

Welcome!

In the chat:

Name

State Affiliate

Share a moment
when you realized
you could be
more than a rank-
and-file member

Reframing Membership

Raising Expectations

An NEA UniServ & Organizer Support Online Discussion

UniServ & Organizer Support

NEA's UniServ Training Program is designed as a "peer-to-peer" learning model. Our Academies are facilitated by a cadre of currently practicing UniServ Directors from across the country, who receive additional training in adult learning theory and racial and social justice. This year's training cadre members come from the following states: AK, AL, CA, CO, IN, LA, ME, MI, MN, MO, MS, NJ, NY, OH, OR, PA, SC, TN, UT, VA, VT, WA, WY.

Discover more UniServ training programs:

www.nea.org/UD-Org-Support



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Training Outcomes

Staff Perspective Matters:

It starts with you. Reducing barriers, building trust, and high participation organizing

Messages Matter:

A website is often the first impression. Understanding union semantics

Messengers Matter:

The first touch likely won't be from staff. Who is doing the ask is important

Land Acknowledgement

We begin by acknowledging that through a history of colonization and brutality, we are currently on the traditional lands stewarded by generations of the 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.





Staff Perspective Matters

It starts with you. Reducing barriers,
building trust, and high participation
organizing



Education
Association

Three Theories of Power

JANE MCALEVEY

Organizing

Best

Mobilizing

Better

Advocacy

Good

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Three Theories of Power

JANE MCALEVEY

Advocacy as a stand-alone theory:

This approach is characterized by an elite theory of power. Advocacy groups seek one-time wins or narrow policy changes, often through courts or back-room negotiations, without permanently altering the relations of power.

Reframing Advocacy as Interconnected:

Though a sustained shift in power is the desired outcome, the advocate often must be the initiator, the preparer of conditions for that shift. Advocates can do things and explain what they do. Advocates are the “proof of concept” that attracts others. That must be you.

Three Theories of Power

JANE MCALEVEY

Mobilizing as a stand-alone theory:

This approach is primarily elite-driven. Professional staff or activists set goals and direct the mobilization efforts. While it brings large numbers of people to the fight, it often involves the same dedicated activists and lacks the full mass of their coworkers or community. The strategy is controlled by the staff, and the participants have little say in the power analysis or strategy.

Reframing Mobilizing for as interconnected:

Mobilizing is doing, and the mobilized do stuff. For staff, mobilizing is the way we identify other potential advocates (leaders). Mobilizing should be the way we test strategy, assess strengths and weaknesses, provide practical experience for identified potential advocates – learning, growing power and our ability to project it.

