

# MISSION: POSSIBLE

OUR TIME IS NOW



2020 LEADERSHIP CONFERENCE  
VIA TELECONFERENCE  
SEPTEMBER 8-13, 2020

## SESSION DESCRIPTIONS

(SUBJECT TO CHANGE: Information as of 9/8/2020)

### 7 GENERATIONS THINKING

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?

**Presenter(s):** Kei Swensen, Gail Watts

**Date:** Sunday, September 13

**Time:** 10:00 AM - 11:15 AM

### ALL ABOARD! ORGANIZING WITH CTA/NEA MEMBER BENEFITS

Looking for new ways to connect with your members? In this session, we share strategies to add variety to your member engagement and retention efforts. Member Benefits staff will provide you with a list of our leader resources and tips on how to use Member Benefits in your member organizing strategies, from one-on-ones to chapter events, and offer solutions to continue to provide valuable Member Benefits information during a virtual environment. Leaders will learn how to share information about the value of membership to access Member Benefits programs so that members continue to appreciate the quality programs and savings designed just for them.

**Presenter(s):** Mindy Bartlett, Sean L. Mabey

**Date:** Tuesday, September 8

**Strand/Category:** Member Benefits

**Time:** 4:00 PM – 5:15 PM

### BARGAINING BASICS

This workshop is specifically for new chapter leaders who have little or no experience with the collective bargaining process. We will focus upon organizing for a successful bargain: how to determine the needs of members; how to use “Sunshining” to gain member support; and, how to calendar bargaining for good results. We will also briefly cover the Impasse process, as it applies to the whole bargaining for success focus.

**Presenter(s):** Lisa Vieler

**Date:** Sunday, September 13

**Strand/Category:** Bargaining

**Time:** 8:30 AM – 9:45 AM

■ = CORE SESSION   ■ = PANEL DISCUSSION   ■ = OPENING KEYNOTE SESSION  
■ = TEAMS SESSIONS   ■ = ELECTIVE SESSION

## 2020 RILC SESSION DESCRIPTIONS, Continued

### BEYOND SURVEYS: CREATING ENGAGING WAYS TO GET MEMBER INPUT

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.

**Presenter(s):** Christal Hall, Gray Harris

**Date:** Sunday, September 13

**Strand/Category:** Beginning Organizing

**Time:** 8:30 AM - 9:45 AM

### BUILDING SITE LEVEL POWER

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.

**Presenter(s):** Becky Flanigan, Kei Swensen

**Date:** Sunday, September 13

**Strand/Category:** Advanced Organizing

**Time:** 8:30 AM - 9:45 AM

 = CORE SESSION     = PANEL DISCUSSION     = OPENING KEYNOTE SESSION  
 = TEAMS SESSIONS     = ELECTIVE SESSION

## 2020 RILC SESSION DESCRIPTIONS, Continued

### CHAMPIONS OF ORGANIZING IN COVID/DIGITAL AGE PANEL DISCUSSION

A winning organizing campaign is built around several key components: securing a school board majority, creating a values-based message frame, building a coalition with community and other unions, and developing many leaders at worksites. Union leaders that won their campaigns in the past few months using digital organizing resources in the current pandemic will be sharing their experiences in this session. Following the panelist's comments, will be question and answers.

<b>Presenter(s):</b>	<i>Moderators –</i> Christopher Brunette, Larry Spotts	<b>Date:</b>	Sunday, September 13
	<i>Panelists –</i> Jamila Edwards-Brooks, <i>Site Rep, Oakland EA</i> Erin Frazier, <i>President, Mill Valley TA</i> Terry d'Selkie, <i>President, Ukiah TA</i> Helen Kang, <i>Site Rep, United Tchrs. of Richmond</i> Robbie Kreitz, <i>Chair, Alcosta SCC/President, Dublin TA</i>	<b>Time:</b>	11:30 AM – 12:30 PM

### DIGITAL STRATEGY FOR STRENGTHENING OUR LOCALS: TOOLS AND TACTICS TO TRANSLATE ONLINE ACTIVISM INTO OFFLINE POWER

In an era of mass online activism, how can we use digital tools and tactics to harness the power of energized allies and members to build power for our movement? Join this training for an overview of the tools and apps we have at our fingertips as well as a discussion on best practices and tips for helping actions cut through the noise on social media to build power for your local.

<b>Presenter(s):</b>	Cyndi Menzel, Rachel Warino	<b>Date:</b>	Sunday, September 13
<b>Strand/Category:</b>	Communications	<b>Time:</b>	10:00 AM - 11:15 AM

### EFFECTIVE SOLUTIONS IN AND OUTSIDE YOUR LEGAL RIGHTS

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.

