



S · U · M · M · E · R LEADERSHIP CONFERENCE 2020

JULY 14-17, 2020 • SALISBURY UNIVERSITY





S · U · M · M · E · R LEADERSHIP CONFERENCE 2020

TAKIN' IT NEW SCHOOL! UNION VALUES FOR OUR TIME

SLC 2020, we'll explore the rich history of the brave union activists whose legacy is the foundation of the exciting new union movement we've seen in the past several years. But let's be real—it's not 1926, so we're takin' it new school! Discover the issues and skills that are making the new union movement relevant and successful for educators and give hope to our students, schools, and communities.

On the Schedule

WORKSHOPS

Registration required for workshops.

*See Workshop descriptions for eligibility

Association Representative (AR)

The Key to a Strong Union

Member Advocacy

What Does Your Contract Say?

Early Career Educator Academy

Build Your Local ECE Group

Organizing 1 *Basic Principles in Building Power and Demanding Change at Your Worksite*

Organizing 2 *Advanced Principles in Building Power and Implementing Strategic Action at Your Worksite and School District, and in Your Community*

Collective Bargaining 2 *Simulated Traditional Bargaining*

Emerging Leaders Academy *So You Want to Be a Leader?*

Locals Officers Advance

REGISTRATION

Register at marylandeducators.org

ELECTIVES

There is no pre-registration for electives.

KEY TO NEA LEADERSHIP COMPETENCIES

FOUNDATIONAL	LEVEL 1
MOBILIZING & BUILDING POWER	LEVEL 2
NEA LEADERSHIP COMPETENCY	ORGANIZING
NEA LEADERSHIP COMPETENCY	ADVOCACY
NEA LEADERSHIP COMPETENCY	GOVERNANCE & LEADERSHIP
NEA LEADERSHIP COMPETENCY	LEVEL 3 AGENDA DRIVING

To learn more about NEA leadership competencies, visit bit.ly/NEAldshp.

Course Descriptions

Association Representatives *The Key to a Strong Union*

FOUNDATIONAL

LEVEL 1

NEA LEADERSHIP COMPETENCY ORGANIZING

For (but not limited to) new ARs or members considering being an AR. Class limit: 25 members

ARs play a valuable role in ensuring that their association can effectively advocate for members, students, and the community. This training will build a foundational role and provide a toolbox of skills for ARs.

Some topics covered will include:

1. How to hold a great 10-minute meeting
2. Why we have one-on-one conversations and how to do them well
3. Building mapping and member recruitment
4. Rights, roles, and responsibilities of the AR

Member Advocacy *What Does Your Contract Say?*

FOUNDATIONAL

LEVEL 1

NEA LEADERSHIP COMPETENCY ADVOCACY

For (but not limited to) member contract teams, experienced ARs, and local officers. Class limit: 15 members.

**This course is recommended for 2 or more members with the same negotiated agreement, so that the research and role plays are valuable.*

Attendees will leave this training ready to advocate for themselves, their co-workers, and members at their school. Using the local association's negotiated agreement, and examples from MSEA locals as a basis, attendees will learn techniques and strategies to:

1. Identify potential conflicts, problems, and negotiated agreement violations in the workplace
2. Conduct member meetings to hear concerns and get needed information

3. Investigate the concerns, the negotiated agreement, and the past practice
4. Seek informal conflict resolutions and solutions at the lowest level

Organizing 1 *Basic Principles in Building Power and Demanding Change at Your Worksite*

FOUNDATIONAL

LEVEL 1

NEA LEADERSHIP COMPETENCY ORGANIZING

For (but not limited to): ARs, members of faculty advisory councils, all members. Class limit: 25 members

All educators face numerous challenges at their worksite daily, often with no clear path to resolution.

MSEA's Organizing 1 training will empower members to:

1. Identify issues that affect educators
2. Develop a plan to address the issue
3. Have one-on-one conversations that move members to action
4. Build long lasting power to address future issues that arise

Organizing 2 *Principles in Building Power and Implementing Strategic Action at Your Worksite, School District, and Community*

MOBILIZING & BUILDING POWER LEVEL 2

NEA LEADERSHIP COMPETENCY ORGANIZING

For (but not limited to): Experienced ARs, graduates of Organizing 1, organizing committee members, all members. Class limit: 25 members

As a union, the worksite is the epicenter of our organizing efforts, but to build the power needed to win what our students and members deserve, we must be prepared to go beyond the worksite.

This workshop will focus on:

1. Involving the community, parents, and allies to form effective coalitions

2. Comprehensive organizing strategies, timelines, and principles
3. Building a full campaign plan
4. Maximizing your effectiveness as a skilled organizer

Attendees will spend time mapping out real-life issues, determining potential allies and developing a strategic campaign plan.

Early Career Educator Academy *Build Your Local ECE Group*

FOUNDATIONAL LEVEL 1

NEA LEADERSHIP COMPETENCY ORGANIZING

**Limited to: Early career educator members (less than 10 years in the profession) currently leading an ECE group, committee, or have been selected to start this initiative in their local. Class limit: 25 members*

As more and more new teachers enter and leave the teaching profession, ECE members are leading MSEA's efforts to support their colleagues. Have you heard of locals having ECE groups or committees that are successfully engaging ECEs? Do you want to start one? Are you currently running a committee designed to engage ECEs or something in between? If you answered yes, this training is for you.

This course will address:

1. Best practices for ECE groups at the local level
2. Recruitment strategies on how to recruit and retain ECEs to your group
3. What resources and opportunities exist for ECEs
4. Goal setting and planning time

Collective Bargaining 2 *Simulated Traditional Bargaining*

MOBILIZING & BUILDING POWER LEVEL 2

NEA LEADERSHIP COMPETENCY ADVOCACY

For (but not limited to): Bargaining team members, attendees of MSEA's Collective Bargaining Conference, SLC Bargaining 1 graduates. Class limit: 15 members

**Must have some bargaining experience or knowledge*

This exciting level 2 workshop will advance the bargaining skills of union activists by moving theory into practice with interactive bargaining "at the table" where attendees will negotiate in teams with feedback and discussion from experienced negotiators/trainers.

Key features:

1. Face-to-face bargaining sessions
2. Bargaining plans, strategies, tactics, and techniques
3. Local union scenarios and simulations
4. Member organizing and contract campaigns

Emerging Leaders Academy (ELA) *So You Want to Be a Leader?*

FOUNDATIONAL

LEVEL 1

NEA LEADERSHIP COMPETENCY GOVERNANCE & LEADERSHIP

For (but not limited to): SPARKS graduates, new ARs, new committee members/chairs, members interested in becoming association leaders. Class limit: 25 members

The longstanding ELA is an introductory course that trains new leaders and those who are starting to pursue leadership roles in the association. Graduates of ELA have chaired local committees, served as local presidents and MSEA directors.

Attendees will learn:

1. The nuts and bolts of the local, statewide, and national association
2. The opportunities to get more involved and take on leadership
3. The basic skills needed to grow into an effective association leader
4. Meet with and learn from experienced unionists

Graduates of ELA have chaired local committees, served as local presidents and MSEA Directors

Local Officers Advance

NEA LEADERSHIP COMPETENCY LEVEL 3 AGENDA DRIVING

NEA LEADERSHIP COMPETENCY GOVERNANCE & LEADERSHIP

**Limited to: Current local officers of MSEA locals. Class limit: 20 local officers*

This workshop is for local officers (president, vice president, treasurer, secretary, board members) to:

1. Learn the skills needed to run a local association
2. Discuss common challenges, pitfalls, and solutions by position
3. Create lasting connections with other leaders across the state