

# 2017 CTA REGION III LEADERHIP CONFERENCE

## ELECTIVE DESCRIPTIONS

### ***Avoiding Member Technology Trouble***

Technology is being pushed more and more by administration for our members to use in the classroom. That push has come with tons of issues that our members find themselves in, mostly unwittingly. This presentation will give some stories to illustrate problems that chapters have had to deal with and some solutions to help your members stay out of trouble.

### ***Basic Unionism***

Unionism involves more than collective bargaining and grievance processing. It is an opportunity to participate in a movement much larger than any individual industry to affect real social change. However, the realities of the day-to-day issues we face often push the larger “social change” agenda to the back burner. Therefore, we miss out on real opportunities to go beyond bread-and-butter issues and address issues related to social and economic justice outside our immediate experience. This session will be an opportunity to discuss how we can organize our locals to tackle both the everyday issues as well as participate in the larger community of labor.

### ***Be the Go-To Community Group***

So, you want to lead the conversation in the community around student achievement and making schools great: Great Schools, Make Great Communities. Come to this session! We’ll discuss the importance of developing a positive relationship with parents and community. Focusing on effective communication, strategy building, finding a connection and organizing around common goals.

### ***CalSTRS "Retirement Check Up"***

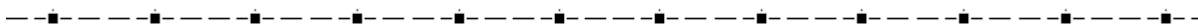
This workshop explains how your retirement benefit is calculated, the retirement process and timeline, the two main decisions to make at retirement and answers to your CalSTRS' retirement questions.

### ***Convince Me! Opinion in Oral Language Development***

Opinion and Persuasion for Early Primary Grades. Tips and resources for teaching students how to make a claim and back it up with evidence. You will leave this session prepared with lesson ideas, speaking structures, and a rubric to use across content areas. This session is targeted towards Pre-K, TK, K and 1st grade teachers and classroom aides.

### ***Creating Membership Engagement Through Issue Organizing***

Got an issue with an administrator or something members are frustrated about at a school site? Got a problem that needs to be addressed in the District? Don't just sit around and jaw about it. Organize! This workshop will cover all aspects of issue-based organizing including messaging; calendaring; maximizing member participation; effective member communication and outreach; conducting member assessment through commitments; mapping the school site/campus; mobilizing members to school board meetings and district events; connecting the campaign to membership recruitment activities, and soliciting student/community support. This workshop will also discuss the importance of engaging members in effective issue-based campaigns given the potential loss of fair share.



### ***Creating Unity Through Generational Differences***

Engaging all members and uniting your Association can be tricky! Baby Boomers, Generations X and Y, and Millennials are all educators in our schools. And they soon will be joined by Generation Z, the first generation to be raised entirely in technology. Baby Boomers are working more and more past retirement age. Tech-savvy Millennials, the largest generation alive, have now successfully entered the public-school workplace. Yet, with each generation comes new ideas, different values, communication styles, work habits and ease with technology. Each generation possesses their own unique creativity, problem-solving and critical thinking skills based on their life experiences. Are you working hard to unify your members, but unknowingly running into each generation's differences? How can you use those differences to build unity that reinforces your Association strength? Get ready to hear and share ideas on how to communicate and engage all generations. In turn, you'll walk away with ideas and strategies you can share immediately and use on Monday. You will be equipped to start building a powerful local Association by uniting your members from every generation.

### ***CTA 360 and Falcon***

Introducing CTA 360, CTA's new mobile app for leaders. This app is directly linked to MyFalcon, the Association Management System of CTA. During this session, you will be trained on CTA 360 functionalities including updating individual information and converting fair share individuals to full active members with just a few taps on your mobile device. Come see how this data links to MyFalcon and learn how MyFalcon reports and queries will compliment your organizing plan. Upon completion of this class and authorization from your chapter president, you will receive access to both tools.

### ***Eradicating the School to Prison Pipeline***

The School to Prison Pipeline is an epidemic that is plaguing our schools across the nation. Far too often, male students of color are suspended, expelled or even arrested for minor offenses. This causes an interruption in learning which can further lead to unemployment, a reliance on social welfare programs, and most seriously being incarcerated in prison the system. This session will examine the racial and ethnic disparities, zero tolerance policies and school suspensions, institutional similarities of schools and prisons and high stakes testing. We will also look at alternative programs that prevent and reform our schools from the prison system.

### ***An Exploration into SOGI; Sexual Orientation and Gender Identity in Schools***

Do you have LGBTQ+ students and/or colleagues? Do you have the courage to create a safe environment that fosters bravery to explore sexual orientation, gender identity and expression? This workshop is a transformative experience into privilege, identity, laws and terms as it applies to SOGI. It may be of particular interest to those who want to foster positive relations and support LGBTQ+ students and colleagues.

### ***Finding Your NGSS Superhero***

There is no need to take on the powerful NGSS alone. The secret to NGSS success is to team with secondary teachers to bring scientific victory to your classroom. Together you will defeat any caped crusader and equip your students with their own science superpowers! This session will provide collaborative tools, inquiry-based resources, and an innovative model to conquer the intimidating NGSS.

