



Sunday, March 3, 2024 • Content Session Block 3 • 8:15 to 10:15 AM CT



Advocacy

ADV 300

Level 2: Mobilizing and Power Building, Level 3: Agenda Driving

I Got 99 Indicators and Test Scores Ain't One: How to Talk About Our Great Public Schools (Part 2)

Today, online apps judging schools are embedded in influential websites. “Independent” companies create ratings over-relying on test scores—a metric that fails to tell the whole story. In this two-part session, we will discuss how to combat the mischaracterization of our beloved schools. Participants will receive advice for going “beyond the bubble” in evaluating schools and strategies for diminishing public overreliance on test scores and building key relationships to shape public perception.

Presenters: Christine DonFrancesco, Elic Senter

ADV 301

Level 2: Mobilizing and Power Building, Level 3: Agenda Driving

Leveling Up in Leadership: All Hands on Deck in Meeting Our Students' Diverse Mental Health Needs

Educators are crucial in implementing collaborative efforts to address students' mental health and physical needs in school. Research suggests these concerns have increased on many levels over the years, especially since COVID-19, making the impact of school staff intervention a significant difference in student outcomes. This interactive session will focus on best practices and resources that support students in addressing their diverse needs while encouraging optimal academic achievement.

Presenter: Cynthia Samuel

ADV 302

Level 1: Foundational, Level 2: Mobilizing and Power Building

Moms Against Opportunity and Honest Education: Sowing Division for Political Gain

Organizations that claim to speak for parents are sowing division to secure political power. Their censorship proposals, anti-LGBTQ+ policies, and efforts to whitewash American history are merely the opening salvos in a campaign designed to undermine public education and advance a radical political agenda. In this session, we will learn about these groups, share effective ways to mobilize support for public education, strategize, and practice new techniques.

Presenters: Susan Nogan, Stephanie Luongo, Shilpa Reddy

ADV 303

Level 2: Mobilizing and Power Building, Level 3: Agenda Driving

Power Concedes Nothing Without Demand: Educator Demands and the Biden Administration's Response

President Joe Biden has billed himself as the most pro-labor president in American history, but what has that meant for students and educators? Join us to learn how educator voice shaped public education, worker's rights, racial and social justice demands, and how the Biden Administration has responded. We'll also explore what this all means for you, your students, and public education and what's on the horizon in these areas with this administration.

Presenters: Susana O'Daniel, Tess Van Schepen

ADV 304

Level 1: Foundational, Level 2: Mobilizing and Power Building

We See You! Combatting Invisibility and Marginalization of Asian and Pacific Islander Colleagues and Students in Schools

Who are Asian and Pacific Islander educators and students? What challenges do they face? Using the leadership competencies as a framework, participants will explore how they can lead on these issues and create an action plan to validate and empower Asian and Pacific Islander students and educators, so they know they are seen and heard in their schools.

Presenters: Ambereen Khan-Baker, Lindsay Peifer

ADV 305

Level 2: Mobilizing and Power Building, Level 3: Agenda Driving

Winning Funding for Great Public Education by Taxing Millionaires

This session will provide lessons from a 10-year campaign to raise \$2 billion a year for education (and transportation) by requiring those with income over \$1 million a year to pay their fair share. It will describe successful strategies and lessons learned in several NEA Leadership Competency Domains with our discussion of building an advocacy campaign for economic, racial, and social justice, implementing integrated communications strategies, and mobilizing and engaging members and allies.

Presenters: Max Page, Noah Berger, Jeron Mariani, Kristen Crowell



Communication

COM 300

Level 1: Foundational, Level 2: Mobilizing and Power Building

Media 101: Applying the Fundamentals of Working with the News Media to Everyday Comms Needs

Effective communication can inspire others to act, be a catalyst for changing public opinion, help a contract bargaining process, plant the seeds for new ways of thinking, or persuade audiences to your side. Utilizing the media can help amplify your voice by broadcasting your message. Professionals will share tips on using your credibility as an educator to win over hearts and minds. Participants will learn the fundamental skills of working with the media that can be used in everyday scenarios.

Presenter: Staci Maiers

COM 301

Level 1: Foundational, Level 2: Mobilizing and Power Building

Power of Storytelling: Using Your Authentic Voice to Galvanize and Inspire

Everyone loves a good story and educators have the best stories. Participants in this session will explore ways to use stories from their personal experiences as educators to help advance student success, public education, and education professions. Session participants will gain a deeper understanding of how personal stories have the power to change attitudes, perceptions, and behaviors and win support for public education.

