

**NEA UniServ,
Organizing, and
Campaign Lab
Training Program
2026-2027**



NATIONAL
EDUCATION
ASSOCIATION

The NEA Center for Organizing and Affiliate Support is pleased to announce our schedule for affiliate UniServ, Organizing staff, and Campaign Lab participants for the coming year. We are providing these descriptions and dates to you for planning purposes with your Affiliate Staff. Please note that there is a significant change this year. The only training programs that will be Affiliate Staff ONLY are Foundations Academies. All other programs will include Affiliate Staff AND Member Teams; these teams will be working on issue campaigns or with the Campaign Lab.

The NEA National UniServ and Organizing Training Program encompasses the following:

- * **Online Courses**—**Staff and Members** (See Pg. 9 for descriptions)
- * **Foundations Academies**—**Staff Only** (See Pg. 15 for descriptions)
- * **Focus Academies**—**Staff and Members** (See Pg. 18 for descriptions)
- * **Campaign Academies**—**Staff or Members in Campaign Lab**
(Leads, Coaches, Teams) (See Pg. 22 for dates and descriptions)

Visit Our Program Page for Information and Updates:

<https://www.nea.org/UD-Org-Support>

FOUNDATIONS ACADEMIES *(In-Person, Affiliate Staff Only)*

FOUNDATIONS ACADEMIES are designed for affiliate staff in their first and second years of UniServ staff work. The NEA UniServ Guidelines state that all new UniServ staff shall attend the Foundations Academy within their first two (2) years of employment. Based on our experience, UDs who wait beyond their first two years have a more difficult time building basic organizing skills into their routines. All Foundations Academies include a worksite organizing experience and focus on supporting new staff in their work of building high-functioning locals that can recruit and engage members, organize around issues that our members care about, and develop emerging leaders. Foundations Academies are five full days – Monday through Friday, beginning at 8:30 AM, with travel to the location on Sunday and return travel after 4:00 PM on Friday evening.

- September 28 – October 2, 2026, Salt Lake City, UT
- April 19-23, 2027 – Naperville (Chicago), IL

(See Program Overview and Outcomes Section Pg. 15 for more information)

FOCUS ACADEMIES *(In-Person, Affiliate Staff and Member Teams)*

FOCUS ACADEMIES are designed for affiliate staff and member teams that are working on developing and implementing issue organizing campaigns. These staff and teams may already be in the NEA Campaign Lab at the Power Building (Base Building and Developing Structure), or they may be teams outside of the Campaign Lab. Affiliate Staff may attend individually or as part of a team.

Each Focus Academy begins on a Tuesday morning at 8:30 AM, lasts for two and a half days, with returning travel on Thursday after 4:00 PM. Organizing on HBCU Campuses is co-located with the HBCU Summit and begins on Wednesday and concludes on Friday to allow for those who may be attending both. Another exception is the Winning School Board Elections that will begin on a Tuesday, conclude on a Friday and include a canvassing program in a school community. Detailed descriptions can be found in the Focus Academies section of this document. (All locations are TBD, pending hotel contracting):

- Advancing LGBTQ+ Justice, October 20-22, 2026
- Organizing on HBCU Campuses, November 11-13, 2026 (Pre-Conference for the HBCU Summit)
- Advancing Racial Justice through Union Work, January 12-14, 2027
- Organizing Strategies for ESP Members, March 16-18, 2027 (Located with the ESP Conference)
- Winning School Board Elections, March 23-26, 2027 (Includes a Canvassing Program)

(See Program Description Section Pg. 21 for more information about outcomes)

CAMPAIGN ACADEMIES

(In-Person, Staff and Members in Campaign Lab: Leads, Coaches, Mentor Coaches)

CAMPAIGN ACADEMIES are designed for affiliate staff and members that are currently in the NEA Campaign Lab or who are seriously considering joining. There are three levels of leadership within the NEA Campaign Lab: Organizing Team Leads, Campaign Coaches, and Mentor Coaches. Team leads are local member leaders who have submitted a Campaign Lab application and have been working with a Campaign Lab Coach. They are focused on developing an Organizing Team and leading that

team in designing and implementing an issue campaign cycle. Campaign Coaches are members that have experienced leading an organizing team through at least two issue campaign cycles. Campaign Coaches commit to growing the capacity of at least one Team Lead to successfully implement a campaign cycle. Mentor Coaches are either Affiliate Staff or members who have broader experience with leading teams and locals implementing issue campaigns. Mentor Coaches are committed to growing the capacity of Coaches to move their Team Leads through campaign cycles.

Each Campaign Academy begins on a Friday morning at 8:30 AM, lasts for two and a half days, with return travel on Sunday after 4:00 PM. Detailed descriptions can be found in the Campaign Academies section of this document. (All locations are TBD, pending hotel contracting):

In the 2026-27 Program Year, there will be four Campaign Academies:

- **Coaching Academy**, *September 25-27, 2026*
- **Coalition and Strategic Planning**, *February 19-21, 2027*
- **Building Teams to Win**, *March 12-14, 2027*
- **Making a Plan to Win**, *April 23-25, 2027*

(See Program Description Section Pg. 22 for more information about outcomes)

In-Person Program Dates

For any event below, please submit the [Manager's Recommendation Form](#), following the directions on page 5, as soon as possible due to space availability.