Three Theories of Power

JANE MCALEVEY

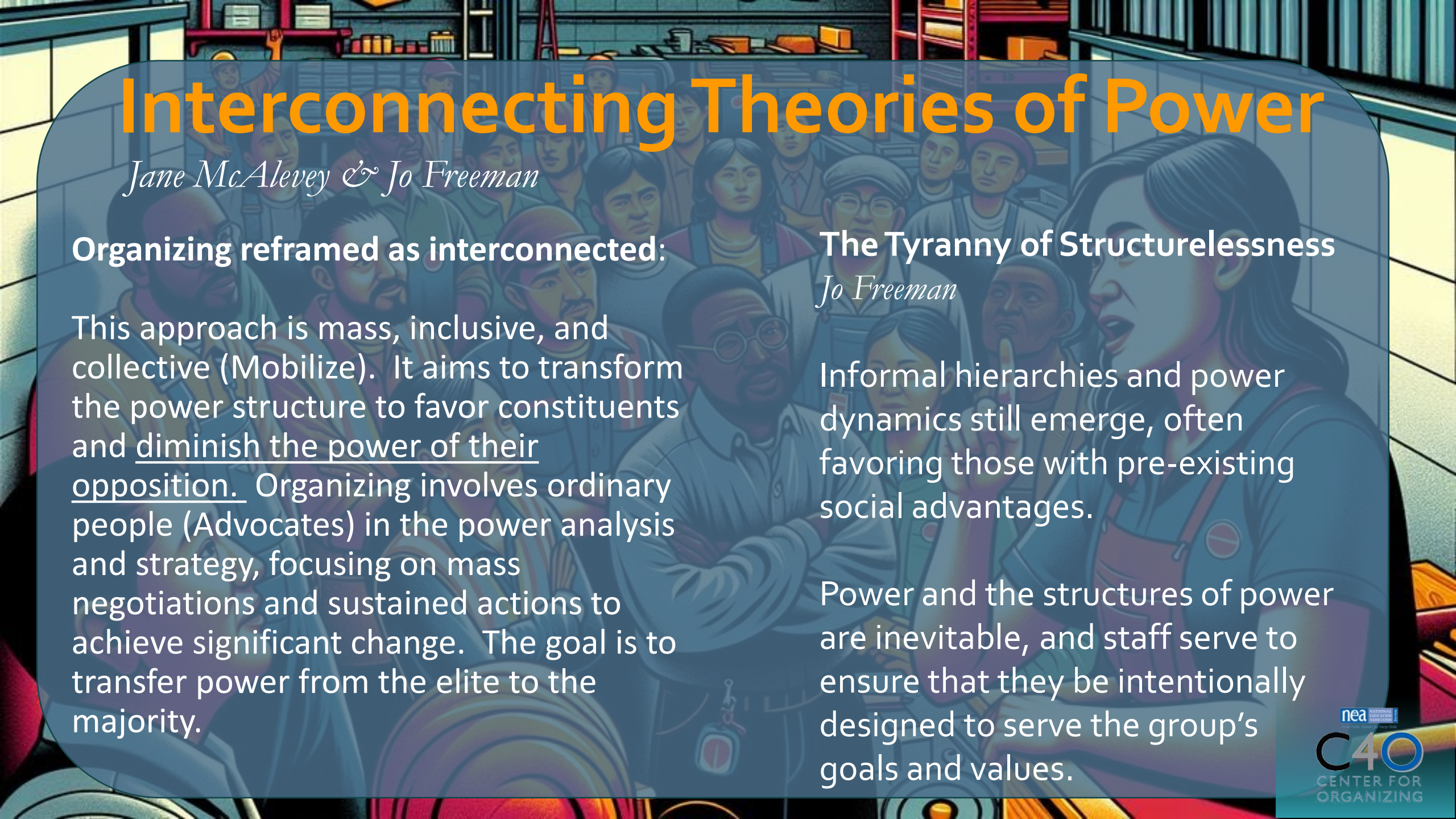
Organizing as a stand-alone theory:

This approach is mass, inclusive, and collective. It aims to transform the power structure to favor constituents and diminish the power of their opposition.

Organizing involves ordinary people in the power analysis and strategy, focusing on mass negotiations and sustained actions to achieve significant change. The goal is to transfer power from the elite to the majority.

Organizing reframed as interconnected:

This approach is mass, inclusive, and collective (Mobilize). It aims to transform the power structure to favor constituents and diminish the power of their opposition. Organizing involves ordinary people (Advocates) in the power analysis and strategy, focusing on mass negotiations and sustained actions to achieve significant change. The goal is to transfer power from the elite to the majority.



Interconnecting Theories of Power

Jane McAlevey & Jo Freeman

Organizing reframed as interconnected:

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The Tyranny of Structurelessness

Jo Freeman

Informal hierarchies and power dynamics still emerge, often favoring those with pre-existing social advantages.

Power and the structures of power are inevitable, and staff serve to ensure that they be intentionally designed to serve the group's goals and values.

Three Theories of Power *Jane McAlevey*



The Tyranny of Structurelessness *Jo Freeman*



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A man with a beard and glasses, wearing a light blue shirt and a red tie, is holding a brown iced coffee. He is looking towards a woman on his right. The woman has dark hair and is wearing a grey blazer over a white top and a long necklace. She is holding a yellow iced coffee and gesturing with her right hand. They are standing outdoors in front of a brick building with some greenery.

