All Aboard! CTA/NEA Member Benefits for Leaders

Association leaders will want to make a stop at the Member Benefits Track during Summer Institute this year. This popular trip helps associations build their skills to engage members in new ways. Don’t just chug along, shake it up a bit and add some excitement with Member Benefits.

Our conductors will fill passengers’ travel bags with Member Benefits tools and resources to help your local stay on the right track and reach your destination (goals) and help you engineer through hazardous conditions like our new virtual world. We’ll share great strategies to add variety to your Association’s member engagement and retention platforms and offer creative solutions to continue to provide valuable information during a virtual environment. Leaders will learn how to share information about Member Benefits so that members continue to appreciate the quality programs and savings designed just for them.

You’ll learn about many member engagement tools including:
- Building member appreciation, involvement, and loyalty
- Sharing information about exciting Member Benefits programs and discounts
- Using the value of membership and Member Benefits to engage members
- Improving your members’ financial well-being with benefits designed for them and a quality, low-fee retirement savings plan
- Combating threats from non-endorsed vendors, anti-union sentiments and campaigns

For questions about this fun-filled journey, contact the CTA Member Benefits Department at 650-552-5200, member_benefits@cta.org or check out our resourceful website at www.CTAMemberBenefits.org.

Presenters: Mindy Bartlett, Sean Mabey  
Date: Tuesday, July 28  
Category: Member Benefits  
Time: 10:15 AM - 11:30 AM

Bargaining During the COVID-19 Pandemic

This session will examine current bargaining issues during the COVID-19 pandemic. Topics may include return to school, bargaining during difficult economic times, distance learning, and/or the use of recent bargaining advisories.

Presenters: Vern Gates, Kris Dickson  
Date: Thursday, July 30  
Category: Bargaining  
Time: 10:15 AM - 11:30 AM

Building Relationships in the Midst of a Pandemic

Building relationships as a new leader is difficult, but more critical than ever in the era of social distancing. This session will provide a general overview of tools needed by members who are new to union work.

Presenters: Josh Kob, Nicole Love, Sonya Lowe, Tomas Martinez, Halimah Mekki, Kim Mina, Lian Shoemake, Brian Stafford, Rose Luna  
Date: Monday, July 27 - Part 1 + Tuesday, July 28 - Part 2  
Category: Emerging Leaders  
Time: 10:15 AM - 11:30 AM
### Building Site-Based Power

Now more than ever, our students and communities need strong CTA locals to protect and strengthen public education. Schools are the heart of our communities, educators are critical in the lives of our students, and quality public education is one of the most important elements to getting California back on track. Given the impacts of COVID-19 on all aspects of society, continuing our fight for the schools all students deserve remains critical.

Member leadership, participation, and unity have been at the heart of the incredible gains made by educators in the recent past. However, with state and national proposals to drastically cut an already underfunded public education system, and to require educators and students to return to school without adequate health and safety plans, now is the time to intensify our organizing against these cuts and ill-founded proposals that put students and educators at risk. To win these campaigns, the foundation of building chapter power begins at our school and work sites.

In this virtual course, we will focus on the skills, abilities, and proven best practices to recruit, engage, and organize members in our chapters and at every worksite. We'll discuss the connection between building site structures, site leadership, and having organizing conversations that move our co-workers into action, including bargaining campaigns, site-based issues, and electoral efforts like Schools & Communities First. We'll also demonstrate practical tools for integrating our organizing to win on issues people care about and to strengthen our local unions.

<table>
<thead>
<tr>
<th>Presenters: Arleigh Kidd, Caroline Gonzales, David Partida, Memo Durgin</th>
<th>Date: Monday, July 27 to Thursday, July 30</th>
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<tbody>
<tr>
<td>Category: Member Organizing</td>
<td>Time: 10:15 AM - 11:30 AM</td>
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### Campaign 2020

Join us in this session as we discuss Fall state-wide campaign updates. We will review our organizing plan, explain the basics on Prop 15, and do a brief overview of the rest of our ballot measure positions. Come see what YOU can do right now to become active in the campaign.

<table>
<thead>
<tr>
<th>Presenters: Eric Alfaro, Rick Wathen</th>
<th>Date: Thursday, July 30</th>
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<tr>
<td>Category: General Session</td>
<td>Time: 09:00 AM - 10:00 AM</td>
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### CA State Budget Overview

This session will provide a brief K-12 state education budget overview and information relevant to collective bargaining.