NEA UniServ, Organizing and Campaign Lab Training Programs

Coaching Academy, (Campaign Lab Staff and Members)

September 25-27, 2026

FOUNDATIONS ACADEMY K-12 Worksite Organizing Experience (Staff Only)

September 28- October 2, 2026 - Salt Lake City, Utah

Advancing LGBTQ+ Justice (Staff and Member Teams)

October 20-22, 2026

Organizing on HBCU Campuses (Staff and Member Teams)

November 11-13, 2026 (Pre-Summit for the HBCU Summit)

Advancing Racial Justice (Staff and Member Teams)

January 12-14, 2027

Coalition and Strategic Planning (Campaign Lab Staff and Members)

February 19-21, 2027

Building a Team to Win (Campaign Lab Staff and Members)

March 12-14, 2027

Organizing Strategies for ESP (Staff and Member Teams)

March 16-18, 2027 - Chicago, IL (Same location as ESP Conference)

Winning School Board Elections - Canvass Program (Staff and Member Teams)

March 23-26, 2027 - Philadelphia, Pennsylvania

FOUNDATIONS ACADEMY K-12 Worksite Organizing Experience (Staff Only)

April 19-23, 2027 - Naperville (Chicago), IL

Making a Plan to Win (Campaign Lab Staff and Members)

April 23-25, 2027

Registration Process for In-Person Programs

STEP 1: Affiliate Staff (Employee of the NEA, or a state or local affiliate) Directions:

If you are staff member of a state affiliate, your manager, will complete the [Manager's Recommendation Form](#) for any Foundations Academy, Focused Academy, or Campaign Academy. For any staff who are bringing member teams to the Focused Academies or Campaign Academies, they should provide the full member team list with First Name, Last Name, and Email of each person for the Manager to include on the Recommendation Form. Please note, the form must be completed by the manager for any Academy sessions that you approve of your staff to attend, and for any that includes member teams.

Members (Certified, ESP, Retired, or Higher Ed Member) Directions:

If you are a member and wish to attend a **Focused Academy** and you are not attending with your UniServ Director or other affiliate staff, you will complete the [Manager's Recommendation Form](#) and enter **ELLEN HOLMES** in the manager line. Ellen will verify with your state or local that you are a member and can participate. If you are a member and wish to attend a **Campaign Lab Academy** and you are not attending with your UniServ Director or other affiliate staff, you will complete the [Manager's Recommendation Form](#) and enter **AMANDA KAIL** in the manager line. Amanda will verify that you are part of the NEA's Campaign Lab.

STEP 2: Staff or staff with member teams are recorded as “accepted” until the session is full, then a waitlist will be created. Campaign Lab participants will be “accepted” once approved by Amanda Kail. Focused Academy participants who are not already part of a staff led team will be “accepted” once approved by Ellen Holmes. Their State Presidents will be notified, in accordance with NEA regulations of any members “accepted” and will have 48 hours to let us know if there are any issues.

STEP 3: Approximately two (2) months in advance of the program, accepted and approved participants will receive a separate email with the formal, individual Registration Form for them to complete from Karla Medina, kmedina@nea.org. NOTE – this registration may not be shared with people who have not been approved in STEP 2.

STEP 4: Once affiliate staff and member teams register, they will be provided with instructions to make their travel arrangements through NEA's travel agency - AmTrav. *(NOTE: NEA will not reimburse travel arrangements made independently of AmTrav).*

Detailed information about each Academy will be sent one month prior to each session. All Academies are paperless and require participants to register with the NEA Learning Management System. They will be expected to complete pre-attendance activities, download needed documents, and attend with laptops or tablets. The number of participants for each in-person program is capped at 50 per session. Therefore, forms should be submitted as early as possible, and no later than the listed deadlines. Additional applicants can be placed on waiting lists. Managers interested in sending more than five (5) Affiliate Staff to any single program should talk with our program coordinator (Ellen Holmes, eholmes@nea.org) in advance to review expectations.

Manager Recommendation Form For Staff and Members
Attending In-Person Programs:
[CLICK HERE TO BEGIN REGISTRATION PROCESS](#)

Participant Expectations for All In-Person Programs

Attendance

Affiliate Staff must have managers complete the manager recommendation form. We ask that managers ensure affiliate staff schedules are adjusted so their staff can attend and participate in all portions of any program. Staff attending the **Foundations Academy** and staff and members attending the **Focus Academy: Winning School Board Elections** should understand that **there will be worksite or community organizing experiences** in which all attendees are required to participate.

Members must secure the appropriate time from their school employers to attend. NEA does not cover substitutes. For members in the Campaign Lab already, substitute costs could be covered by their grant. We encourage state and local affiliates to invest in the development of members by covering substitute costs. All participants are expected to be present and engaged for the entire time in all activities and should not plan on arriving late or leaving early. Any schedule adjustments should be discussed with NEA staff and approved in advance.

Technology

Participants will be required to use their laptops and smartphones to support their learning during Academies. Participants will use the [NEA Learning Management System](#) to access a number of documents. We will not be able to troubleshoot significant issues once on-site. For members who may not readily have access to laptops, we encourage the local or state affiliate to provide them with one. Please establish an account with the [NEA Learning Management System](#) prior to enrolling in courses.

Costs

NEA funds the related travel and training expenses for affiliate staff and member teams to attend in-person programs (*in accord with NEA's Travel Policies and the UniServ and Organizer Training Reimbursement Process*), provided they attend for the full time. If they arrive late or leave early, the costs of their participation may be charged back to the affiliate. All flight reservations must be completed at least 21 days prior to the first date of travel. Any not made within this window will be at the cost of the affiliate. NEA will not reimburse for travel arrangements made independently of NEA's Am-Trav travel agency.