<b>Presenter(s):</b>	Kathleen Beebe, Michelle Washington	<b>Date:</b>	Sunday, September 13
<b>Strand/Category:</b>	Advocacy	<b>Time:</b>	8:30 AM - 9:45 AM

■ = CORE SESSION   
 ■ = PANEL DISCUSSION   
 ■ = OPENING KEYNOTE SESSION  
■ = TEAMS SESSIONS   
 ■ = ELECTIVE SESSION



## 2020 RILC SESSION DESCRIPTIONS, Continued

### 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.

**Presenter(s):** C. Scott Miller  
**Strand/Category:** Human Rights  
*(LGBTQ+ Issues Session)*

**Date:** Tuesday, September 8  
**Time:** 5:30 PM – 6:45 PM

### EVERY MEMBER A NEGOTIATOR

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

**Presenter(s):** John Green, Laura Kurre  
**Strand/Category:** Bargaining

**Date:** Saturday, September 12  
**Time:** 9:15 AM – 10:30 AM

### FUNDING CLASSROOM PROJECTS IN A COVID-19 BUDGET CRISIS

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 utilizing IFT resources. Over the last 11 years, IFT grants have provided over 4.8 million dollars in resources to fund the passions that our members feel for their work and their students. The IFT awards grants ranging from \$5,000 to \$20,000 for classroom or school site projects.

**Presenter(s):** Anita Benitas  
**Strand/Category:** IFT

**Date:** Friday, September 11  
**Time:** 5:30 PM – 6:45 PM

### 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.

**Presenter(s):** Sean L. Mabey  
**Strand/Category:** Member Benefits

**Date:** Tuesday, September 8  
**Time:** 5:30 PM – 6:45 PM

■ = CORE SESSION   
 ■ = PANEL DISCUSSION   
 ■ = OPENING KEYNOTE SESSION  
■ = TEAMS SESSIONS   
 ■ = ELECTIVE SESSION

## 2020 RILC SESSION DESCRIPTIONS, Continued

### HANDS-ON BYLAWS WORKSHOP

Your chapter has Bylaws and Standing Rules, but have you had a chance to review them and understand what they are all about? Members of the CTA Governance Document Review Committee will present a brief overview about the importance of chapter Bylaws and then be available for one-on-one consultation and assistance in both learning about and updating your chapter's Bylaws. Please have your chapter Bylaws available to you so you can obtain answers specific to your own document.

**Presenter(s):** Gayle Bilek, Greg Bonaccorsi, George Young  
**Date:** Sunday, September 13  
**Time:** 10:00 AM - 11:15 AM

### HOW TO HOLD THE DISTRICT ACCOUNTABLE FOR SPECIAL EDUCATION PROBLEMS

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.

**Presenter(s):** Katherine Clarke, Dawn Cova  
**Date:** Saturday, September 12  
**Strand/Category:** Special Education  
**Time:** 10:45 AM - 12:00 PM

### HOW TO WIN YOUR GRIEVANCES

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!

**Presenter(s):** Kathleen Beebe, Kris Clarke  
**Date:** Saturday, September 12  
**Strand/Category:** Advocacy  
**Time:** 10:45 AM - 12:00 PM

### HYBRID AND DISTANCE LEARNING IN THE CONTEXT OF COVID

How do we take care of our students, colleagues, and ourselves while moving learning forward in the context of COVID-19? This session will provide an overview of effective hybrid and distance learning approaches to meeting the academic and social-emotional needs of diverse learners. Participants will be invited to consider hybrid and distance learning as a process of continuous improvement, to access new tools and resources, and share insights with colleagues from across Region 1. We hope to virtually "see" you there!

**Presenter(s):** Adam Ebrahim  
**Date:** Thursday, September 10  
**Strand/Category:** IPD  
**Time:** 4:00 PM – 5:15 PM

 = CORE SESSION     = PANEL DISCUSSION     = OPENING KEYNOTE SESSION  
 = TEAMS SESSIONS     = ELECTIVE SESSION

## 2020 RILC SESSION DESCRIPTIONS, Continued

### THE INTERSECTIONALITY OF ORGANIZING

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. Furthermore, understanding Intersectionality can assist a chapter in creating an all-inclusive, high participating local. Participants will look at how intersectionality can be used in organizing and advocacy for public education. 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 on-going equity programs and greater involvement in your chapter.

