

UniServ and Organizer Focused Discussion: Building the Power to Win in these Times



August 19, 2025

Do you want to build the power of your local?

Apply and learn more about THE CAMPAIGN LAB



Interested in coaching?

Scan the QR code!





Focused Discussion

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Honoring This Space

We begin by acknowledging that through a history of colonization and brutality, we are all currently logging in from traditional lands stewarded by generations of indigenous people.

We honor these indigenous people, all elders, past, present, and emerging. We are called to learn and share these learnings about this tribal history, culture, and contributions that have been suppressed in the telling of the story of what we now call the United States of America.

KEY OUTCOMES



Participants will understand:

Why the Campaign Lab exists

How the Campaign Lab operates to support and network local campaigns

How to apply for participation in the Campaign Lab



Shout Out from Zoomtown in the Chat

Name
Pronouns
Work Location

Dreams and Challenges





What does a Loving Community or School look like?

What of these descriptors your Union Work now?



What or Who is preventing you from achieving this dream?



Breakout Time

10 minutes

Select a person who
will report out when
we return



Funded, fed, inclusive,
safe, cared for...
This IS ALL union work
in the
Campaign Lab



The Campaign Lab



So what is different about the Campaign Lab?



- › Local Focused
- › Any member can apply
- › Coach and Mentor
Coach Structure
- › Nationally Networked

The Campaign Lab Focuses on This

Organizing

- › “To organize is to build mass support and strength among ordinary people. Organizing draws its power from working people’s biggest strength: our numbers. The work of organizing is systematic and rigorous: It requires connecting with every single worker in a shop, every educator in a building, every building in a district. At its core, it asks people to understand their own agency and to make choices about how they will exercise it.”

Imagine

A network of 500 NEA locals all in some stage of a pro-public school issue campaign.

A structure of 250 Campaign Coaches supporting and connecting the Leads of those campaigns.

A layer of 50 Mentor Coaches providing support and resources

All convened under the Campaign Lab in Coalition with National Education and Worker Justice Partners.

What kind of power structure could we build?

And that is what is different about Campaign Lab.



This is an intentionally created and networked leadership structure focused on building and using power within and across issue campaigns.

Possibilities



Breakout Time

What could your locals
do in the Campaign
Lab?

Questions for us?
Select a Reporter





What could your locals do in the Campaign Lab?
What questions do you have about this?

Nuts and Bolts



How the Campaign Lab works

Local or State team wants to run a campaign

- Local or states have a team that wants to run a campaign on a particular issue.
- They notify their state affiliate.

Team applies to the Campaign Lab

- NEA will review the Campaign Lab application and conduct an interview with the team to make sure we are aligned.

Team starts planning their campaign with a coach.

- Team meets with coach to start planning their campaigns.
- They determine what type of training they need to run their campaign.

How the Campaign Lab works

Execute their campaign & Apply
for grant

- Execute campaign plan.
- Bi-weekly meeting with their member coach.

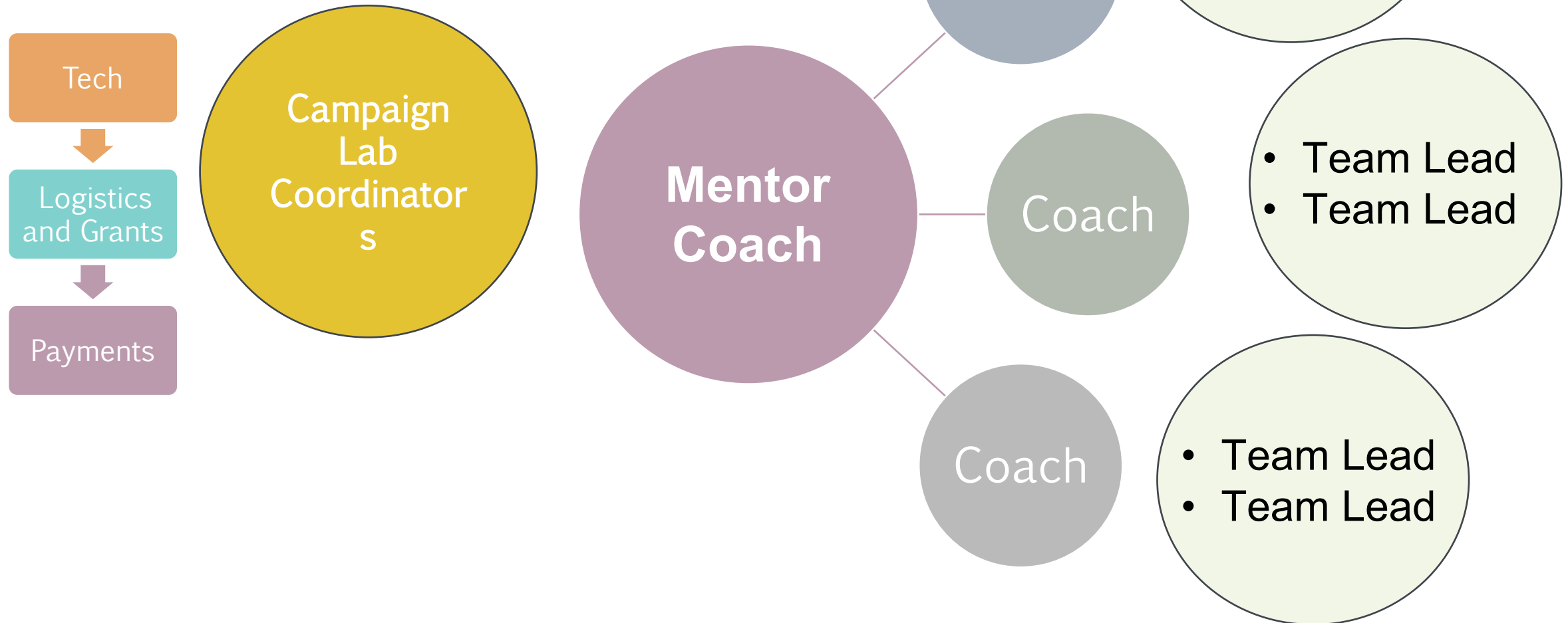
Campaign Lab
Community

- Monthly meeting with all of the other locals and states that are running campaigns