Under NEA's *UniServ and Organizer Training Reimbursement Process*, airfare and hotels are direct billed to NEA. Stipends covering transportation to/from airports, baggage fees, and daily per diem for meals and expenses, in accordance with NEA's Non-Staff Travel Policies and the GSA/CONUS per diem rates for the location. For affiliate staff, NEA will provide a stipend payment back to their affiliate and affiliate staff will follow the reimbursement guidance of their employer. In the case of members, the stipend will be sent directly to them. All need a recent W-9 on file with NEA.

NEA may incur considerable cost for individuals who cancel. In the event of cancellation, the Affiliate Staff's employer agrees to reimburse NEA for the cost of direct-billed airline tickets and/or change fees that cannot be recovered. This may include the cost of hotel rooms if NEA is unable to cancel the room without penalty. For members, they agree to reimburse NEA for the cost of direct-billed airline tickets and/or change fees that cannot be recovered. All cancellations must be emailed to Karla Medina (kmedina@nea.org). If affiliate staff, their manager must be included.

2026-27 Online Courses

(Staff and Members)

How to Enroll

To enroll in these courses and the others that will be coming, you must first go to <https://neapartnera.learnupon.com/store> and click the “Sign In” button. If you already have an account in the **NEA Professional Excellence Portal**, you will use the same email and password that you have used in the past. If you have never had an account, then you will be creating one. Once you are logged in, you can simply click on the course name below. The most up to date listing for these can be found at <https://www.nea.org/UD-Org-Support/online-learning-campaign-lab> new courses are added routinely.

CAMPAIGN LAB FOCUSED

Campaign Lab: The First Four Steps

This course equips Team Leads, Coaches, and Mentor Coaches in the Campaign Lab with the knowledge and skills to successfully navigate getting to the grant application process. Participants will learn how to establish and launch an organizing team, complete a comprehensive assessment of their local, and develop a strategic campaign plan with a concise one-page summary. Additionally, the course will guide learners in identifying a fiscal agent and obtaining a written agreement to meet grant requirements.

Building Effective Campaign Lab Leadership Teams

Are you ready to transform your union campaign team into a powerhouse of collaboration and impact? This course guides NEA Campaign Lab leads, coaches, and members, through the essential practices for building and sustaining effective leadership teams. Discover how to create a shared team purpose, establish clear roles, and develop community agreements that foster trust, accountability, and results. By the end of this course, you'll have the tools to clarify your team's goals, coordinate efforts, and harness the collective power needed for successful campaigns. This course includes a guide, slides, and video examples for you to use with your team.

Empowering Your Union: Using the Local Self-Assessment Tool

Self-Assessment is a powerful tool to help you determine how to strengthen your union from the inside out. This course will guide you through the essential practice of local union self-assessment, empowering you to identify your union's strengths, challenges, and opportunities for growth. Through supportive, practical lessons, you'll learn the value of self-assessment, explore the tool's core areas, and discover how to collaborate with your team for honest reflection. By the end, you'll be equipped to interpret your results and turn insights into actionable goals, ensuring your union continues to thrive and serve its members effectively.

Campaign Lab: Centering Equity in Your Campaign

This is the first tool in the Campaign Cycle, and it is revisited throughout the cycle. This course is designed for Campaign Lab Team Leads and Coaches. It helps participants integrate race, class, and gender equity into every stage of their campaign planning. Participants will apply a specific Equity Tool to help them identify systemic barriers, set measurable equity-focused goals, and use practical tools to ensure their campaigns build power with those most impacted by oppression. A certificate of 3 Contact Hours is provided upon completion.

Campaign Lab: Coaching as a Leadership Practice

This is the entry point for all coaches who are new to the Campaign Lab. The focus of this course is an introduction to the campaign coaching framework we are using in the Campaign Lab. It is an overview of the 5-Step coaching cycle, the elements of coaching, and the craft of coaching. Participants will explore these and be able to apply new knowledge in four short scenarios. A certificate of 5 Contact Hours is provided upon completion.

Coaching the Campaign Planning Cycle

Are you ready to coach organizers and build winning campaigns in public schools? This course will guide you through the essential practices for coaching campaign organizers, from foundational coaching mindsets to advanced strategies for equity, power-building, and adaptive leadership. It is designed to complement the Campaign Lab Guide: Coaching the Campaign Planning Cycle. You'll learn how to ask the strong questions, facilitate structured campaign planning, and support organizers in moving from big ideas to concrete, winnable actions. Through reflective and pragmatic lessons, you'll gain the tools to foster leadership, accountability, and sustained impact in every stage of the campaign cycle.

Teaching: Strategies for Coaching Leaders

This course is designed for affiliate staff, coaches, team leads, and members of Campaign Lab who want to use the materials from the in-person event that occurred in March 2026 in Oklahoma City. This course is made up of eight modules designed to support the design of in person and online events.

Teaching: Leaders and Structures for Winning Campaigns

This course is specifically designed to serve as a central location for all materials needed by Campaign Lab Coaches, Leaders, and their Affiliate Staff Partners. There are four modules designed to support them in leading the learning back in their own local. The content of the course is from the November In-Person event of the same name that was held in Charlotte, NC.

Campaign Lab: Introduction to Leading a Successful Campaign Cycle

This is the entry point for all new team leads, or anyone needing a refresher and overview. This course provides a basic overview of what a Team Lead needs to know to get started in the Campaign Lab. You will learn the suggested components of a campaign cycle, understand how to launch a campaign leadership team, and engage in an overview of what the Campaign Lab is. A certificate of 5 Contact Hours is provided upon completion.

