

7 GENERATIONS THINKING

Description: There are currently four generations in the workplace. How will we maintain and grow our union community when generations have different perspectives, needs, and ideas about unions? In this workshop, we will engage in looking at the union through a multi-generational lens. What can we consider doing differently?

ACADEMIC FREEDOM IN THE CURRENT POLITICAL CLIMATE

Description: “My principal made me take down my diversity poster.” “A parent complained because this author is from Afghanistan.” “Our Board is saying we shouldn’t teach about protest.” In schools across our nation, academic freedom is being limited and in many places attacked. We can’t let this happen. This interactive session will focus on how we can procure, promote, and protect academic freedom in our contracts and in our schools.

BARGAINING BASICS

Description: This is not meant to be a full-on bargaining training. We will cover the basics for new leaders who really don’t know the process at all, including surveying members, sunshining, negotiating in good faith, and what happens if you do or do not reach a settlement. Attendees will also learn about using data to determine a rational settlement and to maybe find a story to organize members.

BEYOND SURVEYS: CREATING ENGAGING WAYS TO GET MEMBER INPUT

Description: A key part of our strength as a union rests in the democratic involvement and input of our membership. Learn how to go beyond the standard survey method of getting membership input and feedback towards creating increased and on-going engagement that is meaningful as well as powerful. This is a hands-on workshop that will offer practical skills and tips on how to make our unions stronger and more effective.

In this session, participants will:

- Understand the importance of ongoing membership input for building a stronger union;
- Understand how to layer different types of membership input for a more complete understanding of membership priorities; and
- Practice creating and executing meaningful membership engagement for quality membership input.

BUILDING SITE LEVEL POWER

Description: If you want to build your capacity to improve your worksite and have greater influence in creating a positive environment for teaching and learning, this session is for you. During this session we will work out how to identify issues that demand attention, how to choose effective tactics that escalate actions as necessary, and how to effectively prepare for push back from administrators. Through good dialogue and fun activities you will learn how to build school site strength and solidarity.

BYLAWS TRAINING

Description: Pending.

ELECTIVE SESSION DESCRIPTIONS, Continued

CHAPTER ELECTIONS TRAINING

Description: Pending.

COMMUNICATIONS DURING A CONTRACT CAMPAIGN

Description: Learn how to organize a successful contract campaign based on effective communication--both internal and external. We will provide a crash course on communications, providing successful examples of both traditional and social media campaigns.

DIFFERENT MEETINGS & USING THEM TO BUILD POWER: EFFECTIVE SITE MEETINGS

Description: Tired of the same old executive board and rep council meetings. One report after another. The same people speaking for most of the agenda. This workshop is designed to help you with new ideas, getting away from just reporting information and moving towards true engagement. Learn to make the most out of these meetings in order to increase active involvement in your local. Effective meetings help move your local forward!

Participants shall:

- Experience an engagement centered rep council meeting
- Receive ways to facilitate rep meetings focusing on high member participation
- See the effective use of “wall charts”

EFFECTIVE SOLUTIONS IN AND OUTSIDE YOUR LEGAL RIGHTS

Description: This session will introduce an overview of the various legal rights and responsibilities you have as an elected Rep at your school site. Topics covered will include Duty of Fair Representation, legal rights in dealing with problematic students, parents and administrators and a discussion of school safety issues.

EMPOWERING MEMBERS TO ADVOCATE FOR THEIR RIGHTS

Description: Advocating is an essential function for chapters, and it is accomplished in a variety of ways. It is an attitude that permeates the whole chapter: from member engagement to bargaining, to grievances, to encouraging participation, through quality communication, training leaders, and to organizing and representing members under attack. This workshop will encourage discussion and sharing of experiences in all of these areas.

Participants will leave with tools to assist them in their locals, through quality communication in organizing and representing members under attack.

ENGAGING AND ADVOCATING FOR SUPPORT PERSONNEL

Description: Organizing and including Student Support personnel is fraught with challenges for the local association. Student Support personnel often work at multiple worksites and work different schedules and/or calendars. What are the issues that Student Support Personnel care about? How do we communicate with Student Support members? How do we advocate for them? What types of contract provisions are needed to protect Student Support Personnel? What about differential salary schedules and work calendars? How do you organize Student Support Personnel to support the larger bargain? Join this interactive discussion.

