bringing this practice to your campus. If you currently have a campus land acknowledgment that is used, please bring it with you to share. If your campus does not have one that is recognized by the campus, bring your thoughts to get started on writing one. Please remember that a land acknowledgment is about honoring the land and those Indigenous People who walked upon the land since time immemorial. We will use this time to review and create acknowledgments for your campus.



## CONFERENCE SCHEDULE SATURDAY

10:45 AM – 12:15 PM

### CONCURRENT WORKSHOPS—SESSION 5 (CONT)

12:15 PM – 2:15 PM

#### Luncheon Plenary

Salon III/IV

**Emcee:** Mark Jewell, NEA Executive Committee

**Remarks:** Becky Pringle, NEA President

**Keynote:** Rebecca Pope-Ruark, Georgia Institute of Technology, and author of *Unraveling Faculty Burnout: Pathways to Reckoning* and *Agile Faculty: Practical Strategies for Managing Research, Service, and Teaching*

#### Burnout Resilience: The Power of Community

The last three years have been challenging to say the very least, and the ongoing trauma of the pandemic and shake-ups on our campuses have affected faculty, staff, and students. Many were on the edge of burnout before 2020, and the coping skills of the strongest among us have been tested since. But burnout is not just a problem for individuals experiencing it: it is a problem created by cultures of overwhelming stress that must be addressed at the cultural level by the community. In this keynote, we will look at the origins of burnout as an individual and cultural problem and explore ways higher education institutions and communities can come together to effect change that enhances well-being, joy, and excellence on our campuses.

2:15 PM – 2:30 PM

#### Break

2:30 PM – 4:00 PM

### CONCURRENT WORKSHOPS—SESSION 6



#### How NEA Can Help You Receive Student Debt Forgiveness

Salon VI

**Facilitator:** Peggy Hoy, NEA Board of Directors, Idaho Education Association

**Presenters:** Ronny Lau, NEA Government Relations, Sam Dunietz, NEA Education Policy and Practice, and Antonio Galindo, NEA Member Benefits

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#### Social Media & Advocacy

Salon V

**Facilitator:** Vivian Zimmerman, NCHE Executive Committee, Illinois Education Association

**Presenter:** Justin Conley, NEA Center for Communications

This training is an introduction to digital organizing, illustrates how someone can best share their story and voice online, and dives deep into using content as a tool for advocacy on social media platforms.

# CONFERENCE SCHEDULE SATURDAY

2:30 PM – 4:00 PM

## CONCURRENT WORKSHOPS—SESSION 6 (CONT)



### Ask the Experts—Time for Individual Consultations

Willow  
Glen III

**Presenters:** Sue Clery, ASA Research, and Gregg Gascon, Social Science Research, Evaluation and Measurement

In this session, NEA's higher ed research consultants are available to advise and answer your data and research questions using NEA's higher ed online tools, reports, and services. Do you need help using CUDAS (College and University Data Analysis System) and doing peer institution comparisons? Analyzing the financial health of your institution? Figuring out the amount of COVID relief funds your employer got and how that money was used? Bring your questions and take advantage of the individual consultation time.



### Contract Complexity: Let's Keep It Simple

Salon I

**Facilitator:** Candace Shivers, NCHE Executive Committee and NEA Board of Directors, Massachusetts Teachers Association

**Presenters:** Elizabeth Mahoney, San Joaquin Delta College of the California Teachers Association (CCA/CTA) and Kashara Moore, NEA Board, At-Large Director for Higher Education

The objective of this session is to provide the basics for a contract to ensure adjunct and full-time faculty maintain rights.



### Beyond Borders: Higher Education Unions and Education International Networking Session

Willow  
Glen I/II

**Facilitators:** David Robinson, Canadian Association of University Teachers, and Helen Li, NEA International Relations

Join the conversation about higher education unions internationally and how we build solidarity, justice, and equity. Education International is the vehicle for NEA's work with unions worldwide, including in higher ed.