Campaign Lab: Campaign Cycle Planning

This course equips team leads (coaches if they are unfamiliar with a campaign cycle plan) with the skills and knowledge to effectively plan and execute a campaign cycle. Participants will explore critical components, including defining problems, conducting power analyses, and designing escalating tactics. They will learn to apply an equity lens to campaigns, ensuring inclusivity and addressing systemic inequities. The course also focuses on building effective campaign teams, mapping allies, and setting measurable goals to track progress and success. Designed for leaders and affiliate staff in the Campaign Lab, this program provides practical tools and strategies to drive strategic change. A certificate of 5 Contact Hours is provided upon completion.

PROGRAMS FOCUSED ON ORGANIZING AND LEADERSHIP DEVELOPMENT

Empowering Campaigns: Applying SWOT Analysis for Strategic Action

In this 2-module course, you'll discover how to harness the power of the 8 Box SWOT analysis tool to assess your campaign's situation, clarify your strengths, and chart a path forward. This tool is an expansion of the traditional 4 Box SWOT Matrix in that it includes internal and external considerations. Through practical lessons, you'll learn to distinguish internal and external factors, conduct a focused SWOT analysis, and transform your findings into actionable scenarios for real-world organizing. By the end, you'll be equipped to lead your team with clarity, confidence, and strategic vision. This course is built using tools from Beautiful Trouble. A certificate of 3 Contact Hours is provided upon completion.

Strategic Mapping for Campaign Teams: Applying the Spectrum of Allies

The Spectrum of Allies is an analysis tool that helps you grow your campaign's power by moving just one group at a time. In this 2-Module course, you'll discover how to use the Spectrum of Allies—a proven strategic mapping tool—to broaden support and mobilize allies for social change. Through collaborative exercises and real-world examples, you'll learn to map stakeholders, develop tailored engagement strategies, and design tactics that shift groups closer to your campaign goals. By focusing on incremental progress and strategic evaluation, you'll be empowered to lead more effective, inclusive, and resilient campaigns. A certificate of 3 Contact Hours is provided upon completion.

SMARTIE Framework for Equitable and Inclusive Campaign Goal Setting

Are your campaign goals driving real, equitable change—or just checking boxes? This course helps campaign leads, coaches, and organizers move beyond traditional goal setting by embracing the SMARTIE framework, which centers inclusion and equity alongside results. Through practical lessons, real-world examples, and hands-on activities, you'll learn to define, write, and evaluate campaign goals that are both ambitious and intentionally inclusive. By the end, you'll be ready to lead organizing campaigns that deliver meaningful outcomes for all members of your community. This module has downloadable resources for you to use with your team when setting campaign goals that are also inclusive and equity-focused.

Protest Rights & Legal Non-Cooperation Tactics for Educators and Union Members

This course covers essential topics such as First Amendment protections for public school employees, recent anti-protest legislation, and practical safety measures. You'll also learn about non-cooperation tactics—methods of nonviolent resistance like strikes, boycotts, and civil disobedience—that have historically proven effective in challenging unjust systems. Through real-world examples and strategic planning exercises, participants will gain the skills to map power structures, select impactful tactics, and protect themselves and their communities during collective actions. Participants will be prepared to exercise their protest rights safely, disrupt undemocratic power structures, and build solidarity through informed, strategic action. Whether participants are seasoned organizers or new to advocacy, this training offers practical guidance and legal awareness to strengthen our collective voice.

Defunding our Schools: Understanding the Billionaires' Agenda

Billionaires seeking to defund and privatize public schools often use a coordinated set of strategies—such as promoting private school vouchers, expanding charter school networks, and funding political campaigns or advocacy groups—to redirect public funds toward private education systems. These efforts frequently involve manufacturing distrust in public schools, leveraging philanthropic foundations to shape policy, and supporting legislation that shifts tax dollars away from public institutions and into

unaccountable private or religious schools. Collectively, these tactics contribute to an incremental dismantling of public education and the creation of a parallel, inequitable system that drains resources from the students who rely on public schools the most.

This course is made up of five modules designed to help you understand and explore three concepts important to understanding the playbook used by billionaires cashing out our Public Schools: Financialization of the Public Good, Tax Incentives for the Rich, and People and Practices in the Billionaire Network.

Advancing LGBTQ+ Justice for Campaign Lab Teams

This course is designed to provide resources supporting staff, coaches, leads, and members in the NEA Campaign Lab who are organizing around LGBTQ+ issues. This course builds an understanding that is critical to organizing for change, providing support, and offering guidance that is not only inclusive but liberating. Participants of this course will be able to establish common understandings about the identities under the LGBTQ+ community umbrella. They will develop a shared understanding of the anti LGBTQ+ policy landscape and how to develop counter narratives of inclusion and equity. Examination of LGBTQ+ issues with an intersectional lens will allow participants to plan for how they may organize to address systems of privilege and oppression as it relates to LGBTQ+ educators and students. Participants in this course will develop the skills needed to begin planning an LGBTQ+ focused issue campaign.

Gun Violence Prevention and Response in Public Schools

This course is built to support the use of the NEA School Gun Violence and Response Guide. This course has five modules: Overview, Prevention, Preparation, Response, Recovery. Each part includes material for Pre-K–12 schools and institutions of higher education and for all categories of employees. This course uses the term “educators” broadly, to refer to NEA’s rich and diverse membership, including aspiring educators; classroom teachers; education support professionals (ESPs), such as paraeducators and clerical service, custodial and maintenance, food service, health and student service, security, skilled trades, technical service, and transportation workers; the faculty, staff, and graduate workers in colleges and universities; and specialized instructional support personnel (SISP) like school counselors, school social workers, school psychologists, school nurses, speech-language pathologists, and school librarians. This course and associated resources present tools, recommended practices, checklists, and evidence-based practices for developing organizing campaigns. It also is useful for incorporating gun violence-related strategies into the school crisis prevention and response plans of associations, Pre-K–12 schools, and institutions of higher education.