Attendees will learn how to identify the issues that Student Support Personnel care about and which are unique to their positions. Understanding these issues is a first step in advocating for contract

ELECTIVE SESSION DESCRIPTIONS, Continued

provisions that support their work. Strategies such as using employee well-being to push contract/non-contract provisions help make Student Support Personnel essential to creating a high functioning district and in engaging these members in support of the larger bargain. Participants will receive a checklist of support staff contract provisions that can be bargained to protect members in Student Support Positions.

EVERY MEMBER A NEGOTIATOR

Description: How to use negotiations to engage all members and generate more leverage to win the schools that students and educators deserve.

EVERYTHING A LOCAL LEADER SHOULD KNOW ABOUT ORGANIZING AROUND SPECIAL ED ISSUES

(CTA Instruction & Professional Development Department)

Session to be Held Twice

Description: Pending.

GENERATION DEBT: STUDENT LOAN FORGIVENESS

(NEA Member Benefits)

Description: Student loans are the second highest category of consumer debt in America, after mortgages with the average borrower owing \$41,000. With the need to continue their professional development, many educators continue to accrue this debt through much of their career. In this session, we'll learn about federal forgiveness programs that are available, the requirements, the hurdles, and complications (oh, the complications!). NEA Member Benefits is excited to introduce the *NEA Student Loan Forgiveness Navigator powered by Savi*, which assists members in evaluating what their options are through the loan forgiveness maze.

GET ON THE RIGHT TRACK WITH CTA/NEA MEMBER BENEFITS

(CTA/NEA Member Benefits)

Description: All Aboard! Looking for new ways to connect with and engage your members? We'll share great strategies to add variety to your Association's member engagement and retention platforms. Member Benefits staff will provide you with the Leader Pocket Guide and tips on how to use Member Benefits in your member organizing strategies, from one-on-ones to chapter events. Also, to assist with building member appreciation and loyalty, an overview of all Member Benefits will be provided including information on the CTA Retirement Savings Plan. Join us and learn how to use one of the many tools available to you when demonstrating the value of membership.

HOW TO HOLD THE DISTRICT ACCOUNTABLE FOR SPECIAL EDUCATION PROBLEMS

Session to be Held Twice

Description: In this workshop, educators will discuss their most challenging special education issues and learn about what they can do to protect themselves, their students, and their programs from being compromised. Basic legal, contractual, and direct action remedies will be discussed. CTA members will leave with confidence and knowledge to ensure that they can stand up for what's right without fear.

ELECTIVE SESSION DESCRIPTIONS, Continued

HOW TO WIN YOUR GRIEVANCES

Session to be Held Twice

Description: Contracts aren't worth anything if they're not enforced and members aren't engaged! At this session you will learn how to write winnable grievances and how to use grievances as an organizing and engagement tool to help your members win!

INSTITUTE FOR TEACHING: GRANTS CULTIVATE CREATIVITY WITH STRENGTH-BASED LEARNING ENVIRONMENTS

(Institute for Teaching)

Description: One of the keys to member engagement is support for teacher-driven creativity, passion, and innovation. This session will provide an overview of how the Institute for Teaching's (IFT) strength-based approach has empowered CTA members to transform their classrooms, their schools, and their school communities with innovative ideas and student-centered learning practices. In this session you will learn about how the IFT provides grants ranging from \$5,000 to \$20,000 to fund the passions that our members feel for their work with students.

JOURNEY TO FINANCIAL INDEPENDENCE

(CTA Member Benefits Department)

Description: CTA wants you to have a long and happy retirement. CalSTRS and CalPERS will only cover about half of the income you will need in retirement so it is essential that you start a retirement savings plan to make up the difference. There are a lot of plans offered to educators but many have high fees or surrender charges. In this session, we will help you get started toward a financially secure retirement and avoid the suboptimal plans. We will review the basics of saving for retirement using easy-to-understand terms. We will highlight the CTA Retirement Savings Plan which was designed for educators and the only plan endorsed by CTA. This plan has a simple "quick enrollment" process that makes saving for retirement easy.

LAUNCH YOUR LOCAL ORGANIZING WITH CTA 360PRO AND THE CTA 360 APP

(CTA Membership Department)

Description: Climb aboard, get ready to explore! Join us for an introduction to CTA 360Pro and the CTA 360 app, CTA's Membership tools for local leaders. Get trained on CTA 360Pro, the desktop and laptop access point to CTA's Association Management System. Also, learn to mobilize your membership with the CTA 360 app. Learn about your local's data and the information available to begin planning your organizing efforts. Upon completion of this class and authorization from your chapter president, you will receive access to both tools.