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<thead>
<tr>
<th>Presenters: Angela Su</th>
<th>Date: Wednesday, July 29</th>
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<td>Time: 09:00 AM - 10:00 AM</td>
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### Closing Keynote

Our Closing Keynote will be Senate President pro Tempore Toni G. Atkins. She will make a short intervention, then will answer questions. Toni G. Atkins was born and raised in southwestern Virginia, the daughter of a miner and a seamstress, and graduated with a bachelor’s degree in political science from Emory & Henry College in Emory, Virginia. In 1985, she moved across the country to San Diego, Calif., to help care for her sister’s young son while her sister served in the U.S. Navy. In San Diego, before becoming involved in public service, she worked as director of clinic services at Womancare Health Center.

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<tr>
<th>Presenters: Toni Atkins</th>
<th>Date: Thursday, July 30</th>
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<tr>
<td>Category: Community Engagement</td>
<td>Time: 12:15 Pm - 1:30 PM</td>
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**Community Engagement & Coalition Building**

Through the lens of Social Justice Unionism, the Community Engagement & Coalition Building session will explore making connections and deepening relationships with parent and community groups. This session will address equity issues within education and our communities; as well as examine how we can systemically dismantle inequities. Building on the backdrop of the current pandemic, and the racial and class injustices plaguing many of our students, schools, and communities, we will explore how bargaining for the common good can be used as a tool for social justice. This session will provide participants with the tools needed to analyze power in their own communities, with the goal of leveraging such power. Lastly, this session will look closely at how unions continue to be strong advocates for public education.

**Presenters:** Salina Joiner, Aisha Blanchard-Young, Esperanza Martinez, Brian Eldridge  
**Date:** Wednesday, July 29 + Thursday, July 30 (Repeat)  
**Time:** 10:15 AM - 11:30 AM

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**Creating a Healing-Centered School in a Post-COVID World**

Dr. Shawn Ginwright will provide a keynote address on Healing Centered Engagement in the Post-COVID-19 world. This talk will explore the disproportionate impact of this crisis on communities that are already adversely impacted by health disparities, food deserts and economic disinvestments. The role of arts, culture and education can be used as powerful avenues through which to address and explore healing, racial and social justice. Dr. Ginwright will discuss tools, techniques and insights to address racial and social inequality and create a climate of healing.

**Presenters:** Dr. Shawn Ginwright  
**Date:** Wednesday, July 29  
**Time:** 12:15 PM - 1:30 PM

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**Digital Tools: Canva, Animoto, Action Network**

So many digital tools, so little time! This session will provide an introduction to digital tools to help you look awesome while you’re organizing online using social media. Digital tools reviewed include Canva, Animoto and Action Network -- tools to help you create graphics, awesome photos and videos, and the tools to share them online and via email, respectively. Templates for COVID-19 and school-related issues will be shared. We’ll touch on social media strategies and give dates for future webinars on specific social media platforms: Facebook, Twitter and Instagram.

**Presenters:** Terry Ng, Gabriella Landeros, Ed Sibby  
**Date:** Monday, July 27  
**Time:** 12:15 PM - 1:30 PM

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**Economic Justice Part 1: Connect the Dots**

We will explore the growing economic and social inequality in the US, basics of the revenue system, the California school funding system, and how these subjects are connected.

**Presenters:** Mitch Olson  
**Date:** Monday, July 27  
**Time:** 12:15 PM - 1:30 PM

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**Economic Justice Part 2: Who Decides**

This session will discuss the role politics plays in economic justice, including funding public education, privatization, and how unions help promote a just, democratic, and equitable society.

**Presenters:** Mitch Olson  
**Date:** Tuesday, July 28  
**Time:** 12:15 PM - 1:30 PM
**Enhancing Basic Bargaining Skills in a COVID-19 Era**

Participants will learn basic skills and knowledge important to all bargaining team members, particularly our right to bargain and what we can bargain. Using true-to-life examples, the trainers will highlight the skills needed for bargaining remotely, writing contract language, and using verbal techniques to help you be successful bargaining during this COVID era.