Presenters: Brenda Alvarez, Mary Ellen Flannery

COM 302

Level 1: Foundational, Level 2: Mobilizing and Power Building

Public Speaking: Say What?! Fundamentals of Great Public Speaking

Does speaking in public send you into a panic? This session will help you master the fundamentals of being a great public speaker. Great for beginners or those who are looking to polish their skills, this session will help you beat the nerves, defeat the “umms,” and feel more comfortable speaking in front of audiences large and small.

Presenter: Ramona Oliver

COM 303

Level 1: Foundational, Level 2: Mobilizing and Power Building

Race Class Narrative: Telling Our Story and Organizing for Our Future

From Maine to Hawaii, every student—no matter what they look like or who they love—deserves the freedom to read books that inspire them to learn and to dream. This statement is a framing of the values of what most of us demand for our communities. This session will introduce participants to the Race Class Narrative, a research-tested messaging strategy that helps us communicate our values and organize for our future. Participants will learn and practice the strategy so they too can use it.

Presenters: Michael Scott, Merwyn Scott

COM 304

Level 1: Foundational, Level 2: Mobilizing and Power Building

Send the Right Message: Student-Centered Communications for NEA

The NEA Message is a tested and proven way of connecting with decision-makers, parents, and community members, as well as fellow and prospective members. Learn more about this fundamental element of effective communication with deep exploration, hands-on learning, and practical takeaways that will improve your ability to inform, persuade, and lead.

Presenter: Tory Brown

COM 305

Level 2: Mobilizing and Power Building

Social Media for Advocacy

With 226 million Americans on social media, let's unlock its potential to share our union's vision. Join this dynamic session exploring digital storytelling including how to amplify your voice online as an educator across evolving platforms. Gain insights from our digital experts and gain best practices for platforms like Facebook, Instagram, and X (formerly Twitter), while we amplify your advocacy through digital organizing.

Presenters: Justin Conley, Elizabeth Barcelos



Governance and Leadership

GOV 300

Level 2: Mobilizing and Power Building, Level 3: Agenda Driving

Our Union! Our Responsibility!: Bringing the National Back to the Local

Each summer, approximately 6,000 educators meet at the National Education Association's (NEA) Annual Meeting to debate the vital issues that impact American public education and set NEA policy and activities for the year ahead. These delegates represent the 3 million members of the NEA. How much of that work comes back to local members? This session will examine the connection between the NEA core

values, the NEA Representative Assembly (RA), and the work of our locals. Participants will identify members' needs and motivations for association involvement and consider how New Business Items from the 2023 RA can be leveraged to engage members in association work.

Presenter: Tony Martinet

GOV 301

Level 1: Foundational

Passion, Practice, Persistence: Creating Equity in the Workplace through Courageous Conversations

This session will explore ways to have effective conversations about race and racial equity in our schools and worksites. Participants will consider questions such as Who am I as an equity leader? What is the impact of race on my life and how does it show up in my work? It will challenge you not only to think critically about the effects of race on student achievement, but also on how it directly impacts students, our colleagues, and even ourselves. You will have opportunities to have meaningful, open dialogues about academic opportunity gaps in our schools and will consider how unconscious bias influences our relationships and actions.

Presenters: Primrose Cameron, Johnny Green

GOV 302

Level 3: Agenda Driving

Structure or Agency: Improving Member Engagement in Your Organization

Structuration theory is the duality between structure and agency. Individuals must act within the confines of the various structures they find themselves in. However collective action, among agents, can change structures. There is no definitive cause and effect; structure and agency are interconnected. For our union to serve our members, we must both build member agency and revamp our structures. This session will examine our practices to see how we can increase member engagement through this duality. By the end of this session, participants will be able to use the lens of structuration theory to examine internal and external structures, improve and promote member engagement, and develop leadership skills.

Presenter: Sarah Tochiki

GOV 303

Level 2: Mobilizing and Power Building

Organizational History and Development: Policymaking for Collective Identity, Unity, and Power

This session will explore the history of the association dating back to its mid-19th century founding, the development of governance and policymaking structures, and pivotal moments that contributed to the identity of the organization and the making of

the modern NEA. Participants will examine moments of organizational success and failure and how these moments have influenced the association's direction and consider how the organization will successfully navigate and thrive in the 21st century.