### Know Your Employer: Going Beyond the Financial Statements

Salon II

**Facilitator:** Andrew Sako, NCHE Membership Chair, New York State United Teachers

**Presenters:** Susan Nogan and Ben Kreider, NEA Research Department

Generally, organizers and negotiating teams rarely go beyond the employer's financial statements. In this workshop, participants will be introduced to ways they can creatively deploy strategic research techniques to identify weaknesses and vulnerabilities. We will also discuss how such information can be leveraged during the course of a campaign to mobilize members, engage community allies, pique media interest, and ultimately build sufficient power to succeed. To enable full engagement in research exercises, participants are strongly encouraged to bring a laptop or tablet with internet access.

**Dinner On Your Own**







## CONFERENCE SCHEDULE SUNDAY

**SUNDAY, MARCH 19, 2023**

### 2023 NEA Higher Education Conference

**9:00 AM – 11:00 AM**

**Closing Plenary – Brunch**

**Salon III**

**Emcees:** Mark Jewell, NEA Executive Committee, and DeWayne Sheaffer, NCHE President, California Teachers Association

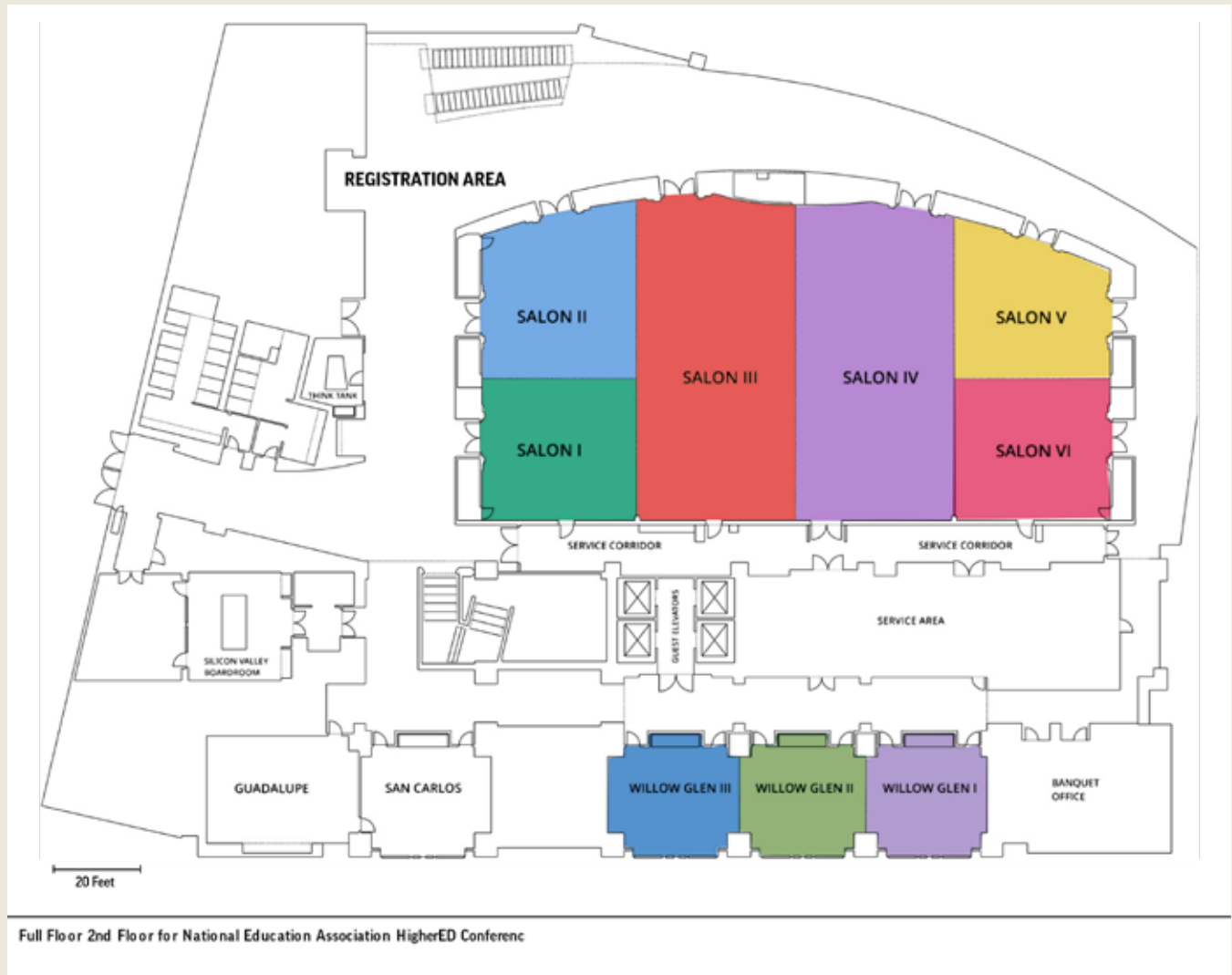
**Visioning Exercise – Part 2**

**Special Guest:** The Honorable Katie Porter, U.S. House of Representatives, California District 47

We started our conference with a federal overview of higher education actions and NEA members' role in that progress. At Friday lunch, we provided feedback to NEA's think tanks of our vision for the future of higher education, organizing, leadership structures, and safe and just colleges and universities. We will return to that visioning work in the first hour of this plenary. In the second hour, we will hear from a fellow educator who is a national partner in championing public education, working families, and workers' rights.