### ***Getting Your Message Out***

The stakes are high! Much of our influence on funding and supporting public education relies on our professional relationship with the public. We can shape policy and create a better future for our students by the way we frame our conversations at the national, state, and local levels. In this session, we will discuss strategies for members of each local to get our message to the public.

### ***2017-18 State Budget and the LCFF***

This presentation will include the details of the 2017-18 state education budget including information about the Local Control Funding Formula.

### ***Investing in our Profession: The CTA Institute for Teaching (IFT)***

Member-driven creativity, innovation and enthusiasm are the keys to transforming our profession. This session will provide an overview of how the IFT's strength-based approach has empowered CTA members to transform their classrooms, their schools and their school communities. IFT Grants provide resources to fund the passions that our members feel for their work and their students. If you would like to find out how you or your colleagues can get up to \$20,000 to fund a teacher-driven project for their classroom or in their school district, this session is for you.

### ***LCAP – Locals Taking Control***

Many of our locals have become frustrated by the LCAP process and its impact on our ability to advocate for fair bargaining settlements, academic freedoms, and the best interests of our students. This session will address both bargaining and organizing strategies and tactics that will assist our locals in taking control of the LCAP process to promote the best interests of our members and our students while blocking those policies that are damaging to our constituents.

### ***Leadership Boot Camp – Basics for Chapter Leaders***

As a leader in your Association, how do you become a knowledgeable resource to your membership? Come to this training and learn the “basics” about Unionism and Advocacy, along with your Collective Bargaining rights in California versus working conditions in Right to Work states. There will be a strong focus on membership recruiting and maintenance as we prepare for the loss of Fair Share. You will leave this training with wealth of resources, including legal representation and other resources offered as a member of CTA and NEA.

### ***Membership Engagement: All Ways, Always!***

What's fun, inspiring, and cool about participating in the union? Answers, tips and actions discussed in this session will energize you to organize always, all ways, all days. Come join our vibrant and fun discussion!

### ***Organizing for Success - EMLD Training***

In a strong local, the strengths of the diverse members are utilized. Reaching out and involving the membership is valued. Diversity among members and students is viewed as a benefit. There are successful strategies that have been used by chapters to promote cross-cultural understanding among members, in order to build a stronger local. These approaches support greater advocacy for public education. This session will outline ideas and resources for developing ongoing equity programs and greater involvement in your chapter.

**Organizing Through Social Media 101**

This workshop will highlight real life examples of how local association chapters are using social media and mobile devices to reach both members and the public for rapid and more efficient communications around a variety of issues, including advocacy, organizing and campaigns. Learn how to use Twitter, Instagram and Facebook to engage, interact and connect with members. This is an interactive session where trainers and participants will share strategies, gadgets, apps, tools and resources.

**Planning Effective, Meaningful Site Visits**

Join us in a workshop designed to cover the all-important work of implementing effective site visits. Site visits are the most important tool in membership engagement, and can be used as an organizing opportunity to reach our members for a variety of campaigns and issues. This workshop will cover the step by step details, including one-on-ones, small group meetings, messaging and materials, and the importance of post-visit evaluation and follow-up. We will also cover the how-to of the site-visit blitz, an important tool that can be used to elevate the urgency, visibility and publicity of any chapter issue or campaign.

**Population Education**

Join us to learn about human-environmental interactions in this inquiry-based hands-on/minds-on workshop. Help prepare your students to become environmental and global citizens by participating in an imaginative, memorable “best practice activities” designed to meet TK-8th NGSS and ELA/math Common Core standards. Free user-friendly materials CD!

**Power, Privilege and Privatization**

This session will consider how and why privatization goes hand in hand with privilege and power. It will specifically address the latest efforts to corporatize public education and reflect on the history of privilege to help us consider how we thoughtfully build power today.

**Presidents Academy, Module 2: Taking Control of the LCAP (Double Session)**

This module is a series of trainings designed to support new and ongoing presidents. The second module in the series, MODULE II: Taking Control of the LCAP, will focus on the essential information presidents need in order to effectively influence and improve the LCAP in their district. Participants will receive information and participate in active discussion on what the law says about the LCAP, key bargaining issues around the LCAP, how the LCFF integrates with the LCAP, new developments in the LCAP to be aware of, and materials on how to plan an effective LCAP campaign in their chapters.

**Protecting Immigrant Students and Families**

Many of our immigrant students and their families live in constant fear under the new administration. During our session, we will focus on our rights as educators to inform our students and families of their rights as immigrants. We will review current laws, statutes and contract language along with living examples of what educators can do and can't do. Join us in exploring ways to alleviate division and fear and advance education.

**Recent Legal Trends, Cases and Decisions Affecting Unions**

In this session, we will discuss the recent legal trends, cases and decisions affecting unions and CTA.