**Presenters:** Andrew Oman, Tom Pinkava, Rosemary Louissaint, Jim Rogers, Alva Rivera  
**Date:** Monday, July 27  
**Time:** 10:15 AM - 11:30 AM

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**Generation Debt: Student Loan Forgiveness**

Student loan debt is now the second category of consumer debt in America today, with $33,000 as the average amount owed. Due to the educators being lifelong learners, and continuing their education past a Bachelor’s Degree, many educators owe (much!) more. During this session we will focus on the three student loan forgiveness programs available from the US Department of Education, the requirement and process of forgiveness, how to prevent being denied forgiveness, and portions of the CARES Act which impact student loans. In addition, NEA Member Benefits has made the “NEA Student Loan Forgiveness Navigator” powered by Savi FREE to all NEA and CTA members for the first year. This tool will analyze members’ specific student loan debt and assist with the paperwork process. As chapter leaders, this information will help all of your members from first year to career educators see value in their Association membership.

**Presenters:** Sean L. Mabey  
**Date:** Thursday, July 30  
**Time:** 10:15 AM - 11:30 AM

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**Get on the Right Track with CTA/NEA Member Benefits**

Hop on the express train to the wide array of benefits available through your union membership! In our informative Member Benefits track, you’ll get an overview of the most popular member benefits to share with your members including:

- Educators Employment Liability (EEL) & Group Legal Services Program (GLS)
- CTA Access to Savings – Discounts and Travel program
- CTA Death & Dismemberment Plan and NEA Complimentary Life Insurance
- Group Voluntary Life and Disability Insurance provided by The Standard
- Auto/Home/Renter’s Insurance provided by California Casualty
- CTA Retirement Savings Plan 403(b)
- Pet Insurance, Retail & Travel Discounts, Long-Term Care, Financial Services and More!

CTA and NEA Member Benefit programs coordinate with only endorsed vendors and are designed exclusively for educators. When our members learn about these programs, they are excited to discover how they can save money and find solutions to their personal and financial needs. Member Benefits are just the ticket!

For questions about this fun-filled journey, contact the CTA Member Benefits Department at 650-552-5200, member_benefits@cta.org or check out our resourceful website at www.CTAMemberBenefits.org.

**Presenters:** Mindy Bartlett, Henry Ahn, Sean Mabey  
**Date:** Monday, July 27  
**Time:** 10:15 AM - 11:30 AM

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**Involving Parents and the Community in Advocacy Efforts**

Educators must continue to be part of conversations and decisions that directly impact their students, along with how and when and how schools and colleges will reopen. Make sure members’ voices are heard when it comes to teaching and learning resources, concerns about student safety during the COVID-19 pandemic, and what needs to be in place for a safe working and learning environment (online and on-site). This session will focus on internal and external communication examples and tools and explores networking, branding and communicating with public education stakeholders as well as building your union’s professional reputation to be prepared for whatever the year presents.

**Presenters:** Frank Wells, Gabriella Landeros, Julian Peeples  
**Date:** Wednesday, July 29  
**Time:** 12:15 PM - 1:30 PM
**Journey to Financial Independence**

CTA wants you to have a long and happy retirement. CalSTRS and CalPERS generally covers only about half of the income you’ll need in retirement so it is essential that you start a retirement savings plan as early as possible 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’ll help you get started toward a financially secure retirement, review how to avoid the suboptimal plans, and discuss the basics of saving for retirement using easy-to-understand terms. We’ll highlight the CTA Retirement Savings Plan which was designed for educators and the only plan endorsed by CTA. This plan has high-quality investments at a low cost and a simple “quick enrollment” process that makes saving for retirement easy.

For questions about this fun-filled journey, contact the CTA Member Benefits Department at 650-552-5200, member_benefits@cta.org or check out our resourceful website at www.CTAMemberBenefits.org.

**Presenters:** Henry Ahn, Gary Allen  
**Date:** Wednesday, July 29  
**Category:** Member Benefits  
**Time:** 10:15 AM - 11:30 AM

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**Making Sure California Education Code Protects Charter School Students and Educators**

The 1992 Charter Schools Act exempted charter schools from many provisions of the state Education Code that apply to district schools, including provisions around health and safety, job protections, and due process rights for educators. This “waiver” was meant to increase innovation but has often had a negative impact on educators and students at charter schools. In this session we will hear from charter school educators about challenges associated with the “waiver” of the Ed Code, and discuss organizing and bargaining strategies to fix it.

Educators from union charter schools and leaders of local associations that represent charter schools are encouraged to attend and build connections with other union charter school educators from across California. Join us! For more information contact Cheryl Coney at cconey@cta.org.