Scan here to apply for
the NEA Campaign Lab:



Basic Structure of Campaign Lab



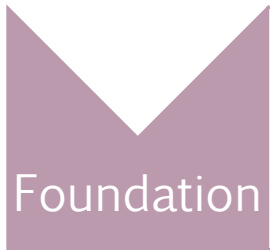
Description of the Coaching Structure

Team Leads, a local member, commits to meeting twice a month with a campaign coach to discuss their progress for problem solving, advice, and coaching towards next steps. They attend an all call meeting once a month to hear from others across the country that are also doing this work. Once a coach and a mentor coach agree that the Team Lead and local have a plan, have a team, and are ready to begin taking actions according to an actual escalating plan, the team receives a seed grant of \$2500.

Coaches, high capacity, campaign minded, members serve as coaches. They receive training and support to do this. They agree to coach up to two local teams and receive an annual stipend of up to \$1800. They commit to meet with one to two teams, twice a month and attend the monthly all call meetings.

Mentor Coaches are typically staff, who have a record of leading campaigns or growing locals through organizing. They do not receive a stipend. They have no more than 5 coaches that they meet with once a month and attend the all call meetings.

Three Levels of Campaigns



- Planning and implementation of a single issue, single organization campaign



- Planning and implementation of single issue campaign, not the first campaign cycle for the team, and beginning to work with other organizations.



- High capacity locals that have applied to be part of the Advanced Campaign group – funding, capacity requirements, and accountability is at a high level.

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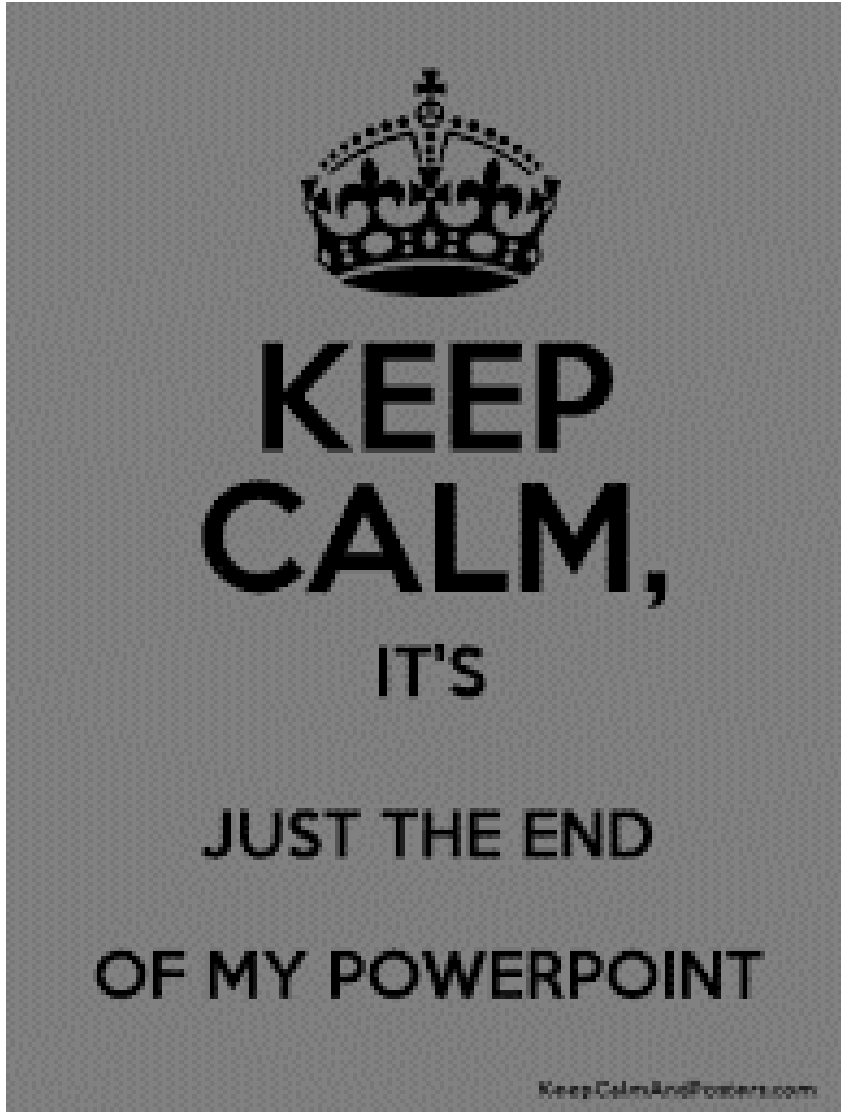
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Final Thoughts about Campaign Lab



What is one key take away you have from today's session?



Ending it Right

- Feedback via email and link in chat
- Check out other online trainings at
- <https://www.nea.org/UD-Org-Support/online-learning>