Embodying Core Values

Fairness, honesty/integrity, responsibility, compassion/empathy, safety, health, generosity, hard work/responsibility, community, freedom, democracy, binding contracts, equality, opportunity, respect, stability/security, unity, quality work, justice, collective action, dignity/respect, charity/community service, and due process.

Ideally:

Unions advance the welfare of all workers. They are based on the idea of justice, progress, and betterment of self and of society. They embody the universal ideal of human rights and the need to aspire to become more complete human beings. By becoming an active participant in the labor movement, members become part of something larger than themselves.

But this training isn't about members...it's for us staff

A photograph of two men standing outdoors, smiling and engaged in conversation. The man on the left is Black, wearing a light-colored button-down shirt, and is gesturing with his hands. The man on the right is white, wearing a light blue suit jacket over a white shirt, and is also smiling. The background shows green foliage and a white pillar.

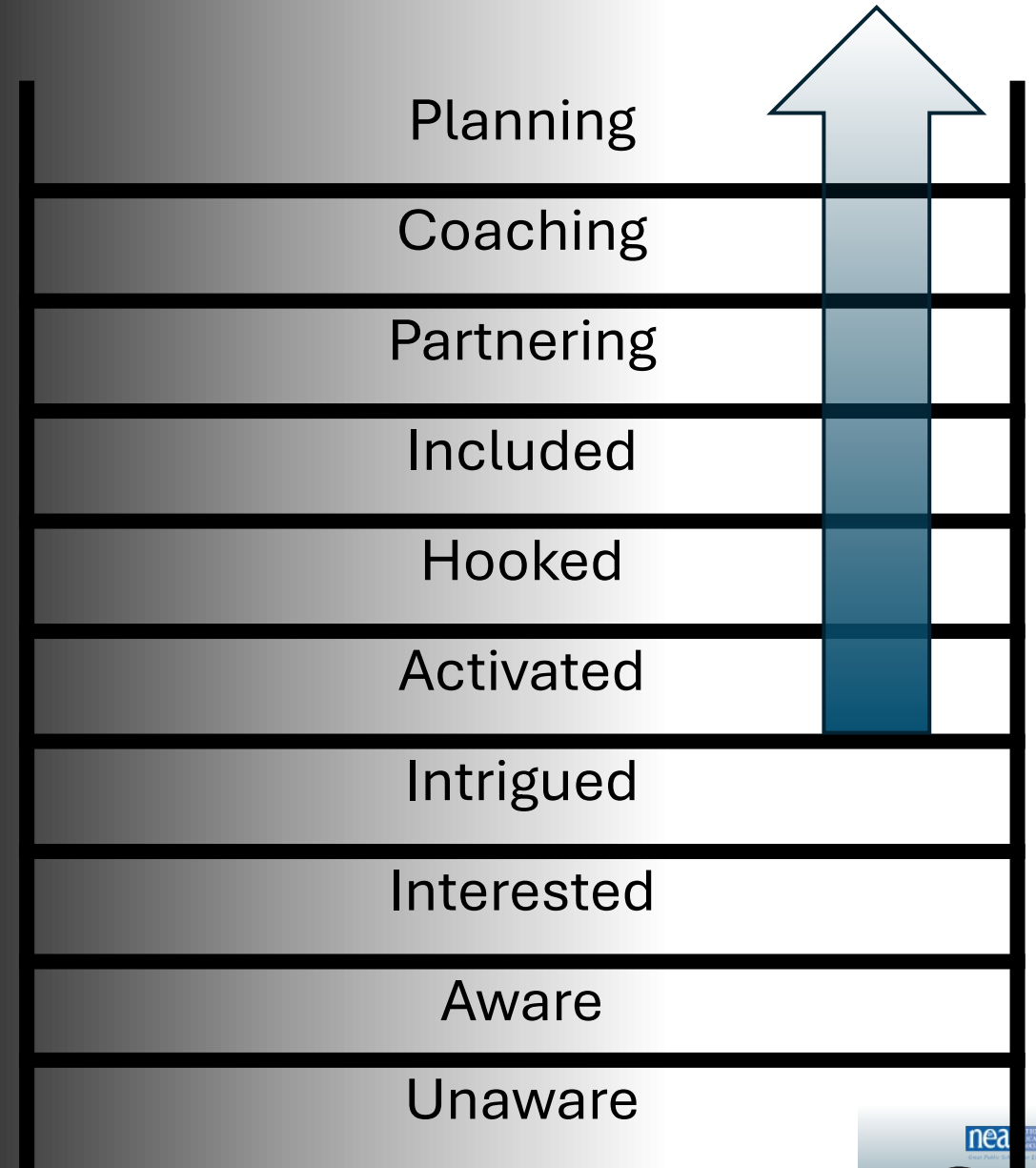
What Happens When We Say...