Preventing and Addressing Violence Against Educators: Strategies for Safer Schools

Have you ever wondered how violence against educators impacts not just staff, but entire school communities? In this course, you’ll explore the realities and root causes of violence against school personnel, learn practical strategies to prevent and address it, and discover how to foster a positive, inclusive school culture. Through research-based insights, real-world examples, and actionable steps, you’ll gain tools to support your own well-being, collaborate with colleagues and families, and advocate for safer, healthier schools. Whether you’re a teacher, counselor, administrator, or union representative, this course will empower you to make a difference in your school environment. You will understand the crisis, the nature, and impact of violence against school personnel. The course presents the findings from the research and indicates possible solutions and actions that would fit well within an organizing campaign.

Strategies for Successful Union AutoPay Campaigns: Building Power Through Dues Conversion

This course is for affiliate staff and leaders in the NEA affiliate system responsible for union membership dues campaigns, with varying levels of experience in member organizing and dues processing. The course consists of three online learning modules and downloadable resources to support your learning.

- Module 1: The AutoPay Onramp provides an overview of why transitioning to AutoPay may be in your future and provides 10 steps to help you develop your strategy towards that transition.
- Module 2: Strategies for Successful Union AutoPay Campaigns is a deeper dive into the planning and development of an effective AutoPay transition campaign.
- Module 3: Additional Resources provides important tools and weblinks that will support your work after you complete this course.

Learners will be able to plan, execute, and support effective AutoPay campaigns to transition union members from payroll deduction to electronic payments, while strengthening union organizing, minimizing membership loss, and adapting to legislative changes.

Labor History Series

American Indians and Alaska Natives in the Labor Movement: History, Struggles, and Contributions

How have American Indians and Alaska Natives shaped the labor movement in the United States? In this course you will discover the powerful stories of resilience, advocacy, and leadership that have defined Indigenous labor history. This course will guide you through the origins of forced labor, the evolution to wage work, and the formation of Native-led labor organizations. You'll explore the ongoing struggle for workers' rights within the context of tribal sovereignty and labor law, and gain special insight into the pivotal roles played by Native women. By the end, you'll understand the contemporary challenges and triumphs of Native workers—and be inspired to advance equity and representation within your union and beyond. The NEA Center for Organizing and the NEA Center for Social Justice and the NEA Campaign Lab are partnering to provide a training designed to build participants' knowledge of the important roles that American Indians and Alaska Natives have in shaping the labor movement in the United States. This is appropriate for UniServ, Organizers, Members, Coaches, and Leaders who are engaged in Racial Justice work with their affiliates.

Women's History in the Labor Movement

What does it take to create lasting change in the workplace? Discover the powerful stories and achievements of women—across backgrounds and eras—who have shaped the U.S. labor movement. This course takes you on a journey from the earliest strikes to modern advocacy, revealing the pivotal roles of white and BIPOC women in advancing labor rights, safety, and equity. Whether you're new to labor history or a union leader seeking inspiration, you'll gain insights and strategies to strengthen your own advocacy and build a more equitable workplace for all.

The NEA Center for Organizing and the NEA Center for Social Justice and the NEA Campaign Lab are partnering to provide a training designed to build participants' knowledge of the important roles that American Indians and Alaska Natives have in shaping the labor movement in the United States.

This is appropriate for UniServ, Organizers, Members, Coaches, and Leaders who are engaged in Social Justice work with their affiliates.

Muslim Contributions and Solidarity in American Labor Organizing

How have Muslims and their allies shaped the American labor movement? Discover the often-overlooked history and ongoing impact of Muslim workers and community allies in building powerful, inclusive unions. This course will guide you through inspiring stories of faith-based justice, landmark organizing wins, and the challenges Muslim union members continue to face. Designed for union staff, leaders, and members in public education, it offers practical insights and actionable strategies to foster solidarity, equity, and support for all members—ensuring your union is stronger, more inclusive, and better equipped for today’s diverse workforce.

The NEA Center for Organizing and the NEA Center for Social Justice and the NEA Campaign Lab are partnering to provide a training designed to build participants’ knowledge of the important roles that American Indians and Alaska Natives have in shaping the labor movement in the United States.

This is appropriate for UniServ, Organizers, Members, Coaches, and Leaders who are engaged in Social Justice work with their affiliates.

Troubleshooting the Online Learning System:

If you are having trouble setting up an account and logging in, try resetting your password. Also, try older emails you may have used in the past. If you absolutely cannot get into the system or the course email NEAHQHelp@nea.org and cc eholmes@nea.org . In the subject line of the email type “Issues Accessing PEP Portal” and then in the body describe your issue and include a screenshot of the error or issue that you are seeing. The NEA Center for Organizing and Affiliate Support is pleased to announce that we will be offering a series of course modules – both synchronous and asynchronous - hosted on our learning management system. The topics will be aligned with the skills and issues UniServ Directors and Organizers need to be successful in their affiliate work. Completion of these is ungraded, but participation can be tracked so that individuals have a record of the programs they have participated in.

2026-2027 Foundation Academies (Staff Only)

Program Overview and Outcomes

Reminder, the registration process for all in-person programs begins with the completion of the [Manager's Recommendation Form](#) for any affiliate staff that plan to attend a Foundations Academy, Focused Academy, or Campaign Academy. For those staff who are bringing member teams to the Focused Academies or Campaign Academies, they should provide the full member team list with First Name, Last Name, and Email of each person for the Manager to include on the Recommendation Form.

