

Moving DSEA Forward

Strategic Focus	Goals	Activities
Communications	Promote public education	Identifying opportunities to share student success and educator effectiveness - Ex. District Teacher of the Year billboards - DSEA Award Winners
	Increase awareness and understanding of issues that impact teaching and learning among DSEA leaders, members and staff	Identifying methods to provide information to leaders, members and staff that is usable by and meaningful to them. - ACTION - Social media - Face to face
	Develop and promote brand for DSEA that focuses on our "why"	
	Promote and respond to member feedback ("ownership")	County wide town halls
Organizing	1. on 1 relationship building conversations	
	Recruitment and engagement of new hires and non-members	
	Identify and build relationships with community partners	
	Events for members to meet and greet each other	Ex. Custodian picnic
Leading the Profession	Identify and build relationships with labor partners	
	Student centered, member led	
	Promote and support the professional growth of all members	Professional development training
	Identifying, training and support leaders	Identifying and providing information Union skills training Leadership summit
Political Engagement	Promote and protect rights of all members	Communications
	Increase member understanding and awareness of why we are involved in politics	Information sessions
	Increase member interaction with elected and appointed officials ("relationships")	Visits to buildings
	Sustain and increase PAC contributions	Attend their district/local meetings
Social Justice	Identify and support candidates who support public education regardless of party affiliation	
	Partnering with/or supporting efforts to promote equity of opportunity and fair treatment for all people	
	Promoting cultural competency and diversity among our members	
	Protecting rights of educators and students to discuss and promote social justice efforts	