Fairness, honesty/integrity, responsibility, compassion/empathy, safety, health, generosity, hard work/responsibility, community, freedom, democracy, binding contracts, equality, opportunity, respect, stability/security, unity, quality work, justice, collective action, dignity/respect, charity/community service, and due process.

- ❑ What privileges might union staff have compared to members / potential members (e.g., income, job security, safety)?
- ❑ How might these privileges create barriers to trust or solidarity?

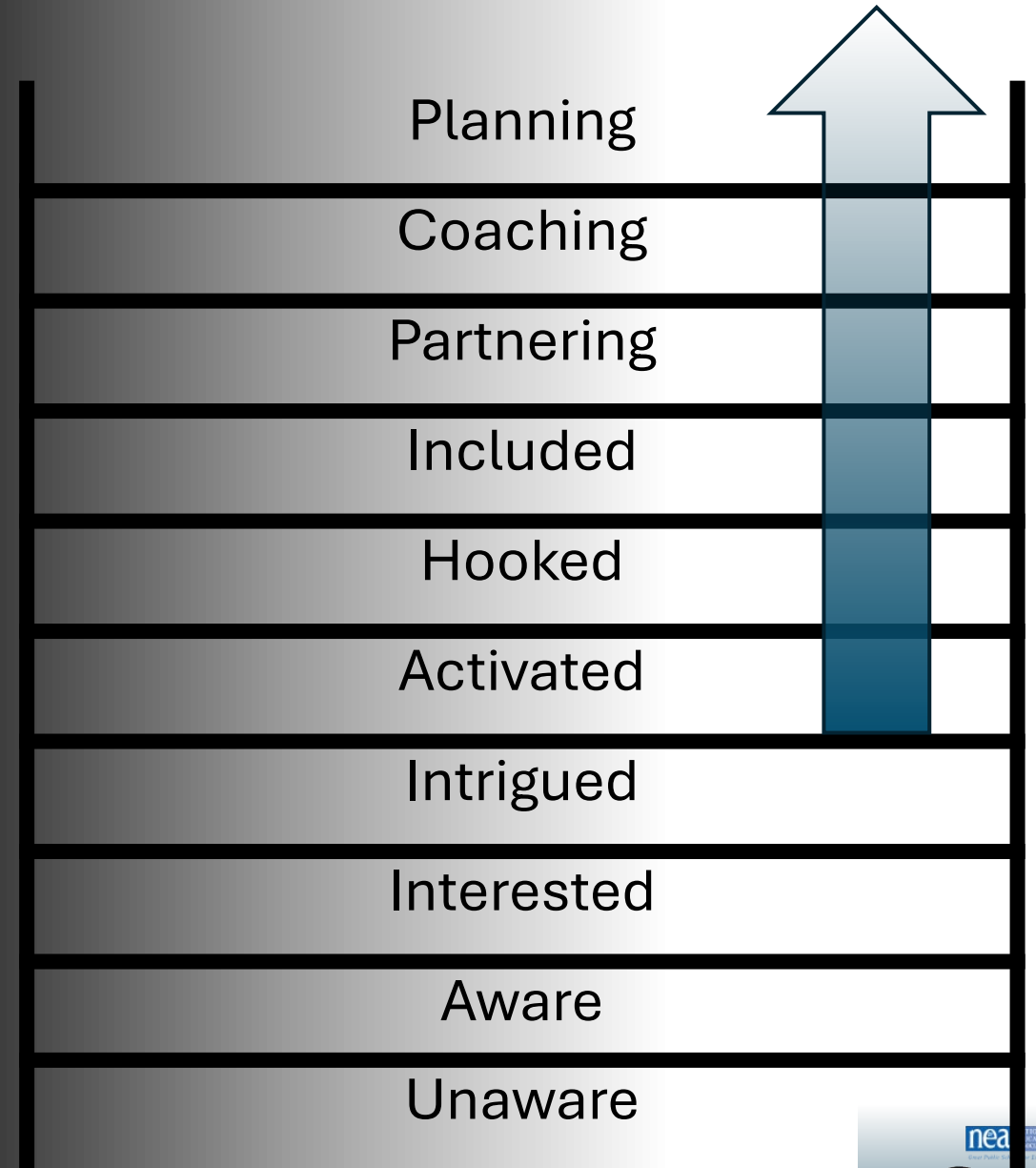


What barriers must be reduced and how do we build trust through Advocacy and /or Mobilizing to create the environment to achieve high-participation organizing?





