



Campaign Lab Coaching and Leadership System Roles

Team Leads

Team Leads are local leaders. They are typically the person who submits an application to the Campaign Lab. The applicant does not have to remain in the role of Team Lead, however, they can recruit another person to serve in that role. Team Leads are the primary contact to the rest of the Campaign Lab system. They establish a campaign leadership team, work with that team to develop and implement an issue campaign, and maintain a consistent and strong relationship with the Campaign Lab system. Team Leads build the capacity of a leadership team to implement an issue-based campaign.

Team leads agree to meet with their Campaign Lab Coach twice a month to share ongoing challenges, update progress made, and build their capacities for leading a team. Team Leads also commit to attending once monthly networking calls with all the other leads and coaches in the system. Leads also agree to participate in online and fully funded in-person training as needed.

Campaign Coaches

Campaign Coaches are local leaders who have some experience in leading issue campaigns. They have applied and been selected to serve in this role. In this role, they agree to coach 1-3 local team leads. They meet with their assigned team leads at least twice a month. During these meetings, they are focused on coaching the team lead through any challenges or issues that the team lead is having. They help the team lead identify the actions they will take to address these. They also help to assess where in the campaign cycle a particular team is. They provide resources and help to network team leads who are working through similar challenges or are moving campaigns around similar issues. Campaign Coaches build the capacity of the Team Leads to develop their team and implement an issue-based campaign.

Campaign Coaches have agreed to meet twice monthly with their team leads, and once monthly with their Mentor Coaches. They have agreed to keep notes about each of their meetings and record when their meetings are scheduled. They have agreed to attend once monthly networking calls with all the other leads and coaches in the system. Campaign Coaches also agree to participate in online and fully funded in-person training as needed.

Mentor Coaches

Mentor Coaches, at this time, are primarily state affiliate or NEA staff. Mentor Coaches have each agreed to support up to 5 coaches. They meet with these coaches at least once monthly to network, to problem solve, to assess progress with certain campaigns, and to provide resources. Mentor Coaches build the capacity of the coaches to work with the Team Leads.

Mentor coaches have agreed to meet with their Campaign Coaches once a month, keep notes of these meetings, and record the schedules for these meetings. They have agreed to attend once monthly networking calls with all the other leads and coaches in the system. Mentor Coaches also agree to participate in online and in-person training as needed. These are fully funded by NEA.