### ***Reduce Apathy Through Issue Organizing***

Creating a strong organizing culture in your association is the key to empowering your members! When members are empowered and active your local association wins at the bargaining table and beyond! Strong locals have organizing cultures built on core union values that bind members together. Strong locals use issues to organize around in order to build power and an organizing culture. By organizing your local you can, achieve and maintain parity with the District and your members will go from being apathetic to active members. Come to this training to find out how to unlock the power of your local through effective organizing.

### ***Retirement Savings Made Easy***

CTA Member Benefits will explain the importance of supplementing your pension benefits and provide an introduction to several basic retirement investment principles. The session will cover 403(b) and 457 plans, product offerings, and plan fee information. We'll talk about how you can protect your interests when selecting investment advisors and products. We will distribute and discuss numerous CTA resources that have been designed to help you make important investment decisions. The new CTA Retirement Savings Plan will also be featured.

### ***Rise Up! Organize and Engage***

Are you concerned about the future of your own union? Do you worry about the future of public education in this country? Then Rise Up! Organize and Engage for Unions and Public Education is the session for you. In this session you will learn how to connect with your members and the community based on shared values in order to build the solidarity, unity and power needed to meet the many challenges facing both unions and public education. You will be given tools and tips that will not only help build power in your own union to survive the potential of loss of agency fee, but will also link you to the community activist organizations who share similar values on public education, unions and many other social justice issues.

### ***School Board Contact Program***

So you finally elected friendly School Board/Board of Trustee members and a year later they were just like the previous School Board/Board of Trustees members. How did that happen? If your local is like many other locals you know how to elect them but not how to keep them listening. That's because most locals don't have a plan to keep constant contact with their Board. If you aren't talking to them you can bet Administration is. Learn how to put together a successful School Board/Board of Trustee communication plan through this training.

### ***Sharing Unionism with Charter Colleagues***

One of CTA's Strategic Goals is to bring unionism to non-union educational employees. This includes our colleagues working in charter schools, both independent and district-funded, both certificated and classified. Why would a charter employee want to be unionized? Because it improves pay and working conditions. Who is the best person to share this story? You. Ultimately the decision to be union is a personal one, and your story of the value of the union can be the one that lifts us all by empowering the most vulnerable of educational employees. Come to this session to discuss ways you can develop and share your story of union success. We will also discuss some of the legal framework surrounding unionizing charter teachers, and share some examples of charters that have successfully unionized.

### ***Special Education Issues: Rights and Responsibilities***

In this informative session, local leaders and members will familiarize themselves with the impact and implications of state and federal special education laws based on current statistics and information regarding special education issues. Bargaining strategies and language is embedded throughout this training. The topics of the training will focus on an environmental scan of special education in California, special education issues, rights of educators in IEP meetings, rights of educators to discipline special education students, and resources for local leaders to address special education issues. This session will enlighten and empower local leaders and members to clarify misconceptions about special education.

### ***Strengthen Your Member Engagement Skills With Member Benefits***

Looking for new ways to connect with and engage your members? Do you know that CTA and NEA Member Benefits offer almost 50 exclusive programs to benefit members of all ages?

Member Benefits staff will provide you with the new Organizing with CTA and NEA Member Benefits Tool Kit and tips on how to use Member Benefits in your member organizing, from one-on-ones to chapter events. Also, an overview of all Member Benefits will be provided to demonstrate how they can benefit you, your family and your career, and how they can do the same for your members.

Join us and learn how to use one of the many tools available to you for member organizing, the value of CTA and NEA Member Benefits.

### ***Stress Reduction/Management Activities***

Every day we are faced with challenges that could alter our day or even our week. Sometimes these things can cause stress in our lives and we need to find ways to decompress while at work. You can become more productive by eliminating the stressors so you can enjoy your job and your family. We will explore different methods and tips you can use to relax at work and at home. After this session, you will have a bag of options to control the stressors and in turn find peace at work and in your personal life.

### ***Tax Fairness –The "T" word***

The distribution of wealth upward to the 1% has accelerated in this country. The gap between the “haves” and “have nots” has widened to a point reminiscent of the Robber Barons of the late 1800s. Where insatiable greed and ruthlessness, unethical business practices, unscrupulous tactics and their total lack of concern for their workers drove our country into economic crisis and threatened our democracy. “They’ re baaack!” Together we will learn how we can educate members about the connections between wealth, economic injustice, the economy, taxes and school funding.

### ***The Role of Social Affairs and Association Programs in Increasing Membership, Engagement, and Political Activism***

What is the role of your local Social Affairs committee? We will teach you how to use the power of your association programs to increase camaraderie, community and membership. We will highlight techniques that encourage networking and professionalism and show how you can use committees to promote social justice. We will provide successful, practical examples that have been effective in addressing critical issues in our ever-changing educational and political landscape.



### ***When Silence Becomes Betrayal***

Do black lives matter? You may be thinking "Of course, All lives matter!". But do they really? This session is intended to transform perspectives around this dialogue. It may particularly interest those who want to have a deeper understanding of the impactful issues affecting everyone in America. Participants will engage in developing skill to deal with this highly emotional topic.

### ***Women's Leadership- Women and Power***

What is the link between "women" and "power"? Participants will learn about sources of power and how to use power effectively.