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Messaging Matters

A website is often the first impression. Understanding union semantics

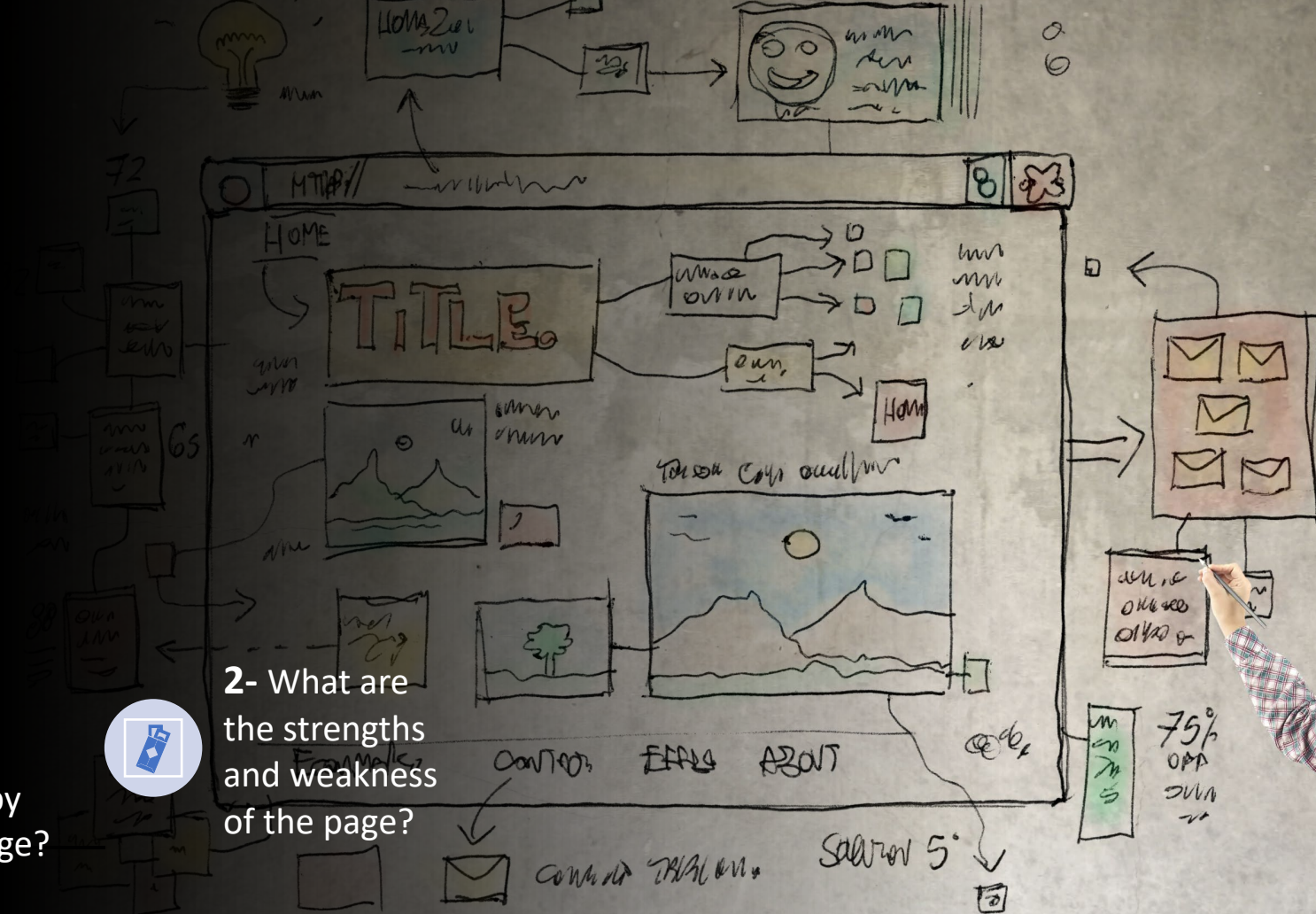




Find the webpage link matching your group number.
Determine a SCRIBE and Reporter
(See Google Doc)

1- What message is being delivered by the webpage?

2- What are the strengths and weakness of the page?





Find the
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My Rights ▾

My Movement ▾

My Union ▾



MY RIGHTS

Read your contract and get guidance on common concerns here.



Our contract and our unity protect our members and the students we serve in every school. Learn how to stand up for your rights, get help from CTU staff when you need it, and stand with fellow CTU members.

[READ MORE →](#)

MY MOVEMENT

Take action in the legislature, join citywide campaigns and learn how best to empower your LSC, PPC or PPLC here.

Along with parents, students and community, we advocate for the schools – and the city – that our students deserve. Learning, working and living conditions are not separate. Together, our Union wages a comprehensive fight for the soul of public education.

[READ MORE →](#)

MY UNION

Learn about the internal activities and resources of our Union here — such as our democratic bodies, our publications, discounts and professional development offerings.

Caring, democratic, united: CTU is more than 25,000 teachers, paraprofessionals and clinicians acting as one.

[READ MORE →](#)