LESSONS FROM THE STRIKE LINE: MESSAGING, SOCIAL MEDIA & VIDEOGRAPHY

(CTA Communications Department)

Description: Real life examples, tools and tactics from the New Haven and Oakland strikes plus members will learn how to take and edit photos, create memes and post to social media, including Facebook Live. You'll need your smart phone for this interactive session and the following apps should be downloaded on your smart phone: Facebook, Twitter, Instagram, Snapchat, and Snapseed and a meme app (Meme Generator Free (Android), Meme Producer or Mematic). Options: Shadow Puppet (on iPhone) and Animoto.

ELECTIVE SESSION DESCRIPTIONS, Continued

LEVERAGING POWER COALITIONS WITHIN THE LABOR COMMUNITY

Description:

- Who, exactly, makes up “the labor community?”
- What role can a Central Labor Council play?
- How can we make common cause with our union sisters and brothers to improve the lives of our members and our communities?

Explore these and other questions designed to help you be a more powerful local union, win better contracts, and be powerful participants in your local labor movement!

LGBTQ+ YOUTH: BREAKING THE SILENCE

(GLBT Issues Session)

Description: As students struggle to deal with LGBTQ+ issues, educators need factual information and resources to support them on campus. This training will provide participants with strategies for reducing hostilities towards LGBTQ+ students and ways to create a safe learning environment for all students.

MAKE YOUR MEMBERSHIP SOAR - A LEADER'S GUIDE TO PLANNING, PROCESSING & PROMOTING

(CTA Membership Department)

Description: Zooming through the sky, don't let this pass you by! All local leaders, membership chairs and site reps play a crucial part in recruiting, engaging and maintaining membership for your local. Come get familiar with the steps, forms and timelines for membership. Learn how to explain CTA's maintenance of dues, understand your role in member retention, and become aware of the benefits important to all CTA members. Discover CTA's membership resources and tools to aid in developing and executing your member engagement plans.

THE MAKING OF A LEADER

Description: Is a leader made, born, or some combination thereof? How do you find them? What sort of movement will entice them to step forward? How do you foster a leader to actually lead?

Participants will leave with a better understanding of the qualities and characteristics of leadership along with identifying organic leaders within their membership, and expanding opportunities for leadership development.

MEMBER ENGAGEMENT THROUGH AN EQUITY LENS

Description: Have you noticed the lack of diversity on your E-Board and Rep Council? Ever wonder why both groups look the way they do? An ALL inclusive union is a stronger organization. Membership Engagement is key to building chapter capacity. Participants will discuss and look at strategies to increase participation and representation in the union.

MORE MONTH THAN MONEY: UNDERSTANDING PERSONAL FINANCIAL MANAGEMENT

(NEA Member Benefits)

Description: The most popular training offered by NEA Member Benefits. This training focuses on setting financial goals, learning about various investment vehicles, tracking daily expenditures, creating a cash flow statement, and establishing a budget. We'll also discuss the various CTA and NEA Member Benefits that can help members meet their financial goals.

ELECTIVE SESSION DESCRIPTIONS, Continued

MOTIVATING MEMBERS INTO ACTION

Description: Ever notice that the person that is “too busy” for union work has time for lots of activities outside of school? As humans we are motivated by self-interest, in other words, we make time for things that are important to us. In this workshop, you will learn how to identify members’ self-interests and motivate them into action with the goal of creating high participation sites in your local.

ORGANIZING FOR SUCCESS

(Minority Issues/EMAC Session)

Description: 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, among students in the classrooms and their families. These approaches support effective learning environments and greater advocacy for public education. This session will outline ideas and resources for developing ongoing equity programs and greater involvement in your chapter.

OVERCOMING OBJECTIONS & RECRUITING MEMBERS

Description: Participants will learn how to handle common objections to joining the union and how to turn objections into opportunities to grow the power of the union.

OVERCOMING UNIT DIVISION

Description: While we tend to remove ourselves from member to member conflicts, there may be times it would be in everyone’s best interest to offer help. Whether it’s one member versus one member or a whole school in turmoil, what are some ways to resolve issues, when should the association offer aid, and what should that look like?

SECRETS TO YOUR UNION’S NEXT BIG WIN

Description: Ever wonder why some unions get HUGE wins? Wonder no longer. This session answers that question and gives you the field-proven “formula” to achieve huge improvements in your union contracts and your members’ work lives.

Participants will know or be able to:

- Learn how to implement the formula that produces huge union wins.
- Learn how to implement the “huge win formula” with discipline every time.
- Know how to create an union that is owned by all members.

