

Class Presentations How To:

This document serves as a resource for your chapter to utilize class presentations as a tool for membership and event recruitment as well as campus visibility. Class presentations are only one tool in the recruitment tool box.

This document is best utilized in conjunction with training. To schedule a training for your chapter leadership text 443-758-7623 or email aspiringeducators@mseanea.org

Why we do it:

1. Recruitment – *both membership and event recruitment.*
2. Educate and Engage – *people cannot be a part of an organization they don't know about, letting them know is the first step.*

Why we also do it:

1. Build support among the education community – *not everyone will join or even attend an event and that is okay, but people knowing about who we are builds passive support.*
2. Build a faculty network – *having a network of professors who will let you into their classes, announce events, and support the association is key to building power and your chapter on campus.*
3. Develop chapter leadership – *public speaking is difficult for many people, developing this skill builds your leadership tool box for the future.*

Principles:

1. Have a clear structure
2. Engaging content
3. Delivery
4. Be prepared

How to:

1. Be prepared!
2. Be early
3. Have a helper
4. Pass out cards, then do your presentation
5. Collect cards
6. Track results!

Structure:

1. Intro
2. Organizational history
3. Campaign
4. Call to action
5. Personal story
6. Wrap up

Personal story:

1. Story of you
2. Story of us
3. Story of now

Sample General Organization Class Presentation Script

INTRO: Hi everyone, thank you so much professor for giving me time in your class. My name is **XX** and I am a **(year/major)** here at **XX school**. I'm going to tell you about volunteer and professional development opportunities with **(your campus club name)**. We are passing out interest cards, please take one and pass them down and I'll let you know what to do with them in a minute.

Organizational Story: (30 sec)

The Maryland State Education Association Aspiring Educator Program is the professional association and union that represents over 74,000 educators in the state of Maryland. This includes classroom teachers, as well as speech pathologists, school counselors, bus drivers, paraeducators, if you work in a public school in MD, you're probably a member of ours! We are also a part of the National Education Association who represents 3.2 million educators across the country! **[Insert campus chapter name]** is a part of both the statewide and national networks!

Chapter Program:

To support future teachers like us we work in three major buckets.

The first is professional development. Our amazing professors have a ton of content to get through with us, but there are a lot of other topics I know I'd still like to learn about.

INSERT example of PD you have offered on campus.

In addition to our on-campus PDs we have conferences at the state and national level that you all can come to as well. Every year MSEA hosts a convention in October with over 45 different professional development workshops. The six offered in the first time slot last year were: classroom management, trauma informed teaching, the bias within, how to work with students with hearing disabilities, working within a team, and make and take madness, and that was only the first six!

The second bucket of work is community service. It's super important that we are a part of the communities our students are a part of. **[Here at XX, we held a school supply drive and collected over 400 items for XX school]**

The third bucket of work is issue advocacy. I know most of us did not get into teaching because we cared about politics, but politicians love to make decisions about education with no experience. Last year aspiring educators from across the state went to Annapolis for a lobby night and advocated to place two Inservice teachers on the state board of ed because there were NO teachers on the state board of ed, and we won!

This year, we are focused on advocating for more school funding because we know there are \$3 billion of unmet needs in our schools. Our kids and our profession need more!

If any of that sounds interesting to you, that's where the cards come in. put down your name, cell phone number and check off anything that sounds interesting to you. We will invite you to our first meeting.

While you fill those out, I'm going to tell you why I am involved with (campus org name). INSERT PERSONAL STORY.

Thank you again professor for the time, again if you are interested fill out the card with your name and number. I'm going to collect those before I leave.

Tips:

1. **Be specific** with examples of events you've liked, hold on campus etc
2. **Be real** in your personal story – what have you gotten out of being a member/involved?
3. **Make the ask** – you should say “if any of that sounds interesting to you, put down your name and number right now and we'll send you more info”