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Don't 3rd Party The Union

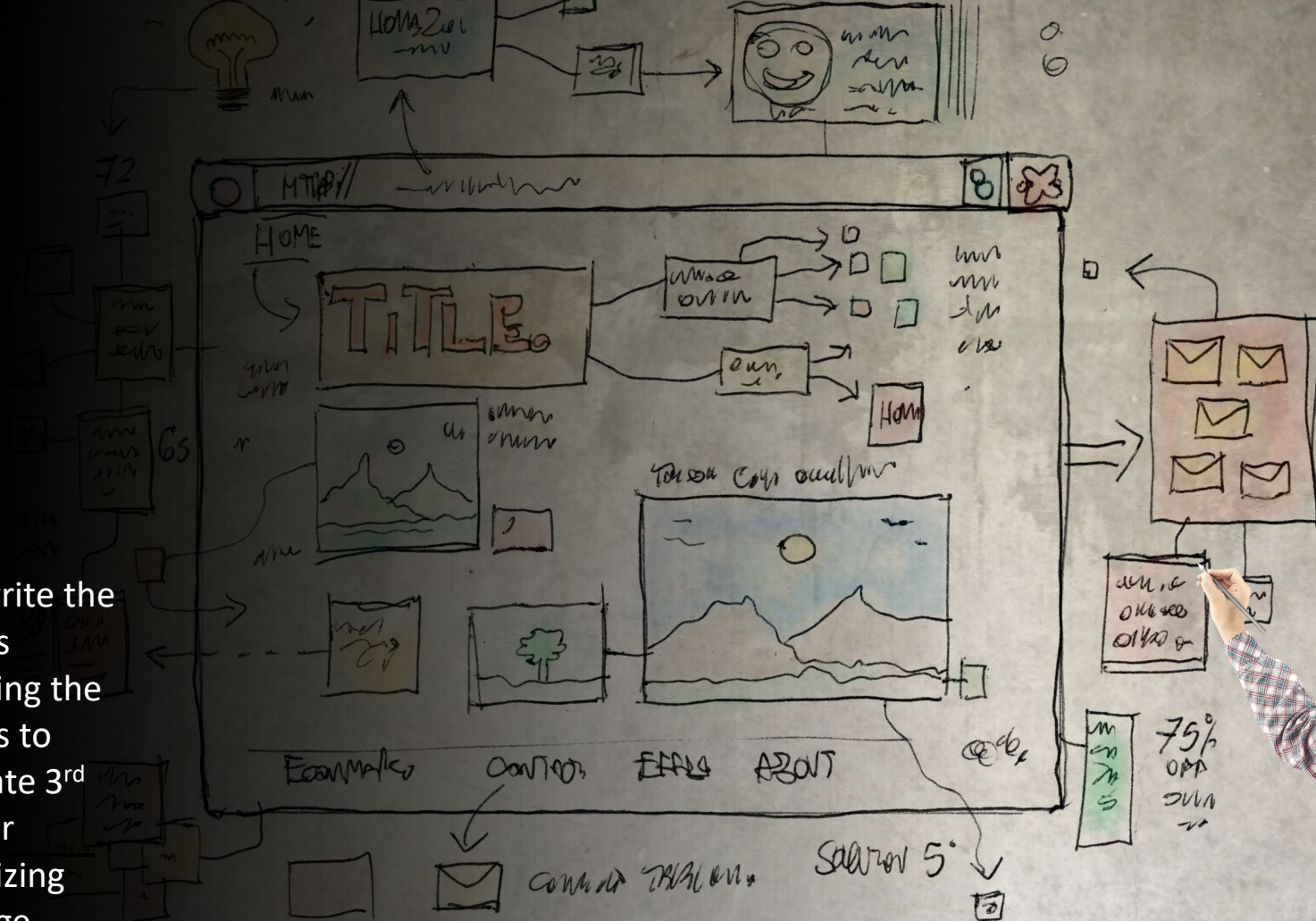
Even the smallest words represent a fulcrum of power. Referring to “the union” rather than “me” or, better, “us” linguistically denotes it as a third party.





Find the group of phrases matching your group number.
Determine a SCRIBE and Reporter
(See Google Doc)