Presenter: Paul Birkmeier



Leading Our Professions

LOP 301

Level 2: Mobilizing and Power Building

Make It Happen: Leading the Profession Through Innovative and Quality Professional Development

Dive into Leading the Profession competency to learn how to use teacher leaders, state resources, regulations, grants, and NEA resources to empower teachers to take ownership of professional development. You will have the tools to empower your local union to lead professional learning to be quality, and educator-driven, to use district and state committees to ensure educators are the leaders in professional development policies and decisions, and to apply opportunities that make it meaningful to individuals.

Presenters: Lynette Wescott, Kristy Oborny

LOP 302

Level 2: Mobilizing and Power Building

Performance Assessment in Practice

We will engage in an examination of performance-based assessment (PBA) as a teacher-driven practice. We will provide examples of quality PBA from around the country and in a variety of subject areas and grade levels. We will discuss the elements that make and allow for quality PBA. Participants will then workshop their own ideas for PBA for use in their classrooms and schools. They will come away with a model for developing, implementing, and promoting PBA in their districts.

Presenter: Harry Feder

LOP 303

Level 1: Foundational, Level 2: Mobilizing and Power Building

Traditional to Transformative: Freedom Dreaming through Community Schools

To transform inequitable school systems, we must first imagine a better reality than the traditional one. Families should be viewed and respected as key informants, resources, and leaders rather than recipients of services. In this session, you will learn more about

Community Schools and engage in visioning and goal setting to act on the information learned.

Presenter: Christina Gordon

LOP 304

Level 1: Foundational, Level 2: Mobilizing and Power Building

Artificial Intelligence: Leading Education into the Future

Over the past year, attention to artificial intelligence has blossomed. In this session, participants will learn about and discuss the implications of this technology for pre-K–12 and higher education classrooms, schools, institutions, and educators. We will also hear about the work of NEA’s Task Force on Artificial Intelligence and strategize about how to ensure that educators’ voices are at the forefront as this technology comes into schools and universities.

Presenter: Stacey Pelika



Organizing

ORG 300

Level 1: Foundational, Level 2: Mobilizing and Power Building

Finding Leaders and Issues to Beat Apathy in Your Union

This workshop will explore fostering a culture of participation and a union structure that encourages involvement. Special emphasis will be placed on how to mobilize members for training and maintaining layers of active member leaders who work together to advance their strategic priorities. Participants will leave with a mindset that members are the most powerful resource that a union has and tools to help build a stronger union.

Presenters: Christopher Zimmerly-Beck, Laura Latham

ORG 301

Level 2: Mobilizing and Power Building, Level 3: Agenda Driving

How to Run a Listening Survey and Subsequent Campaign

This session will explore the steps of planning and implementing a listening survey and how to use information from that survey for leadership and issue identification. We will cover the basics of operating a subsequent campaign that uses your identified leaders and data, with escalating actions, to increase engagement and win.

Presenters: Elizabeth "Rae" LeGrone

ORG 302

Level 2: Mobilizing and Power Building, Level 3: Agenda Driving

Lights, Camera, Direct Action!

The source of our power is our membership. In this session, educators will learn how to overcome external challenges to empower educators and community members and win! Learn how union members in any size local, classified, and certified, have utilized creative tactics that don't require a lot of money, time, or in some cases, members. Participants will get an 80-page book with a full menu of direct actions that will be a resource for the rest of your education career!

Presenters: Karmen Lee Ortloff

ORG 303

Level 2: Mobilizing and Power Building, Level 3: Agenda Driving

Online to Offline Organizing: Digital Tools and Strategies to Build Your Power

The average person checks their smartphone more than 30 times each day. The average Facebook user checks Facebook 14 times each day. Everyone is online and everyone is using their phone. Now is the time to fully harness our digital tools to engage our members where they are online, to build into an online campaign. During this session, we will learn how to use and implement digital tools and strategies to build our power.

Presenter: Sydney Slifka

ORG 304

Level 2: Mobilizing and Power Building

Relational Organizing: The Art of the 1:1

As we continue to advocate for public education and social justice, it has become increasingly clear that organizing conversations are the most effective way to move members to action and grow membership. In this session, we'll share new insights that will equip association leaders with the skills to move from "transactional" to "transformational" conversations using the ISAHUEY method. Participants will leave the session inspired and equipped to move the association forward.

