

C4OAS Online Organizing Support Session: Flipping School Boards

February 23rd 2:30PM -4:00PM EST

Description: Flipping School Board Elections: the races that make a huge impact in the day-to-day lives of our members and yet often get overlooked. Join this 90-minute virtual session to critically engage with and connect with colleagues across the country on how we can support our members in organizing around school board elections. We will discuss the key factors to successfully flipping a school board election including working with outside groups, mobilizing voters, and finding candidates. This session will focus on continuing to build our skills as organizers to develop leaders, mobilize activists, create and maintain solid structures in worksites, and test our strength continually so that we are able to win big for public education everywhere, every time we step into the ring.

Goals:

Consensus on importance of getting involved in elections

Clear understanding on steps to prepare your local for success and calculating win number

Explore where and how to build your lists of members and voters

Share successful responses to overcome resistance to electoral work/improving local's capacity to win elections and explore how we can build infrastructure on planning and member involvement

Discuss best practices on engaging members as volunteers and campaign leaders

Explore best practices using case studies focused on increasing member ownership, overcoming right-wing candidates, and mobilizing voters with coalition partners

Awareness and utilization of NEA resources

Draft Training Agenda:

Time	Essential Questions	Resources	Instructions, Activity and Debrief (Facilitators)	Outcome
2:30pm – 2:35pm 	Title slide up w/music playing & chat engagement [Melissa running slide deck]			
2:35pm - 2:45pm Ellen, Bekah, Katie, Melissa 	Why are we here?		- Welcome – Ellen - Land Acknowledgement – Melissa - Introduce Training Team – Ellen - Community Agreements - Melissa - Why we are here - Bekah - Brainstorm all the ways the boss screws us over - What can we change in our members' lives by electing education champions who keep their campaign promises? - Connect it w/importance of elections in bargaining & representation - Hand off to C&E	Participants will realize the connection in their work at the bargaining table with the ballot box.

2:45pm – 2:57pm
Amber, Allie,
Meighan



How should
I get
started?

Campaign
Plan
template
w/readiness
assessment
[need to
create] -
Meighan

Setting Yourself Up for Success

Association Readiness, 3 min - Meighan

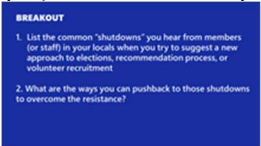
- Know your organizational structures & capacity level – such as ARs or committees
- State of your contact information and communication channels in your locals & who controls them
- How supportive and engaged is your leadership? If not, are there ways you could organize them to be more invested?
- What does your local constitution & bylaws say – including who decides how to spend money on politics (is it factored into your budget), how your local recommends candidates (and if you can change it)
- What are the laws? Dues money for member communication, PAC for the public. Who can you go to make sure you are following law and using the right authority line. Are there creative ways out there to spend money (using dues for issue education)? Connect with your GR Director.

What it will take to win, 6 min - Amber

- You need to pull previous election reports. Depending on your state, it may be on the county Board of Elections page or a state website.
- You need this data so you can calculate how many votes your candidates need.
- Win number for partisan seats
- Go through formula

Participants
will understand
how to assess
their local's
readiness,
calculate their
win number,
and find their
votes/volunteer
rs

		Getting lists from school district toolkit - Ellen	• Ask for vote goal, prize for first person who puts it in the chat, round up (4,708 & 3,019) • Win number in non-partisan races with more than one seat up are a little different. Make sure you are using viable candidates and it's always good to add a little 5-10% cushion. Member and voter lists, 3 min – Allie • Members ◦ Get updated lists from district, [if we get it, there is toolkit in the pdf] ◦ Know who your members are and what they care about. You can do this during any kind of listening tour or work into back-to-school blitzes. ◦ Find a system that works for you to keep track of it. ◦ Access all the resources and be creative when you have roadblocks. Call a friend from another state. • Voters ◦ We usually can't win an election with just our members ◦ VAN is offered free to your states. There is a designated administrator. Most states do not let members use VAN. If you go through your chain of command, we can help set-up programs with you on VAN, including tracking, phone, cutting turf packets etc. ◦ We know some of you can't access VAN, that sucks & we hate that for you. Here are some workaround ideas:	
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			▪ Get canvass or phone lists from candidates ▪ You can usually buy file from the Board of elections for a small fee. It usually comes in an excel file. Not the best but it could be a good way to do a postcard campaign or make turf packets for your leaders. Again, make sure you connect with your GR Director so you are spending money correctly. Transition to breakout rooms – Melissa TRANSITION: We know the most important factor in Association Readiness is having engaged staff, leaders, and members. I know most of you have no problem getting folks to do new things, but there are some folks who may benefit from getting the tips on how you do it. We're going to hand it off to _____(name) to explain the breakout.	
2:57pm – 3:22pm Breakout Rooms (report-out 5 min)  BREAKOUT 1. List the common "shutdowns" you hear from members (or staff) in your locals when you try to suggest a new approach to elections, recommendation process, or volunteer recruitment. 2. What are the ways you can pushback to those shutdowns to overcome the resistance?	How can I overcome pushback in my local to changing the way we work on elections? How can I better prepare my	Facilitator compiles notes to share after	[Ellen will break participants out] Breakout Assignment, 10 min: 1. List the common "shutdowns" you hear from members (or staff) in your locals when you try to suggest a new approach to elections, recommendation process, or volunteer recruitment? What are the ways you can push-back to those shutdowns to overcome the resistance?	Participants will create responses to common "shutdowns" they hear when they want to innovate on their school board