<b>Presenter(s):</b>	Temisha Brame Carter, Ken Tan, Monica Thammarath	<b>Date:</b>	Friday, September 11
<b>Strand/Category:</b>	Human Rights <i>(Minority Concerns/ REAC Session)</i>	<b>Time:</b>	5:30 PM – 6:45 PM

### LOOKING AT SPECIAL EDUCATION THROUGH AN EQUITY LENS

Special Education while designed to address equity, can be full of inequities. We will take a look at this system through the lens of access, agency, advocacy, and building solidarity. Through this social justice lens, educators will come away empowered with knowledge, knowing their rights and responsibilities, and thinking about how to influence outcomes and take collective action to push for better outcomes for students and working conditions for teachers.

<b>Presenter(s):</b>	Karen Taylor	<b>Date:</b>	Saturday, September 12
<b>Strand/Category:</b>	Special Education/IPD	<b>Time:</b>	9:15 AM – 10:30 AM

### MOTIVATING MEMBERS INTO ACTION

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.

<b>Presenter(s):</b>	Emma Erbach, Mark Mitchell	<b>Date:</b>	Saturday, September 12
<b>Strand/Category:</b>	Beginning Organizing	<b>Time:</b>	9:15 AM – 10:30 AM

■ = CORE SESSION   
 ■ = PANEL DISCUSSION   
 ■ = OPENING KEYNOTE SESSION  
■ = TEAMS SESSIONS   
 ■ = ELECTIVE SESSION

## 2020 RILC SESSION DESCRIPTIONS, Continued

### OPENING KEYNOTE SESSION

Welcome and introduction by the Region I Leadership Conference Planning Chair and Vice Chair, followed by a keynote address by CTA President E. Toby Boyd updating the current status of California public education amid the pandemic and CTA's response as well as upcoming issues of importance to all educators.

<b>Presenter(s):</b>	E. Toby Boyd, <i>President, CTA</i> Katherine Gibson, <i>Chair, RILC Planning Committee</i> Jennifer Shilen, <i>Vice Chair, RILC Planning Committee</i>	<b>Date:</b>	Saturday, September 12
		<b>Time:</b>	8:30 AM – 9:00 AM
<b>Strand/Category:</b>	Opening Keynote Session		

### ORGANIZING NEVER STOPS: BUILDING SITE-BASED POWER

Does it seem like only you and a few other co-workers do all the work of your union? In this webinar, participants will engage around some common elements for building a strong union—which begins at the site level with strong worksite action teams. The webinar will include reviewing established organizing tools and approaches, such as the critical role of leaders, building action teams and using site issues, bargaining and passing Prop 15 as a campaign to win your union's goals and to build your local chapter. Designed for first-time attendees, as well as for seasoned leaders, this workshop will reinforce proven organizing tools and approaches to build a strong union at the worksite level. This webinar will be interactive with participant share outs.

<b>Presenter(s):</b>	Memo Durgin	<b>Date:</b>	Saturday, September 12
<b>Strand/Category:</b>	Advanced Bargaining	<b>Time:</b>	10:45 AM - 12:00 PM

### OVERCOMING OBJECTIONS & RECRUITING MEMBERS

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.

<b>Presenter(s):</b>	Anna Koski, Lisa Vieler	<b>Date:</b>	Saturday, September 12
<b>Strand/Category:</b>	Beginning Organizing	<b>Time:</b>	10:45 AM - 12:00 PM

### PILLARS OF UNION POWER - PATHWAY TO OUR NEXT WIN

Use the Prop 15 (Schools and Communities First) campaign to achieve the "PILLARS OF UNION POWER": a) unbreakable union solidarity, b) tight, effective union structures and c) demonstrable super-majorities. You'll learn the formula to build and sustain these pillars from CTA staff organizers who consistently help members win in their political and organizing campaigns to achieve the kind of schools and communities our students deserve and resolve district as well as worksite problems.

<b>Presenter(s):</b>	Katherine Clarke, Larry Spotts, Rick Wathen	<b>Date:</b>	Friday, September 11
		<b>Time:</b>	4:00 PM – 5:15 PM

= CORE SESSION   
  = PANEL DISCUSSION   
  = OPENING KEYNOTE SESSION  
 = TEAMS SESSIONS   
  = ELECTIVE SESSION

## 2020 RILC SESSION DESCRIPTIONS, Continued

### SERVICE CENTER COUNCIL MEETINGS

Join the other chapters in your area to discuss issues important to your area. Service Centers coordinate chapter and member services, establish two-way channels of communication between CTA and locals, develop regional objectives, advise staff about program needs as well as evaluate programs and services, and provide a foundation for regional political activities and legislative contact programs. Please join us!