There is an online course for each Foundations Academy

This course will be made up of several modules and pre-attendance activities. All handouts and materials needed for full participation in the in-person academy are located in this course. They are downloadable, fillable form PDFs that can be used on your own devices or may be printed prior to arriving if you prefer paper copies.

Day One - Focus on the individual - What do you bring to the work?

Topic Overview

- Foundations of Who a UniServ Director is (Competencies)
- Core Values and Shared Value
- Leadership and Communication Styles
- Framework for Understanding Power and Oppression
- Unconscious Bias
- Organizing Conversations and Coaching

Key Outcomes for the Day

- Participants will identify their own communication style.
- Participants will develop an understanding of power by also learning about oppression and privilege.
- Participants will learn about a framework of understanding oppression so that they can better identify actions to take in seeking justice.
- Participants will understand the role listening plays in developing a sense of belonging/relationship and developing power, growth, and engagement.
- Participants will understand a framework for coaching in organizing and apply it to scenarios.

Day Two - Focus on the collective - What can we do together?

Topic Overview

- Organizational Culture - Advocacy, Mobilizing, Organizing
- Role of the UniServ in Different Theories
- Framework for Systems of Oppression Applied to Power
- Structures of Leadership
- Worksite Mapping
- From engagement to action
- Scenario Team Introduction

Key Outcomes for the Day

- Participants will learn a common definition for organizing, identify types of organizing cultures and their differences.
- Participants will apply the framework of expressions of oppression to scenarios.
- Participants will identify leadership structures in their locals.
- Participants will learn a system for coding rosters that can support organizing planning.
- Participants will plan how to quickly activate a group of employees.

Day Three - Focus on Methods - What do I need to be able to do?

Topic Overview

- Identify and Assess Organizing Issues
- Organizing Move People to Action - Major Majority Mentality
- Leader Identification and Development
- Organizing Conversation Continued
- Preparation for Worksite Organizing Visits

Key Outcomes for Day 3

- Participants will be able to identify organizing issues
- Participants will consider ways to identify and develop leaders
- Participants will engage in a process to help them deal with member engagement issues
- Participants will learn about types of organizing conversations and practice two kinds
- Participants will be introduced to the tools, methods, and materials that will support their worksite organizing experience

Day Four - Focus on Worksite Organizing Practice

A full day of team-based, worksite organizing conversations, with data collection/entry

Key Outcomes for Day 4

- Participants will practice in real time their skills in holding organizing conversations, the methods for data collection within a real affiliate's plans and desired outcomes.

Day Five - Focus on goals, plans, outcomes - How do I know if we're winning?

Topic Overview

- Debrief of goals, data, and outcomes from the worksite organizing experience
- Group Discussion and Presentation of Campaign Plans
- Escalating Campaign Design – Scenario Teams
- Issues, Demands, Targets, and Wins
- Tactics and Escalation
- Presentation and Coaching of Plans
- Final Celebration

Key Outcomes for Day 5

- Participants will complete a true debrief of their worksite experiences
- Participants will practice designing an escalating campaign
- Participants will celebrate their learning and their community

2026-2027 Focus Academies (Staff and Member Teams)

Program Descriptions

Reminder, the registration process for all in-person programs begins with the completion of the [Manager's Recommendation Form](#) for any affiliate staff that plan to attend a Foundations Academy, Focused Academy, or Campaign Academy. Staff bringing member teams should provide the full member team list with First Name, Last Name, and Email of each person for the Manager to include on the Recommendation Form. Members attending without staff Please note, the form must be completed by the manager for any Academy sessions that you approve your staff to attend, and for any that include member teams. If you are a member and wish to attend a **Focused Academy** and you are not attending with your UniServ Director or other affiliate staff, you will complete the Manager's Recommendation Form and enter **ELLEN HOLMES** in the manager line. Ellen will verify with your state or local that you are a member and can participate.

There is an online course for all Focus Academies

- This course will be made up of several modules and pre-attendance activities. All handouts and materials needed for full participation in the in-person academy are located in this course. They are downloadable, fillable form PDFs that can be used on your own devices, or may be printed prior to arriving if you prefer paper copies.

Advancing LGBTQ+ Justice

Affiliate Staff, Members, and Leaders work with colleagues, and community members who belong to and are allies of the LGBTQ+ community. Understanding this community and their issues are critical to providing support and guidance that is not only inclusive but liberating. With partners from the Center for Racial Justice, members of the LGBTQ+ community, and other experts participants will learn how to:

- **Establish common understandings about the identities under the LGBTQ+ community umbrella**
- **Develop a shared understanding of the anti LGBTQ+ policy landscape and how to develop counter narratives of inclusion and equity**
- **Deepen skills and strategies to confront implicit bias, micro-aggressions and stereotypes in the LGBTQ+ community**
- **Develop a toolset of tactics for dismantling systems of privilege and oppression as it relates to LGBTQ+ educators and students**
- **Complete a basic issue campaign plan**

This training is appropriate for Affiliate Staff, Members, and Leaders working to build campaigns around the issues critical to the LGBTQ+ community. Registration priority will be given to teams of Staff and Members who are ready to work on an issue campaign. Participants should leave with a level of confidence, knowledge, methods, and resources allowing them to lead a campaign cycle focused on LGBTQ+ Justice. **October 20-22, 2026**

Organizing on HBCU Campuses

Affiliate Staff, Members, and Leaders who work on or attend HBCU campuses or other non-predominantly white institutions of higher ed know that these institutions have a legacy of success for the students who attend. Studies show that these institutions of higher education provide their graduates with much higher rates of upward economic mobility than graduates of predominantly white institutions. Despite this, systems of power and inequality still plague the workers and students on these campuses. UniServ,

