

Campaign Lab

FAQ

How will teams be coached?

- Every approved local team will be supported by a coach. The coach will establish coaching cycles, typically every other week, to support their team.
- We will be grouping teams into coordinated campaign groups based on the issue area they choose and by experience. For example, if there are 12 cities/towns working on fighting school closures, we will introduce them to each other and support them in a way that makes sense. And, if there are 45 individuals completely new to organizing and campaigning, we will support them in a new organizer learning community.
- State affiliates should work with local affiliates to make sure there are good systems in place for two-way communication regarding what is happening in the Lab. NEA is neutral on the composition of teams, so state and local affiliates should work together to determine who should be on each local team.

Who are the coaches?

- Most Lab coaches will be NEA members who have direct and sustained experience with campaigns and organizing. All NEA member coaches will be trained in standard coaching practices. Some coaches will be employed by NEA, Midwest Academy, or potentially other AROS organization staff.
- NEA member coaches will be assigned by the Center for Organizing in collaboration with other NEA staff.

What are the trainings that are being provided?

- The [Alliance to Reclaim Our Schools](#)' Field committee will be offering the core training for all participants in the Campaign Lab. All participants are expected to enroll in the Midwest Academy Campaign Lab within 12 months of joining the Lab.
- **Midwest Academy Campaign Lab**
 - **Level:** Beginner, Intermediate, Advanced
 - **Duration:** 6 sessions over 6 weeks
 - **About:** The Campaign Lab is for union locals and/or community leaders to develop the skills and knowledge necessary to build powerful community-union campaigns that transform our schools and communities. Over the course of the year, each participating union local and/or community designs and implements a campaign that is focused on winning specific changes in policy and practice that help to create the public schools all our students deserve. The goals of this training series are:
 - To develop a common framework and language for organizing as a distinctive methodology in the fight for educational, racial, economic and social justice.
 - To deepen participants' knowledge and skills in developing strategic campaigns informed by a concrete power analysis.

- To support the success of powerful issue-based campaigns.
- To create a powerful space in which people learn from and with one another.
- Community of Practice: This monthly Community or Practice is a space for experienced education organizers who are currently leading campaigns to learn from and with one another about campaigns and related organizing skills. Each session will be co-designed and co-led by 1-2 organizers and Midwest Academy staff.
- Topics include: Relations of Power; Choosing an Issue, Strategy, and Tactics; Developing a Strategic Campaign; Embedding Racial/Intersectional Justice; Using Campaign Chart; and Effective Coalitions.

Beyond the core training, are there other trainings available?

- Yes, NEA provides training on a variety of subject matter. In addition, there are a variety of trainings provided by the AROS field committee. Teams should work with their coaches to determine which trainings are the right fit for their team.

How many campaigns will the Lab be supporting?

- The Lab is designed to support approximately 10 campaigns per state.

Will there be funding from NEA to support the local campaigns?

- After completion of the Midwest Academy Campaign Lab, local affiliations that have fulfilled all participation requirements will be able to apply for a \$2,500 campaign grant to fund a member organizer.

Who can I contact for more information?

- Contact Kyle Serrette at kserrette@nea.org.