**Date:** Wednesday, September 9

**Time:** 4:00 PM – 5:15 PM

### SOCIAL JUSTICE UNIONISM

Social Justice Unionism is our work to protect and promote the human 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.

**Presenter(s):** Erik Olson Fernández,  
Dan Reynolds

**Date:** Sunday, September 13

**Time:** 10:00 AM - 11:15 AM

### STRENGTHEN YOUR LOCAL – A LEADER'S GUIDE TO MEMBERSHIP

All local leaders, membership chairs and site reps play a crucial part in recruiting, engaging and maintaining membership for your local. Attend this fast-paced session to get familiar with the important roll you fulfill regarding local membership management. Learn how to communicate the value of membership, answer the tough questions, understand your role in member retention and how to easily keep records current. You will learn about all the apps and resources available to you locally. We will also introduce you to all the various ways to sign up new members, including the brand-new online enrollment. Take this course to energize and organize your membership efforts.

**Presenter(s):** Steve Perry, Alec Williams

**Date:** Tuesday, September 8

**Strand/Category:** Membership

**Time:** 4:00 PM – 5:15 PM

 = CORE SESSION     = PANEL DISCUSSION     = OPENING KEYNOTE SESSION  
 = TEAMS SESSIONS     = ELECTIVE SESSION

## 2020 RILC SESSION DESCRIPTIONS, Continued

### SUPPORTING THE MEMBERS WHO SUPPORT STUDENTS: ADVOCATING FOR PARAPROFESSIONALS, PSYCHOLOGISTS, NURSES, HEALTH AIDES, LIBRARIANS, LIBRARY AIDES, COUNSELORS, SOCIAL WORKERS, SPEECH THERAPISTS, AND THERAPY AIDES

Organizing for Student Support personnel—whether they are classified or certificated, is fraught with challenges for the local association. Including Student Support personnel in your union can be challenging. They 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? Both ESP and Certificated Support Personnel are often placed on different schedules or receive stipends. How do you organize ESP and Certificated 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 provisions that support their work. Organizing strategies such as focusing on needed contract/non-contract provisions for Student Support Personnel or local PR campaigns that illustrate their importance of Support Staff in relation to creating a high functioning district will be discussed. Participants will receive a checklist of support staff contract provisions that can be bargained to protect members in Student Support Positions.

**Presenter(s):** Pat Alvarez, Sue Midori-Jones

**Date:** Sunday, September 13

**Strand/Category:** Special Education

**Time:** 8:30 AM - 9:45 AM

### WHOEVER FRAMES FIRST WINS!

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.

**Presenter(s):** Christopher Brunette, Larry Spotts

**Date:** Saturday, September 12

**Strand/Category:** Bargaining

**Time:** 10:45 AM – 12:00 PM

 = CORE SESSION     = PANEL DISCUSSION     = OPENING KEYNOTE SESSION  
 = TEAMS SESSIONS     = ELECTIVE SESSION

## 2020 RILC SESSION DESCRIPTIONS, Continued

### WINNING WITH WORDS

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.

**Presenter(s):** Katherine Clarke, Larry Spotts

**Date:** Saturday, September 12

**Strand/Category:** Advanced Organizing

**Time:** 9:15 AM – 10:30 AM

### WOMEN AND POWER

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

**Presenter(s):** Alyson Brauning

**Date:** Thursday, September 10

**Strand/Category:** Human Rights

**Time:** 4:00 PM – 5:15 PM

*(Women’s Leadership Session)*

### WORKING TOGETHER WHILE APART –

#### ORGANIZING THROUGH TECHNOLOGY WITH CTA’S MEMBERSHIP TOOLS

Get trained on CTA 360Pro and the CTA 360 app, CTA’s Membership tools for local leaders. Bring your device and follow along to learn to mobilize your membership with the CTA 360 app. In this interactive session we will show you how to more effectively manage your membership data, update contact information, assign chapter and site roles and have all your membership data at your fingertips as you plan your organizing efforts. You’ll learn how to enroll new members via the app – no paper form required. We will show you how to access detailed membership reports and identify potential members. Upon completion of this class and an online authorization form, you will receive access to both tools.

**Presenter(s):** Rosanne Hugo, Gabby Reilly

**Date:** Thursday, September 10

**Strand/Category:** Membership

**Time:** 4:00 PM – 5:15 PM

■ = CORE SESSION   
 ■ = PANEL DISCUSSION   
 ■ = OPENING KEYNOTE SESSION  
■ = TEAMS SESSIONS   
 ■ = ELECTIVE SESSION