Organizers, and Members in these settings must be highly skilled in leading, coaching and organizing across racial differences and especially in dealing with systems of economic and racial oppressions. This training will build participants' skills in developing successful campaigns to win student and worker rights. Participants will learn how to build strong programs that elevate leaders, mobilizers, and activists in this important higher education setting. Participants will:

- Understand role staff, leaders, and rank-and-file members play in building locals while maintaining a member-driven program
- Explore best practices from a number of member engagement case studies
- Explore a number of successful affiliates that have focused on HBCU Programs and Campaigns
- Develop skills around strategic planning, leadership tests, data collection, and narrative development.
- Complete a basic issue campaign plan

This training is appropriate for Affiliate Staff, Members, and Leaders working to build campaigns on HBCU campuses and other non-predominantly white institutions of higher education. Registration priority will be given to teams of Staff and Members who are ready to work on an issue campaign. Participants should leave with a level of confidence, knowledge, methods, and resources allowing them to lead a campaign cycle focused on Racial Justice. **November 11-13, 2026**

Advancing Racial Justice

Affiliate Staff, Members, and Leaders work with colleagues, supporters and partners to address white supremacy culture in many settings. They have to be highly skilled in leading, coaching and organizing across racial differences and especially in dealing with white fragility and interpersonal oppressions. UniServ, Organizers, and Members need to understand the methods and commitments required to center Racial Justice in all aspects of an issue campaign. The NEA Center for Organizing and the NEA Center for Social Justice provide training designed to build participants' skills through awareness of white supremacy culture, interpersonal racism and systemic racism. Participants will learn how to help themselves and others:

- **Establish a common language for talking explicitly about white supremacy culture in a campaign cycle**
- **Deepen skills and strategies to confront implicit bias, micro-aggressions and stereotypes**
- **Develop a shared understanding of the levels of racism with a focus on a power analysis required to make change at various levels**
- **Develop a toolset of tactics for dismantling systems of privilege and oppression**
- **Complete a basic issue campaign plan**

This training is appropriate for Affiliate Staff, Members, and Leaders working to build campaigns around Racial Justice. Registration priority will be given to teams of Staff and Members who are ready to work on an issue campaign. Participants should leave with a level of confidence, knowledge, methods, and resources allowing them to lead a campaign cycle focused on Racial Justice. **January 12-14, 2027**

Organizing with ESP

Affiliate Staff, Members, and Leaders who work with ESP locals are responsible for identifying and developing leaders, organizing issue campaigns, and understanding and advocating for the unique needs

of ESP members. Strong ESP affiliates have a high ratio of engaged leaders to rank and file members and structures that allow for rapid response, relationship development and collective action. This NEA Center for Organizing training is designed to build skills around ESP leadership identification and development. They will learn how to establish differentiated and innovative structures that can increase member engagement and union presence within and across worksites of the various job families within ESP. Participants will learn how to help themselves and others:

- **Identify and develop potential ESP leaders**
- **Develop a shared understanding of ESP leadership structures**
- **Explore a number of successful affiliates that have focused on ESP leadership development and engagement structures**
- **Identify relevant resources available for ESP led career and leadership development**
- **Build and deepen skills for working with ESP leaders and growing potential leaders**

This training is appropriate for Affiliate Staff, Members, and Leaders planning to support locals engaged in ESP issue organizing. Registration priority will be given to teams of Staff and Members who are ready to work on an issue campaign. Participants should leave with a level of confidence, knowledge, methods, and resources for them to lead a campaign cycle focused on ESP Issues. **March 16-18, 2027**
(Located with the ESP Conference)

Winning School Board Elections

Affiliate Staff, Members, and Leaders understand that there is a difference between the scope of worksite campaigns and local political campaigns such as school board elections. While both are important, school board elections have a huge impact on the day-to-day lives of public school employees. These campaigns also provide important union presence and power building internally and externally. To win, staff need to continue to build strong leaders, mobilizers, and activists while also building relationships with outside groups, mobilizing voters, and finding candidates. All participants will participate in a canvass program associated with a local school board campaign. Participants will:

- **Understand role staff, members, and leaders can play to guide their locals while maintaining a member-driven program**
- **Realize member engagement plans must communicate to members as voters, volunteers, and campaign leaders**
- **Recognize different roles the public can play in candidate recruitment and outreach through traditional voter contact and coalitions**
- **Explore best practices from a member engagement case study, an organized opposition campaign, and strategic candidate recruitment models**

This training is appropriate for Affiliate Staff, Members, and Leaders planning to support locals engaged in school board elections. Registration priority will be given to teams of Staff and Members who are ready to work on an issue campaign. Participants should leave with a level of confidence, knowledge, methods, and resources allowing them to lead a campaign cycle focused on a local school board race. **February 23-26, 2027**

2026-2027 Campaign Academies

(Staff and Members who are Team Leads, Coaches, Team Members, or Mentor Coaches in Campaign Lab or intending to become part of the Campaign Lab)

Program Descriptions

Reminder, the registration process for Campaign Academies begins by completing the [Manager's Recommendation Form](#) for any affiliate staff that plan to attend a Campaign Academy. For those staff who are bringing member teams, they should provide the full member team list with First Name, Last Name, and Email of each person for the Manager to include on the Recommendation Form. If you are a member and wish to attend a **Campaign Lab Academy** and you are not attending with your UniServ Director or other affiliate staff, you will complete the [Manager's Recommendation Form](#) and enter **AMANDA KAIL** in the manager line. Amanda will verify that you are part of the NEA's Campaign Lab or contact you to find out if you intend to join.

