



S · U · M · M · E · R
LEADERSHIP
CONFERENCE 2019

JULY 16-19, 2019 • SALISBURY UNIVERSITY





SUMMER LEADERSHIP CONFERENCE 2019

The Janus case is settled, right to work is the law of the land and we're still standing.

Not only are we still standing, engaged educators are at the forefront of a new union movement—inspiring educators and other working people across the country to stand up, be heard, and stay strong. At SLC '19, you will learn, study, discuss, and grow in your union role.

Every workshop offered at SLC is open and relevant to all members. Our graduates will be ready to serve and lead at their worksite and in their union and community.

On the Schedule

WORKSHOPS

Registration required for workshops.

Association Representative (AR)

The Key to a Strong Union

Member Advocacy

What Does Your Contract Say?

Organizing 1 *Basic Principles in Building Power and Demanding Change at Your Worksite*

Organizing 2 *Advanced Principles in Building Power and Implementing Strategic Action at Your Worksite and School District, and in Your Community*

Collective Bargaining 1 *Fundamentals for New Negotiators*

Emerging Leaders Academy *So You Want to Be a Leader?*

Leadership 2 *I've Emerged, Now What?*

ELECTIVES

Electives descriptions to come.

There is no pre-registration for electives.

REGISTRATION

Register today at marylandeducators.org

KEY

FOUNDATIONAL

LEVEL 1

MOBILIZING & BUILDING POWER

LEVEL 2

NEA LEADERSHIP COMPETENCY

ORGANIZING

NEA LEADERSHIP COMPETENCY

ADVOCACY

NEA LEADERSHIP COMPETENCY

GOVERNANCE & LEADERSHIP

Course Descriptions

Association Representatives *The Key to a Strong Union*

FOUNDATIONAL

LEVEL 1

NEA LEADERSHIP COMPETENCY **ORGANIZING**

For (but not limited to) new ARs or members considering being an AR. Class limit: 25 members

ARs play a valuable role in ensuring that their association can effectively advocate for members, students, and the community. This training will build a foundational role and provide a toolbox of skills for ARs.

Topics will include:

1. How to hold a great 10-minute meeting
2. Why we have one-on-one conversations and how to do them well
3. Building mapping and member recruitment
4. Rights, roles, and responsibilities of the AR

Member Advocacy *What Does Your Contract Say?*

FOUNDATIONAL

LEVEL 1

NEA LEADERSHIP COMPETENCY **ADVOCACY**

For (but not limited to) member contract teams, experienced ARs, and local officers. Class limit: 15 members.

This course is recommended for 2 or more members with the same negotiated agreement, so that the research and role plays are valuable.

Attendees will leave this training ready to advocate for themselves, their co-workers, and members at their school. Using the local association's negotiated agreement, and examples from MSEA locals as a basis, attendees will learn techniques and strategies to:

1. Identify potential conflicts, problems, and negotiated agreement violations in the workplace
2. Conduct member meetings to hear concerns and get needed information

3. Investigate the concerns, the negotiated agreement, and the past practice
4. Seek informal conflict resolutions and solutions at the lowest level

Organizing 1 *Basic Principles in Building Power and Demanding Change at Your Worksite*

FOUNDATIONAL

LEVEL 1

NEA LEADERSHIP COMPETENCY **ORGANIZING**

For (but not limited to): ARs, members of faculty advisory councils, all members. Class limit: 25 members

All educators face numerous challenges at their worksite daily, often with no clear path to resolution. This workshop will be hands-on putting organizing theory into practice with simulations, role plays, and scenarios.

MSEA's Organizing 1 training will empower members to:

1. Identify issues that affect educators
2. Develop a plan to address the issue
3. Have one-on-one conversations that move members to action
4. Build long lasting power to address future issues that arise

Organizing 2 *Advanced Principles in Building Power and Implementing Strategic Action at Your Worksite, School District, and in Your Community*

MOBILIZING & BUILDING POWER **LEVEL 2**

NEA LEADERSHIP COMPETENCY **ORGANIZING**

For (but not limited to): Experienced ARs, graduates of Organizing 1, organizing committee members, local officers, all members. Class limit: 25 members
As a union, the worksite is the epicenter of our organizing efforts, but to build the power needed to win what our students and members deserve,

we must be prepared to go beyond the worksite. Attendees will spend time mapping out real-life issues, determining potential allies, and developing a strategic campaign plan.

This workshop will focus on:

1. Involving the community, parents, and allies to form effective coalitions
2. Comprehensive organizing strategies, timelines, and principles
3. Building a full campaign plan
4. Maximizing your effectiveness as a skilled organizer

Collective Bargaining 1 *Fundamentals for New Negotiators*

FOUNDATIONAL	LEVEL 1
NEA LEADERSHIP COMPETENCY	ADVOCACY

For (but not limited to): New and inexperienced negotiators or future negotiators. Class limit: 15 members

This introductory course will discuss relevant Maryland public education collective bargaining laws, the research and numbers required to bargain successfully, and all phases of the collective bargaining process.

In addition to the nuts and bolts, members will learn why and how engaging their colleagues throughout negotiations will result in better contracts and a stronger unit that thrives well beyond ratification.

Key features:

1. Local union case studies
2. Role plays
3. Bargaining best practices at the table
4. Introduction to contract campaigns

Emerging Leaders Academy (ELA) *So You Want to Be a Leader?*

FOUNDATIONAL	LEVEL 1
NEA LEADERSHIP COMPETENCY	GOVERNANCE & LEADERSHIP

For (but not limited to): SPARKS graduates, new ARs, new committee members/chairs, members interested in becoming association leaders. Class limit: 25 members

The longstanding ELA is an introductory course that trains new leaders and those who are starting to pursue leadership roles in the association. Graduates of ELA have chaired local committees, served as local presidents and MSEA directors.

Attendees will learn:

1. The nuts and bolts of the local, statewide, and national association
2. The opportunities to get more involved and take on leadership
3. The basic skills needed to grow into an effective association leader
4. Meet with and learn from experienced unionists

Leadership 2 *I've Emerged, Now What?*

MOBILIZING & BUILDING POWER	LEVEL 2
NEA LEADERSHIP COMPETENCY	GOVERNANCE & LEADERSHIP

For (but not limited to): Graduates of ELA, local or statewide committee members and/or chairs, board members, and local officers. Class limit: 25 members

This workshop is designed to provide ongoing training for current association leaders to refine their skills and increase their impact. Attendees should be prepared for hands-on budget exercises and public speaking simulations.

Topics will include:

1. John Maxwell's *levels of leadership*
2. An introduction to the legal and fiduciary responsibilities of an association leader
3. Effective public speaking
4. Running productive meetings