

FW: Foundations of winning campaigns update

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To: Holmes, Ellen [NEA] <eholmes@nea.org>

Not sure if someone's already sent this but here's the list/docs Helenna and I came up with in June

From: Smotherman, Chesca [CO]

Sent: Friday, June 9, 2023 4:29 PM

To: Chun, Helenna [CO] <HChun@coloradoea.org>; Mina Itabashi <mina@jwj.org>; Liz Smith-Rossiter <Elizabeth.Smith-Rossiter@nysut.org>; Bishop, Katie [WA] <kbishop@washingtonea.org>; Yvie Johnson <yvie.johnson@oregoned.org>; Cornell, Kaneale [SC] <KCornell@thescea.org>; Lytie, Kristin [WI] <lytiel@weac.org>

Subject: Foundations of winning campaigns update

Hi folks,

I was dropped from the group email thread on May 24th so I'll be honest in saying there may be duplicate work, questions or info below.

Helenna and I have spent a significant amount of time working on finishing a 1st draft of the agenda sum total sitting side by side on 4 screens checking between all of the drafts and documents.

We built out an agenda for day 2 based on [the notes from Vegas](#), there were comments in the SharePoint doc but it did not appear to have been updated. Day 3 remains unchanged as instructed, but needs to be looked at again to update it based on new contents for Days 1+2.

There is still work to be done, we have started a list below, but as two folks brand new to the team, there are probably things we missed.

Here are the files we have been working on:

Simple time and content tracker document –

<https://docs.google.com/document/d/1GSQntlm1CPQhYqZWahdQX2fHl6MEptGFbEX1jmfKtDc/edit?usp=sharing>

Day 1 NEW facilitator guide - [00 Day 1 NEW Facilitator Agenda Draft.docx](#)

(this has been updated to [match the google doc](#) that contained day 1 content)

Day 1 NEW slides – [00 Day 1 - NEW - Winning Campaign PPT.pptx](#)

Day 2 NEW facilitator guide – [00 Day 2 NEW - Facilitator Agenda Draft.docx](#)

Day 2 NEW slides – [00 Day 2- NEW -Winning Campaign PPT-FO-.pptx](#)

Day 3 – “NEW” facilitator guide - [00 Day 3 NEW Facilitator Agenda Draft.docx](#)

Day 3 – “NEW” slides - [00 Day 3 NEW Winning Campaign PPT](#)

Having now seen it all together, here's what we think is still to be done:

- Time/content flow check – there is a draft above, but it should be checked. We also moved break times based on content, not sure if that's allowed
- In section 1 of Mina/Liz's new content at the end there's a question - “possible group work?” Need to decide yes or no, Mina also had added some notes of things that could be moved or dropped and asked for

feed back

- Helenna put together a short section on inoculation – please take a look and think about if there are things we want to add (ex: amazon is a great example of how management fights back when workers try to win power)
- Much of the day 3 content seems like duplicate info from day one, if we want to keep it that way it needs to be updated to match the new day 1 content Mina and Liz created so we don't mightily confuse people. Alternatively, we could update and condense the front of the room stuff on day 3 and expand the work time on campaign plans/gallery walk/debrief
- Tiny slides – the content and the slide decks match, but they do not have the tiny slides for the 2nd half of day 1, some of day 2. Day 3 currently has tiny slides but may need to be redone, as the content needs to be reviewed now that day 1 and 2 have a complete 1st draft
- Handouts – This needs to be finalized and sent to print. Helenna went through and removed some content and there were additions from the new content – I don't know how it works or who makes it all into one big file before it is sent to print?
- The page numbers are going to change and once they do all of the guides and PowerPoints will need to be updated so they have the correct page numbers
- Pre-readings – need to revisit what was assigned before and see if there are any changes now that the content is different. Also will need to check for page number changes
- We used contents from other NEA trainings that may have also changed in Vegas – thinking about the section from Clubs to fighting unions – probably need to cross check?
- Essential questions and participant outcomes need to be updated throughout.
- In the section – “How do you build campaigns” 11:35 am – 12:00 pm
 - This is more or less 25 minutes on 3 slides – do we want to add an interactive activity? Our suggestion would be to have participants take a look at a couple of the campaign examples in the handout book and identify whether or not those campaigns had all 6 parts?

Our suggestion would be that the entire group review this full rough draft and docs, add any outstanding assignments to the list above we may have missed, jot down your questions/additions/concerns, and that we schedule a zoom to finalize who is doing which parts of the outstanding work and get it finished up. We could do this work together via zoom in breakout rooms if needed.

Just so folks know, we are both headed into our statewide summer leadership conference and will be tied up there for most of next week, we can definitely help answer questions via email

Please advise,

Chesca and Helenna