

2008 Leadership Academy – Description of Sessions

Thursday, June 19, 2008
1:30 p.m. – 5:00 p.m.
Friday, June 20, 2008
9:00 a.m. – 11:30 a.m.

Good Grief! I'm the President: Local Presidency 101 (New Presidents)

This training is a basic primer designed to introduce new local Presidents to their roles and responsibilities. This is a six-hour session over 2 days. It begins on Thursday, June 19, at 1:30 p.m. and continues on Friday morning, June 20, at 9:00 a.m. **This session is limited to presidents with 2 years or less in their roles.**

Audience: New Presidents **Limited to 20 participants**

Presenters: Glenda Hawthorne, Evelina Loya, Gonzalo Becerra

Room: Winecup

Friday, June 20, 2008
2:00 p.m. – 3:30 p.m.

Managing Local Association Finances

Local leaders have a fiduciary responsibility to members to understand local budgeting, dues collections, and how to manage the local association's finances. This session will provide practical advice, tips, and tools to help make the job easier.

Audience: Treasurers and local officers

Presenters: Roger Montgomery

Room: Violet Crown I

Basic Rights and Advocacy Skills

Learn basic rights provided to education professionals and basic advocacy skills to protect those rights.

Audience: Anyone

Presenters: Chip Waldron

Room: Wildflower

Organizing for Improvements in Salaries and Benefits for Members

Organizing to achieve local goals is a process that can be learned. Salary campaigns can energize members, increase member involvement, and attract potential members, as well as deliver the pay raises public school employees deserve. Teachers are entitled to professional pay for professional work and Education Support Professionals deserve a living wage. This session will focus on strategies and campaign methods for winning such improvements.

Audience: Anyone

Presenters: Jason Wylie, Sam Blackman, Joe Bean, Jack Kelly

Room: Red Bud

Understanding and Using the Power Profile to Create a Local Plan

Creating a local plan is a cinch if you know how to use the TSTA Power Profile and Full Capacity Local assessment document. Hear to how one local president has led his association to membership growth and greater power by using the profile and FCL assessment.

Audience: Local officers

Presenters: **TBD**

Room: Mountain Laurel

Targeting the New Hire – Strategies that Work

In this session, we will provide ideas that have proven to be successful to recruiting new members before the other associations have the opportunity. Pre-planning is the key to success, and we will provide the tools necessary for locals to recruit new members before, during, and after the New Employee Orientation.

Audience: Anyone

Presenters: Clinton Gill and Cherie Jenkins

Room: Violet Crown II

Transitioning from a Student Member to an Active Member

TSTA-Student Program Only!

Presenter: Ann Heuberger

Room: Goldenrod

3:45 p.m. – 5:15 p.m.

Membership Processing

Review and discuss the critical function of membership processing and dues collections to ensure current, accurate member records, and dues accounting for unified members in every local.

Audience: Local officers, membership chairs, committee members, and other local representatives involved in the enrollment of members and processing of their forms and dues deductions.

Presenters: Amy Montgomery, Roger Montgomery

Room: Violet Crown II

Developing a Member Advocacy Team in Your Local (MAT)

Learn how to build your local association's power by creating a Member Advocacy Team.

Audience: Anyone

Presenter: Joey Moore

Room: Wildflower

Organizing for Improvements in Salaries and Benefits for Members

This session is a continuation of the 2:00 p.m. – 3:30 p.m. session.

NEA Member Benefits Tips, Tools and Tasks!

Come and learn how to integrate TSTA/NEA Member Benefits into your local association plan. Each participant will receive a detailed monthly planner with suggested monthly activities and specific product information that you can use back in your local association to create an ongoing, yearly program to promote TSTA/NEA Member Benefits.

Audience: Anyone and everyone interested in using Member Benefits to promote retain and reclaim members.

Presenter: Liz Picone

Room: Lantana

Using TSTA Materials for Membership Recruiting and Retention

See samples of the 2008-09 TSTA materials that can and should be used for recruitment campaigns and receive tips and advice on the best practices for using the materials.

Audience: Membership Chairs and local membership committee members.

Presenters: Charles Axe, Sharon Carman

Room: Mountain Laurel

Basic Law for 1st Year Teachers

TSTA-Student Program Only!

Presenter: Chip Waldron

Room: Goldenrod

Saturday, June 21, 2008
8:30 a.m. – 10:00 a.m.

Representing Members with Basic Legal Issues

Learn how to be an effective and confident Member Advocate.

Audience: Anyone interested in representing members with basic issues.

Presenters: Joey Moore, Julie Chen Allen

Room: Wildflower

Developing an Effective Association Representative System – Best Practices

An Association Representative system is one of the keys to building a strong local association and having the infrastructure to accomplish local goals. TSTA has learned much about how to create an AR system through its involvement in a pilot project with six TSTA locals over the past two years. We will share those learning's in this session.

Audience: Anyone

Presenters: Yolanda Gonzalez and Donna Education Association representatives

Room: Lantana

What Is Collective Bargaining?

This session will provide a basic overview of the elements of collective bargaining for public education employees. It will include a brief history, explanations and definitions of the basic elements of bargaining and a look at the difference bargaining can make for public education.

Audience: Anyone

Presenters: E. C. Walker and Charles Holmes, NEA

Room: Winecup

Organizing for Membership Growth

Want to have a successful membership year? The most critical element in organizing is organization.