	local for elections?		2. Two common problems during elections are no long-term planning to prepare and no member involvement, requiring staff to do the work. What are some processes/structures to put in place to resolve these issues?	elections and discuss best practices to involve members more and start planning earlier.
3:22pm -3:28pm Amber, Allie, Meighan 		Ladder of engagement example from C4OAS – Ellen	Engaging Members As volunteers, 3 min – Amber • Don't just make mobilizing ask. You have to organize people on the why. • Always be building your list. Don't just start at the beginning of year. It needs to be constant process. • Follow ladder of engagement, don't start with canvassing ask. Ask participants to put volunteer activities they've used in the chat (vote forward letters, postcards, texting, phone banking, poll working, etc.) • Make sure volunteering is a good experience. Try to take control training from campaign hacks, I guarantee you will train your members on canvassing better than they will. Try to make it fun (zoom w/prizes/music, don't always order pizza) • Delegate roles in activity (bring the donuts etc.) it provides more buy-in & helps with turnout • And speaking of turnout, have a tight turnout plan. I know some folks just use mobilize reminders in campaign world. Your flake rate	Participants will learn best practices on volunteer recruitment

ENGAGING MEMBERS AS LEADERS • Who is trusted & respected in your building when it comes to politics? • Fit the volunteer, not the position • Train them well • Create community • Make everyone a recruiter • Give the job away to a member if you can • Make them feel special 			will go down with more touches/in different ways (email, text, call). As leaders, 3 min – Meighan • Tell story of Jessica Fitzwater starting as PAC drive leader to County Executive • Don't rely on activist codes/past activism history. Do natural ID of leaders in buildings. This is a great question to ask members and will help you identify "Who is trusted and respected when it comes to politics in this building?" • How to foster more campaign leaders & keep ones you have ◦ Fit the volunteer, not the position ◦ Training ◦ Create community ◦ Make everyone a recruiter ◦ Give the job away to a member if you can ◦ Make it special	
3:28pm – 3:53pm Breakout Rooms CASE STUDY BREAKOUTS 1. Maryland's transparent recommendation process that builds ownership 2. How to beat the bad guys in a southern state 3. How we won in Fairbanks, Alaska with labor and coalition partners	How are locals increasing ownership and engagement from members? How are locals defeating school	Virginia WaPo Article - Bekah	Transition to breakout rooms – Melissa [open breakout rooms to choose, Melissa will explain how to join] Case Studies from Affiliates, 25 minutes [10-minute presentation, 10-minute questions focused around #1 Breakout Questions] • Maryland's transparent recommendation process that builds ownership (Joia, Maryland) Facilitator: Meighan	Participants will hear best practices on topic of their choosing and build community with other organizers facing similar issues.

	board hate slates and opposition campaigns ? How can I win by engaging coalition partners/		- Starting at Ground Zero in a Red State (Bekah, Virginia) Facilitator: Ellen - How we won in Fairbanks, Alaska with labor and coalition partners (Matt, Alaska) Facilitator: Allie	
3:53pm – 4:00pm Amber, Allie, Meighan 	What is available to help me win my campaign?	Prezi School Board Toolkit access instructions (need to make) - Allie See Educators Run handout - Meighan Evaluation link Handout PDF - Allie collates everything	- C&E Staff – Allie (7 min) - Resources NEA offers - Follow chain of command and talk to GR directors first - Training (states/locals can make requests & See Educators Run training) - Prezi toolkit - Handout PDF - Campaign Plan w/Association Readiness Survey - Getting lists from school district toolkit - Ladder of Engagement - Any info from case studies (WaPo Article from VEA) - Prezi access instructions - SER handout - Include bad guys sheet - Race/Class narrative? - New messaging guidance from Comms (Meighan has) - Evaluation link (put link in chat) https://forms.office.com/r/f7Yc3MDdre - Questions	Participants will understand where, what, and how they can access resources from NEA

Timeline:**Week of Jan 17**

- C&E drafts agenda to discuss w/C4O team

Week of Jan 23

- Joint call/feedback on training agenda 1/23
- Build out C&E content
- Recruit case study presenters

Week of Jan 30

- Build out C&E content

Week of Feb 6

- Slides/content done
- Evaluation form done
- Meghan/Allie connect with Matt and Joia about case study

Week of Feb 13

- Facilitators review case study content
- Documents to Allie to compile Handout PDF

Week of Feb 21

- Pre-session preview email for participants 2/21
- 2/23 Presentation

To Do:

Item	Driver	Deadline
Recruit case study participants	Meighan, Allie	ASAP
Slide deck	Meighan	2/6
Connect w/Matt & Joia	Meighan, Allie	2/9
Pre-session participant email	Ellen	2/21
Evaluation form	Allie	2/6
Resources documents	Allie, Meighan, Amber, Ellen	2/17
Send reminder to everyone before 2/23 to review notes & practice on their own	Bekah	Week of 2/13?