There is an online course for all Focus Academies

- This course will be made up of several modules and pre-attendance activities. All handouts and materials needed for full participation in the in-person academy are located in this course. They are downloadable, fillable form PDFs that can be used on your own devices, or may be printed prior to arriving if you prefer paper copies.

Coaching Academy

Intended for Campaign Lab coaches or those who want to learn coaching skills, this training covers the fundamentals of coaching a campaign lead through their campaign. Learn how to diagnose problems and how to center the lead in your response. Participants will also get an overview of the mechanics of a campaign cycle and learn how they can help develop plans, analyze data, and encourage strategic thinking in those they are coaching. Participants will also receive certification as an NEA Campaign Coach.

Participants will learn how to help themselves and others:

- Develop core coaching skills that transform individual and team agency into action within an issue campaign
- Build strong leadership teams with defined boundaries and roles
- Develop skills around strategic planning, leadership tests, data collection, and narrative development.
- Move away from episodic mobilization of the already engaged – to the deeper work of moving people to “our” side.
- Focus on long-term campaign planning around organizing issues.

This training is appropriate for Affiliate Staff, Members, and Leaders who are already Team Leads, Coaches, or Mentor Coaches in the Campaign Lab System. Participants should leave with a level of confidence, knowledge, methods, and resources allowing them to coach and lead an issue campaign cycle.

September 23-27, 2026

Coalition and Strategic Planning

Intended for advanced campaign teams who have completed at least one campaign cycle. This workshop is an intensive dive into creating a multi-year, multi-issue plan that will intentionally and strategically build community support and coalitional power. Exhausted from having to react to constant attacks? Using case studies of best practices, learn how to create narrative shifts that put pro-public education,

pro-labor, pro-justice movements in the drivers seat. Participants will leave with tools for identifying and aligning with potential coalition partners, and a clear plan for building local and regional power to attain goals that achieve a long-term vision rooted in shared values. This training is for those who are ready and committed to level up! This training requires a team of at least 5 members to register. Participants will learn how to help themselves and others:

- **Develop core coaching skills that transform individual and team agency into action within an issue campaign**
- **Build strong leadership teams with defined boundaries and roles**
- **Develop skills around strategic planning, leadership tests, data collection, and narrative development.**
- **Move away from episodic mobilization of the already engaged – to the deeper work of moving people to “our” side.**
- **Focus on long-term campaign planning around organizing issues.**

This training is appropriate for Affiliate Staff, Members, and Leaders who are already Team Leads, Coaches, or Mentor Coaches in the Campaign Lab System. Participants should leave with a level of confidence, knowledge, methods, and resources allowing them to coach and lead an issue campaign cycle. **February 19-21, 2027**

Building Teams to Win

Intended for new leaders or campaigners who are just starting out. Are you a “one-person-show” at your local? Tired of being the only one who does union work? Learn how to build teams of diverse leaders with the skills, vision, and commitment needed to build a leaderful campaign and an active base strong enough to win. Participants will leave with a clear plan to identify, engage, and recruit new leaders, a clear understanding of best practices for organizing teams, how to build worksite structures everywhere, and techniques for communicating in ways that increase engagement and participation. Participants will learn how to help themselves and others:

- **Analyze their current situation in the context of a broader political landscape**
- **Build a vision based on shared values and analyze that vision through an equity lens**
- **Articulate solidarity as a strategic choice as well as a union value**
- **Understand why a team is vital to a campaign**
- **Learn the strategy of base-building**
- **Learn key skills to build a team: 1:1 organizing conversation, worksite mapping and charting, and leader identification**
- **Learn about examples of how to troubleshoot common problems with organizing teams.**
- **Create a plan to build the strongest, tightest, most resilient organizing committee possible**

This training is appropriate for Affiliate Staff, Members, and Leaders who are already Team Leads, Coaches, or Mentor Coaches in the Campaign Lab System. Participants should leave with a level of confidence, knowledge, methods, and resources allowing them to lead an issue campaign cycle. **March 13-15, 2027**

Making a Plan to Win

Intended for organizing teams who want to workshop their campaign plans. This workshop focusses on how to research your opposition in order to do a power analysis that guides the creation of escalating tactics for the win. Also, learn how to create, track, and use structure tests and compression points to gauge how much power you have built already. Also learn how to pivot when your best plans go sideways. Participants will leave with a better understanding of their opposition and a tailored plan of escalating tactics designed to effectively build the power necessary to win your goal. This workshop requires a team of at least 3 participants. Participants will learn how to help themselves and others:

- **Develop key coaching skills and apply them for appropriate interventions and growth of leaders within an issue campaign**
- **Coach for the growth and agitation of leaders and activists in ever expanding structures**
- **Understanding the methods for developing and supporting coalitions**
- **Design strategic alignment of leadership tests and tactics using scenarios and case studies.**
- **Understand “organizer math” for the number of people needed at each strategic point of a campaign and how to coach teams towards those metrics.**
- **Focus on long-term campaign planning around organizing issues.**

This training is appropriate for Affiliate Staff, Members, and Leaders who are already Team Leads, Coaches, or Mentor Coaches in the Campaign Lab System. Participants should leave with a level of confidence, knowledge, methods, and resources allowing them to coach and lead an issue campaign cycle.

April 23-25, 2027



The background features a dark blue color scheme with a repeating pattern of hexagons. Some hexagons are filled with a fine grid of dots, while others are empty. A large, faint globe is centered in the background, with its lines and continents visible. The overall aesthetic is modern and technical.

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