Successful membership campaign results are at your finger tips if you have reasonable expectations, plan effectively, and work your plan. Join our session for information regarding strategies and great tips to make organizing and membership campaigning effective, productive, and fun!

Audience: Anyone

Presenters: Susan Salinas, Gerald Haschke, Liz Picone, Antonio Galindo

Room: Longhorn

Relational Organizing: Creating Powerful Relationships

This session will provide interactive, experiential learning in having face-to-face conversations. You will practice having meaningful conversations, asking relationship building questions, and listening for valuable information that will help you build the kind of relationships that make you effective as a leader.

Audience: Any local association leader.

Presenter: Louis Malfaro

Room: Violet Crown II

Cool, I'm the Student Leader...Now What?

TSTA-Student Program Leaders Only!

Presenter: Kimberly Anderson, NEA SP Coordinator

Room: Goldenrod

10:30 a.m. – 12:00 p.m.

Conducting Local Elections

Learn how to follow your local and TSTA bylaws to conduct local elections that are above reproach.

Audience: Local officers

Presenters: E. C. Walker

Room: Winecup

Developing a Member Advocacy Team in Your Local (MAT)

Learn how to build your local association's power by creating a Member Advocacy Team.

Audience: Anyone

Presenter: Joey Moore

Room: Wildflower

Finders Keepers: Secrets to Finding and Developing Potential Leaders

This session will give participants some creative tools and a checklist to identify and motivate current member to actively participate in the work of the local association.

Audience: Anyone

Presenters: Randy Johnston, Dr. Frances Smith

Room: Violet Crown I

How to Attain Exclusive Consultation in Your District

What is it? Why should your local want it? What is the process? How can your local move into the arena of Exclusive Consultation? Come hear the answers to these questions.

Audience: Anyone

Presenters: Dr. Brenda Pike, Richard Kouri

Room: Del Valle

Organizing for Membership Growth

This session is a continuation of the 8:30 a.m. – 12:00 p.m. session.

Professional Dress for Professional Success

TSTA-Student Program Leaders Only!

Presenter: Janna Connolly

Room: Goldenrod

2:00 p.m. – 4:00 p.m.

Basic Rights and Advocacy Skills

Learn basic rights provided to education professionals and basic advocacy skills to protect those rights.

Audience: Anyone

Presenters: Chip Waldron

Room: Wildflower

Winning School Board Elections

With limited revenue available, the decisions of local school boards on how to spend scarce resources become increasingly important to our members and the students they work with. Board decisions affect salary, benefits, and working conditions for employees as well as curriculum, class size, and materials available to students. This session provides a primer on winning local school board elections.

Audience: Anyone

Presenters: Jack Kelly

Room: Longhorn

Organizing Using Teaching and Learning Issues

There are many good issues which provide TSTA leaders with opportunities to organize and recruit members. TSTA locals regularly organize around issues like salary schedules and health insurance. This presentation offers TSTA leaders with new organizing opportunities that include issues related to school accountability, teacher working conditions, new compensation systems, and professionalism.

Audience: Anyone

Presenters: Dr. Paul Henley

Room: Lantana

Developing an Effective Association Representative System – Best Practices

An Association Representative system is one of the keys to building a strong local association and having the infrastructure to accomplish local goals. TSTA has learned much about how to create an AR system through its involvement in a pilot project with six TSTA locals over the past two years. We will share those learning's in this session.

Audience: Anyone

Presenters: Yolanda Gonzalez and Donna Education Association representatives

Room: Winecup

Charting and Profiling Schools and Worksites for Organizing Success

Charting the workforces in our building is essential for understanding the unique culture of each of our worksites. Profiling potential members and understanding the relationships between members and potential members enable us to set our building leaders up for success, not failure, by guiding them to approach their most receptive colleagues first. Charting and profiling are also invaluable for mobilizing members around workplace issues.

Audience: Anyone

Presenter: Travis Donoho

Room: Violet Crown I

Sunday, June 22, 2008

9:00 a.m. – 10:30 a.m.

Representing Members with Basic Legal Issues

Learn how to be an effective and confident Member Advocate.

Audience: Anyone interested in representing members with basic issues.

Presenters: Joey Moore, Julie Chen Allen

Room: Violet Crown I

Membership Recruitment 101

In order to create a strong, unified block of school employees to negotiate for fair compensation, affordable healthcare, job protection, and safe workplace, locals must increase their membership bases. This workshop will focus on the following: knowing your organizations (local/state/national) and competing organizations, knowing your audience, knowing who to target. Practical examples will be shared.

Audience: Anyone

Presenter: Gonzalo Becerra, Chris Vargas

Room: Longhorn

Mentoring TSTA Ambassadors in Your Local

For Presidents of locals with Ambassadors in the 2008 Ambassador Academy

Audience: This session is restricted to local presidents who have Ambassadors in this year's class.

Presenters: Bryan Weatherford, Shane Riddle

Room: Del Valle

Surveying Your Members: Getting the Monkey On Your Back

Utilizing the online site “Survey Monkey” to create easy or elaborate surveys, collect and analyze the data, and use survey results to maximize your local’s organizing or recruiting efforts. This is an exciting session—don’t miss it.

Audience: Anyone

Presenters: Randy Johnston, Mary Ann Reuter

Room: Violet Crown II

Creating a Local Infrastructure That Works

The Association of Brownsville Educators will share how they have created an infrastructure that promotes involvement from many members.

Audience: Local Leaders

Presenters: Tom Puntereri, Alberto Alegria

Room: Wildflower