**Presenters:** Cheryl Coney, Muni Citrin, Ona Keller  
**Date:** Tuesday, July 28  
**Category:** Charter Schools  
**Time:** 12:15 PM - 1:30 PM

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**School Finance During Challenging Times**

This session will apply the knowledge gained in School Finance: The Basics to current, real-world situations. Participants will calculate the cost of a chapter’s bargaining proposal regarding class size, learn the factors to consider in determining a rational settlement, and use this knowledge to prepare for negotiations during an economic recession.

**Presenters:** Dave Brown, Brian Breslin, Daryl Hemenway, Mark DeWeerdt, Lisa Eck, Allyson Schweifler, Jeremiah Hewitt  
**Date:** Wednesday, July 29  
**Category:** School Finance  
**Time:** 10:15 AM - 11:30 AM

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**School Finance: the Basics**

In this session, you will learn about the documents needed to analyze district finances, when each document becomes available, and how to find the necessary information within each document. Participants will learn to calculate a district’s total outgo, its recommended reserve level, the percentage of the budget spent on bargaining unit salaries, and the cost of a 1% salary increase.

**Presenters:** Dave Brown, Brian Breslin, Daryl Hemenway, Mark DeWeerdt, Lisa Eck, Allyson Schweifler, Jeremiah Hewitt  
**Date:** Tuesday, July 28  
**Category:** School Finance  
**Time:** 10:15 AM - 11:30 AM

In this session, health and legal experts will discuss strategies to mitigate COVID-19 in our schools. They will talk about how COVID-19 prevention in our schools matters for our communities, partnering with your local health department, and key features of a good school-based COVID-19 prevention plan. You will learn what you need to know to help keep our schools safe for educators and our students.

**Presenters:** Bob Harrison, MD, MPH; York Chang, JD  
Laura Kurre, MPH  

**Category:** General Session  
**Time:** 9:00 AM - 10:00 AM  
**Date:** Tuesday, July 28

### Social Media Strategies to Support Local Advocacy Campaigns

The first half of this session will help enhance your skills on social media platforms such as Facebook, Twitter and Instagram. The second half of this session outlines strategies in using social media to support what your union is doing at the bargaining table, campaigns and elections and to deal with crises that arise because of the COVID pandemic and its impact on students and educators.

**Presenters:** Sam DeMuro, Julian Peeples, Ed Sibby  

**Category:** Communications  
**Time:** 12:15 PM - 1:30 PM  
**Date:** Tuesday, July 28

### Strategies for Charter School Educators: Organizing to Protect Students & Colleagues During COVID-19

This session will provide educators at charter schools the opportunity to discuss the impacts of COVID-19 on teaching and learning conditions. We will discuss bargaining and organizing best practices for health, safety, and distance learning and share ideas about how we can expand school site union activism during COVID-19. Educators from union charter schools and leaders of local associations that represent charter schools are encouraged to attend and build connections with other union charter school educators from across California. Join us! For more information contact Cheryl Coney at cconey@cta.org.

**Presenters:** Cheryl Coney, Muni Citrin, Ona Keller  
Ann Swinburn, Hong Bui, Glenn Goldstein,  
Allison Norman  

**Category:** Charter Schools  
**Time:** 12:15 PM - 1:30 PM  
**Date:** Monday, July 27

### Strategies and Tools for Resilience

Dr. Gray is a classroom teacher and Certified Resilience Toolkit facilitator. In this session participants will learn how to develop self-awareness of the body and nervous system. They will also have the opportunity to discuss and practice multiple strategies to develop personal resilience.

**Presenters:** Salina Gray  

**Category:** Instruction and Professional Development  
**Time:** 12:15 PM - 1:30 PM  
**Date:** Tuesday, July 28

### To Your Health!

According to a recent American Psychological Association survey, over two-thirds of Americans report increased levels of stress due to the Covid-19 situation, and almost half- 48%- report severe anxiety about their future. This fall, we will open schools facing new challenges and many unknowns. We can only expect that our stress levels will continue to rise as that arrives. Dan will share 31 simple, proven strategies for responding to anxiety in healthy and positive ways. These techniques and habits can prevent us from spiraling downward into poor mental, physical and emotional health when we start to feel "stressed out."

**Presenters:** Dan Wold  

**Category:** Instruction and Professional Development  
**Time:** 12:15 PM - 1:30 PM  
**Date:** Monday, July 27