Presenter: Larry Carey



Social-Emotional Intelligence

SEI 300

Level 1: Foundational, Level 2: Mobilizing and Power Building

Creating Change through Social Justice

In this session, interactive exercises introduce the concept of social justice and highlight the connection between social justice issues and education issues and policies.

Participants explore the levels and types of social oppression and how those play out in their work settings. The session ends with an introduction to the four social justice principles and an action-planning activity.

Presenters: Jackie Wooten, LaVeta Weatherington

SEI 301

Level 1: Foundational

How to Rock Your Schedule: Strategies to Get Your Life Back Into Balance

One of the greatest resources all leaders have is time. This interactive session will help participants learn how to lead and live with greater focus to maximize time to address things that matter the most. Participants will leave with tools to create and manage their schedules, so they can better self-manage and model this behavior with others.

Presenter: Linda Miller

SEI 302

Level 1: Foundational, Level 2: Mobilizing and Power Building

Leading the Way: Respectful Interactions with a Diverse Disability Community

In this session, new and experienced leaders will develop a plan to initiate respectful interactions between persons with, and persons without, disabilities by identifying ableist practices currently existing within their local and/or state affiliate. Participants will also consider what anti-ableist practices might look and sound like in their role as an NEA member and develop a plan to share information and/or model anti-ableist language and behaviors within local/state from their role of leadership.

Presenters: Sharon Shultz, Traci Arway

SEI 303

Level 2: Mobilizing and Power Building, Level 3: Agenda Driving

Measuring Progress: Establishing Metrics for Racial and Social Justice in Education Unions

In our ongoing quest for racial and social justice in education, it's imperative that education unions establish clear metrics and benchmarks to measure progress and hold themselves accountable. This presentation will explore the importance of utilizing metrics, identify relevant metrics, and provide insights into setting benchmarks and evaluating impact. Attendees will leave with actionable strategies to promote racial and social justice within their unions.

Presenter: Taisha Steele

SEI 304

Level 1: Foundational

Unlock the Unstoppable Potential of Teams: Four SEI Strategies that Build Resilient Leadership Teams

This session is designed to empower leaders to unlock the full potential of their teams. By focusing on four shifts - from independence to interdependence, from isolation to collaboration, from a language of complaint to a language of commitment, and from passion to purpose - participants will discover the transformative power of social and emotional intelligence (SEI) in team dynamics and development. Through discussions, activities, and self-reflection, leaders will leave with strategies to build resilient, high-performing teams.

Presenter: Terry Ross



Strategy and Fiscal Health

SFH 300

Level 1: Foundational

Partnerships to Create Non-Dues Revenue

In this session, we will explore how partnerships with school districts, the community, and businesses have aided in creating non-dues revenue. Learn strategies for developing partnerships and discuss systems needed in order to manage the non-dues revenue. As you develop professional supports that are led by members and for members, you'll explore options for how to support this effort financially while financially investing in your member leaders.

Presenters: Marlin Jeffers, Shannon Rasmussen, Barbara Hopkins

SFH 301

Level 2: Mobilizing and Power Building, Level 3: Agenda Driving

The 5-Minute Tax Return and Other Useful Regulatory and Recordkeeping Information

Did you know that you can do a typical local's tax return in 5 minutes or less? Come to this session and learn just how easy it is to file IRS Form 990-N. In addition to doing a practice return, this session will also cover other helpful regulatory and recordkeeping information that every association needs to know and understand.

Presenters: Paula Purdy, Rodney Rowe

SFH 302

Level 2: Mobilizing and Power Building, Level 3: Agenda Driving

Strategic Budgeting 101

This session helps participants learn strategic budgeting basics for maintaining the association's fiscal health through the use of the strategic plan.

Presenter: Bob Maleta

BOD 003

Level 1: Foundational, Level 2: Mobilizing and Power Building

RA Briefing and Planning Part Two: What's My Responsibility After the RA? - *FOR MEMBERS OF THE NEA BOARD OF DIRECTORS ONLY*

During and after the NEA Annual Meeting, board members have a role in carrying the work forward. Whether it's supporting members or helping them to understand the role of the national association, board leadership is vital. This predominantly level 3 session connects multiple leadership competencies and is designed to move board members from mobilizing and power building to agenda driving.

Presenters: Brenda Robinson, Ed Ventura