SECURING YOUR POWER BY ELECTING THE RIGHT DECISION MAKERS

(CTA Governmental Relations Department)

Description: Just like the title suggests, we will talk about techniques to help you and yours find and recruit candidates to run for your local board of education. Since finding them is not enough, we will also talk about the basics in election strategy and tactics. And lastly, we will emphasize how the actual work doesn’t even begin until after election day. To that end, we will walk through suggestions about how to continue building and maintaining those relationships post-election, and before the Superintendent puts honey and sugar in their right ear. In this day and age when organized teachers and educators are being attacked at the national level, we must continue to build real political power at the local level. Join us.

ELECTIVE SESSION DESCRIPTIONS, Continued

SOCIAL JUSTICE UNIONISM

Session to be Held Twice

Description: Social Justice Unionism is our work to protect and promote the human dignity and civil rights of all children, our union siblings, and our communities. It is our work to secure a more just, equitable, and democratic society, and to eradicate oppression. Let's share ideas, strategies, and resources to make Social Justice Unionism a part of our classroom lessons, our contracts, our union efforts, and our work with families and community allies.

In this session participants will:

- Gain a deeper understanding of the tenets of Social Justice Unionism;
- Practice skills and strategies to help achieve positive gains for human and civil rights in your schools and community;
- Collect resources for use at the bargaining table, in the classroom, in the community, and throughout your union.

SOLUTIONS FOR GETTING GOOD PROFESSIONAL DEVELOPMENT

Description: Tired of the district's professional development that seems like an afterthought that is designed for someone else? Do you want professional development that is timely and targeted to be relevant to all teachers and not just a select few? The time has come for teachers to take charge of professional development and do it right! After all, we are the professionals in the classrooms and in our departments throughout the district. In this workshop you will learn to identify areas of member need, recruit trainers and provide the kind of professional development workshops that our members really want.

USING SOCIAL MEDIA TO ORGANIZE AND ADVOCATE

(CTA Communications Department)

Description: Having effective media relations is vital for local chapters and the good news is news media NEED you. Learn strategies to brand your local, share your stories and engage your members and communities using media relations and social media. We'll cover messaging, public speaking and interview skills, hashtag advocacy, social media channels that get news media to take notice and how to "take control" of your message, and who delivers it.

WHAT REAL LEADERSHIP LOOKS LIKE: OPEN, HONEST, COMMUNICATIVE—NOT KEEPING SECRETS.

Description: If teachers feel isolated, union leadership experiences that times 100. The nature of our work often is reactive and time-sensitive. When those two factors are at play, "getting the work done" often excludes the opportunity to get input, share best practices, and assess the effectiveness of our responses. This session will provide resources and methodologies that will allow for quick turn around without sacrificing timeliness and inclusion. Best practices around communication, creating a standard that everyone can identify as open and honest; and building healthy expectations in your membership will be our goals.

WHAT'S YOUR STYLE?

(Women's Leadership Session)

Description: Leadership styles will be explored in this session. Participants will also discuss the importance of assertiveness and how to handle criticism.

ELECTIVE SESSION DESCRIPTIONS, Continued

WHOEVER FRAMES FIRST WINS!

Description: This session is the “LEVEL 2” of “WINNING WITH WORDS”. You’ll learn how to use the brain science of framing to build real union power so that your members win life-altering improvements in their union contracts. You’ll only learn field-proven winning strategies and principles where FRAMING is used as the driving force to build power and make real and concrete improvement in our members’ work lives.

Participants will have the knowledge and skills to:

- Use framing principles to achieve your members’ objectives.
- Implement framing science to achieve super-majority participation at all work sites.
- Practice framing discipline so that you implement “Whoever frames first wins” into everything you do as an union leader.

WINNING ORGANIZING CAMPAIGNS PANEL DISCUSSION

Description: Pending.

WINNING WITH WORDS

Session to be Held Twice

Description: 98% of all thought is unconscious. Words are not neutral. When you control the “narrative”, you’ll win! Controlling the narrative involves framing and messaging development, delivery and discipline. Learn scientific strategies that can help your members control the narrative about their union and what you want to achieve. Framing your messages helps your membership engagement/recruitment, organizing, bargaining and LCAP involvement which all lead to a WIN for your members. Come ready to frame to WIN!

Participants will have the knowledge and skills to:

- Control the external and internal narrative about bargaining, LCAP campaign, your local chapter and other professional issues;
- Change the lens through which others see your local chapter, your members’ professional issues and much more;
- Define your members’ issues before your opponents do; and,
- Stay disciplined in how and what you communicate about your members’ goals.