**Wrap-up and Adjourn**

## SJ MARRIOTT SECOND FLOOR





## SCHEDULE AT A GLANCE

Thursday, March 16, 2023		
Pre-Conference Leadership Day		
8:00 AM – 6:00 PM	Conference Registration	Second Floor
8:00 AM – 10:00 AM	Breakfast Buffet	Ballroom Foyer
10:00 AM – 12:00 PM	Leadership Day	Salon I / II
12:00 PM – 1:00 PM	Lunch	Ballroom Foyer
1:00 PM – 4:00 PM	NCHE Membership Meeting	Salon III
1:00 PM – 4:00 PM	Training/Networking Session for State Affiliate and NEA Staff ONLY	Willow Glen I / II
4:00 PM – 6:00 PM	Welcome Reception	Ballroom Foyer
	Dinner On Your Own	
Friday, March 17, 2023		
2023 NEA Higher Education Conference		
7:00 AM – 11:00 AM	Conference Registration	Second Floor
6:30 AM – 7:30 AM	Wellness Walk	Meet in Lobby
8:00 AM – 9:00 AM	Breakfast	Ballroom Foyer
9:00 AM – 10:30 AM	Opening Plenary	Salon III / IV
10:30 AM – 10:45 AM	Break	
10:45 AM – 12:15 PM	Concurrent Workshops–Session 1	
12:15 PM – 1:15 PM	Lunch and Visioning Exercise – Part I	Salon III / IV
1:15 PM – 1:30 PM	Break	
1:30 PM – 3:00 PM	Concurrent Workshops–Session 2	
3:00 PM – 3:15 PM	Break	
3:15 PM – 4:45 PM	Concurrent Workshops–Session 3	
	Dinner On Your Own	

## SCHEDULE AT A GLANCE

Saturday, March 18, 2023		
2023 NEA Higher Education Conference		
7:30 AM - 8:45 AM	Budget Engagement with NEA Secretary-Treasurer Noel Candelaria Breakfast provided	Salon III
8:45 AM - 9:00 AM	Break	
9:00 AM - 10:30 AM	Concurrent Workshops--Session 4	
10:30 AM - 10:45 AM	Break	
10:45 AM - 12:15 PM	Concurrent Workshops--Session 5	
12:15 PM - 2:15 PM	Luncheon Plenary	Salon III / IV
2:15 PM - 2:30 PM	Break	
2:30 PM - 4:00 PM	Concurrent Workshops--Session 6	
	Dinner On Your Own	
Sunday, March 19, 2023		
2023 NEA Higher Education Conference		
9:00 AM - 11:00 AM	Closing Plenary Session - Brunch Adjourn	Salon III







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