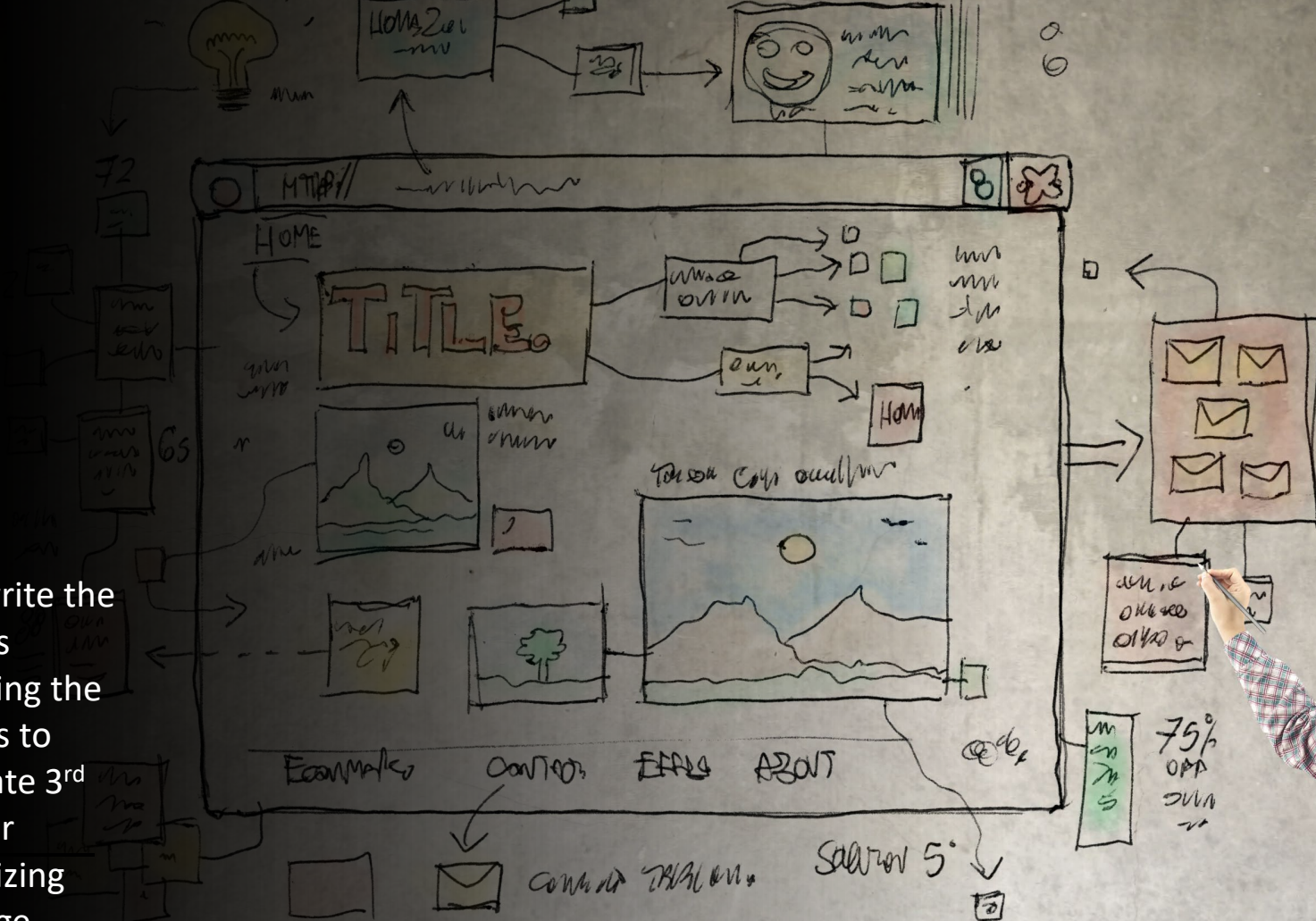
1- Rewrite the phrases reframing the phrases to eliminate 3rd party or patronizing language





Find the group of phrases matching your group number.
Determine a SCRIBE and Reporter
(See Google Doc)

1- Rewrite the phrases reframing the phrases to eliminate 3rd party or patronizing language



A photograph of four diverse people (two men and two women) sitting outdoors and smiling. The man on the far left is older, with a white beard and glasses, wearing a dark shirt. The woman next to him has curly white hair and is wearing a yellow shirt. The man next to her is wearing a tan hat and a blue polo shirt. The woman on the far right has grey hair and is wearing a striped shirt. They are all smiling and looking towards the camera. The background is slightly blurred, showing some greenery and a brick wall.

The Messenger Matters

The first touch likely won't be from staff. Who is doing the ask is important



Who is the best person to be inviting workers to join their union?



What methods and/or resources do these people need to invite workers to join their union?



Is this how it is typically done where you work?



Who is the best person to be inviting workers to join their union?



What methods and/or resources do these people need to invite workers to join their union?



Is this how it is typically done where you work?

A diverse group of people of various ages and ethnicities are laughing together outdoors. In the foreground, an older man with white hair is laughing heartily. Behind him, a young woman with glasses and a man with a beard are also laughing. To the right, a woman with glasses and a man with a beard are laughing. In the background, a woman with a hat and a man with a beard are laughing. The group is diverse in age and ethnicity, and they are all smiling and laughing together.

Building power requires...

the intentional and continual
inclusion of those who are not
already part of the base.



Reframing Membership:

The best person to make the invitation...

- Is trusted and respected
- Can present a relatable, value centered why
- Is honest about the risk involved with making change

Reframing Membership

Raising Expectations

Ending It Right

Next Online Session

February 23
Flipping School Board
Elections

Next F2F Event

January 31- February 2,
Constituency Organizing,
From Club to Fighting
Union

**All UniServ & Organizer
Support Programming**



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