

2019 NEA National Leadership Summit Institutes
Colorado Convention Center
Denver, Colorado
March 15-17, 2019

2019 Advocacy Institute:

This Institute will help participants build advocacy skills relevant for the bargaining table, the legislature, the workplace and in the community. These skills include worksite organizing, advocating for social and racial justice in education, and developing effective communication and messaging skills, all of which overlap with other key competencies. Participants will leave motivated to create and lead strategic advocacy campaigns that will advance public education and protect our students and members' professional needs and rights.

Advocacy Competency Themes

Utilizes best practices in advocacy and political efforts

- Identifies and discusses fundamentals of advocacy practice and theory. (Level 1: Foundational)
- Engages self and activists in high impact activities that produce racially just policies and culturally competent advocacy plans and strategies. (Level 2: Mobilizing & Power Building)

Engages and builds mutually beneficial relationships to advance advocacy and political goals

- Learns issues to better understand content and shares key messages with members, the community and partners. (Level 1: Foundational)
- Creates and implements with others advocacy plans that support student learning, especially for those students most in need; addresses racial equity in education. (Level 2: Mobilizing & Power Building)

Acts as a political advocate

- Equips members to become more effective advocates for themselves and others by getting them involved in the political process (at the level that makes sense for them) and provide valuable education, information and research. Connects legislative advocacy to the political process. (Level 2: Mobilizing & Power Building)

Makes strategic plans that are data driven and uses analysis and metrics to achieve key advocacy and political goals

- Understands core data principles and the importance of using data to secure political and advocacy wins. (Level 1: Foundational)

Pre-Summit work

- Complete Leadership Self-Assessment – Advocacy
- Register and participate in the Advocacy edCommunities site
- Complete a 15-30 minute information session on Friday, March 15, 2019 at 4:15-4:45 pm.

Breakout Session One (March 16) - 120 minutes)

Building Power through Politics: Learn how to engage members to connect politics, policy, and activism to bring change at every level. Leverage the momentum of #RedforEd to organize for political action, highlighting member stories to get the schools our students deserve.

Breakout Session Two (March 16th - 120 minutes)

Influence decision makers and first steps to running for office: Learn about advocacy, accountability, and lobbying strategies to influence decision makers and hear about the first steps to running for office to become the decision maker yourself!

Breakout Session Three (March 17th - 120 minutes)

Reimagining Bargaining and Advocacy: Uniting Educators, their Students and the Community for the Common Good. Learn how to build your local affiliate's capacity and leverage collective power. Learn about taking charge and implementing educator-led solutions that work for all our students. Unions and community partners can unite to demand changes that benefit students, educators, community members, and public education. This is the perfect opportunity to engage on issues such as community schools, the culture of excessive testing, school safety, closing the educator pay gap, improved professional development and equity in all classrooms.

Certificate of Completion

At the end of the institute participants will receive a Certificate of Completion from The Advocacy Institute.

Post-Summit Work

- Participate in the Advocacy Institute follow-up webinar to discuss continued implementation strategies and share experiences with other participants. (May 2019)

- Completion of the candidate self-assessment questionnaire to further explore if you (or another public education ally) are ready to take the first steps to run for public office. (April 2019)
- Updates on back home efforts in your local association on preparing for targeted political action, member engagement, and building community connections. (June 2019)
- Completion of the lobby action plan with a specific “ask”. (July 2019)