National Education Association

The National Education Association is the nation’s largest professional employee organization, representing 3.2 million elementary and secondary teachers, higher education faculty, education support professionals, school administrators, retired educators, and students preparing to become teachers.

NEA Executive Officers
Reg Weaver, President
Dennis Van Roekel, Vice President
Lily Eskelsen, Secretary-Treasurer

NEA Executive Staff
John I. Wilson, Executive Director

NEA Executive Committee
Michael Billirakis, Ohio
Mark Cebulski, Wisconsin
Carolyn Crowder, Oklahoma
Michael Marks, Mississippi
Rebecca Pringle, Pennsylvania
Marsha Smith, Maryland

NEA Constituent Relations Department/Student Program
1201 16th St, NW, Suite 410
Washington, DC 20036
202.822.7132 * Phone & Fax
www.nea.org/student-program

Published December 2006
Copyright © 2006 by the National Education Association
All Rights Reserved
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>History and Structure</td>
<td>2</td>
</tr>
<tr>
<td>Staff and Leadership</td>
<td>6</td>
</tr>
<tr>
<td>About the Advisor</td>
<td>10</td>
</tr>
<tr>
<td>Organizing a Campus Chapter</td>
<td>12</td>
</tr>
<tr>
<td>Membership Recruitment and Involvement</td>
<td>18</td>
</tr>
</tbody>
</table>
The forerunner organization of the NEA Student Program was called the Student National Education Association (SNEA).

The Student National Education Association was founded in 1937 as a department of the National Education Association. Over the course of its history, SNEA served more than one million members. As late as 1955, SNEA began a movement to self-determination of its own program recommendations for action by NEA.

What is NEA Student Program?
Between 1955 and 1965, annual conferences elected officers and suggested amounts of funding for special student programs. In 1972, SNEA elected its first full-time officer and approved a budget to be recommended for adoption by NEA. In late 1974, talks were held between SNEA and NEA as to the possibility of an autonomous relationship. In 1975, NEA and SNEA met four times and agreed upon a document that outlined program responsibilities and accountability to SNEA and reduced gradually the financial support of NEA. January 1976 saw the SNEA Representative Assembly authorize the incorporation of the Association into a semi-independent status.

In 1983, SNEA terminated its separate affiliation status and merged with the National Education Association as a program.

**Purpose**

The purpose of the NEA Student Program can be best described by quoting the bylaws of the Association as adopted by over 50,000 members represented at the annual Representative Assembly. Article I, Section 2 states:

“The purpose of the Association shall be to develop in prospective educators an understanding of the education profession, to provide for a united student voice in matters affecting their profession, to influence the conditions under which prospective educators are prepared, to advance the interests and welfare of students preparing for a career in education, to promote and protect human and civil rights, and to stimulate the highest ideals of professional ethics, standards, and attitudes.”

A facts list on the next pages gives a quick overview of the program.

---

**NEA Student Program Facts**

**History of NEA Student Program**

- 1937—Founded as the Student National Education Association (SNEA)
- 1955—Adoption of program recommendations for action by NEA
- 1972—First full-time officer
- 1975—Autonomy deliberations
- 1976—Incorporated
- 1983—Terminated separate affiliation and merged with NEA as a program.

**The NEA Student Program Today**

- 60,000+ members on average
- 1200 campuses, and counting
- 50 states, District of Columbia and Overseas
- A full-time, elected Chairperson
- A nine-member, appointed Advisory Committee of Student Members
- Three members elected to NEA Board of Directors
- Three elected student representatives on the NEA Resolutions Committee
- Student representatives appointed to selected NEA Standing Committees.
NEA Structure

The National Education Association

- 3.2 million members nationwide in all
- 50 states, the District of Columbia, Guam, Puerto Rico
- National President
- National Vice President
- National Secretary-Treasurer
- Board of Directors
- Executive Committee.

Structure of the National Education Association of the United States

- Chartered by Congress in 1906
- Review Board
  9 Members
- Representative Assembly
  Approximately 9,000 delegates
- Board of Directors
  175 voting and nonvoting members
    (includes 3 student representatives)
- Executive Committee
  9 members including the President, Vice President, and Secretary-Treasurer
- Executive Director.

Standing Committees of the Representative Assembly

- Constitution, Bylaws, and Rules
- Program and Budget
- Resolutions (includes 3 student representatives)
- Credentials
- Elections.

Advisory Standing Committees

- Women’s Issues (includes 1 student representative)
- Minority Affairs
- Membership (includes 1 student representative)
- Sexual Orientation/Gender Identification (includes 1 student representative)
- Student Members (10 student representatives, including Chairperson)
- NEA-Retired Advisory Council (The NEA-Retired Advisory Council is an elective rather than an appointive body.)

Strategic Objective Standing Committees

- Employee Advocacy (includes 1 student representative)
- Human/Civil Rights (includes 1 student representative)
- Legislation (includes 1 student representative)
- Membership Services/Affiliate Relationships (includes 1 student representative)
- Professional Standards and Practice (includes 1 student representative).

Note: This list does not include ad hoc internal committees of the Board of Directors and Executive Committee.

What is NEA Student Program?
**Why Have a Student Program?**

**Because Our Future Depends On It!**

Demographic projections indicate that nearly 225,000 teachers leave the profession each year. If NEA and its affiliates are to survive and thrive, then very aggressive steps must be taken to assure that the 225,000 persons who will be filling these positions each year become the new wave of members.

As NEA members retire and leave, and other educational professionals leave the profession for reasons that include insufficient professional support, the Association must build and strengthen its efforts to reach the hundreds of thousands of students just beginning their careers in education. Strong NEA Student Program chapters are key to reaching those potential members.
Who is NEA Student Program?

Staff and Leadership

NEA Student Program Office

The NEA Student Program Office consists of three persons:

- The Organizational Specialist, an NEA professional staff person
  (202) 822-7163
- The Senior Program Assistant, the administrative/technical staff person
  (202) 822-7130
- The elected National Student Chair, serving a two-year term
  (202) 822-7915
- General information:
  (202) 822-7132.
  Please give this number to members and others who wish to contact the NEA Student Program office.

Mailing address:

NEA Student Program
Membership & Organizing, Suite 410
1201 16th Street, N.W.
Washington, D.C. 20036

Fax: (202) 822-7624

Email:

- Kimberly Anderson, Organizational Specialist:
  Kimberlyanderson@nea.org
- Donna Fleming, Senior Program and Financial Assistant:
  DFleming@nea.org
- Anthony Daniels, Chairperson:
  Adaniels@nea.org

Web site: www.nea.org/Student-program
**Functions of Office Personnel**

**The Organization Specialist**

This person is the state student organizer’s main point of contact at the national level. The program assistant is also available to assist states. The Organization Specialist’s role:

1. Maintain full, constant contact with state organizers and to provide whatever resources, staff or otherwise, that are needed.
2. To assist the states in the delivery of their programs.
3. To allocate support resources which may include, but are not limited to:
   - A. Visitations
   - B. Providing data
   - C. Providing supportive funds through:
     - a) NEA's SOAR Program
     - b) NEA'S CLASS Program
     - c) Providing other in-kind resources as needs arise such as:
       i. Help from other state student organizers at the expense of the national office.
       ii. Special assistance in one-time major state projects.
   - D. Maintaining the national online communications system between state student organizers. Using the system, state student organizers can communicate with any other state student organizer to:
     - a) Obtain data from other states
     - b) Request roommates for students attending national meetings
     - c) Communicating crisis alerts and responses that deal with educational concerns.
   - E. Design promotional brochures, develop workshop programs, providing trainers for onsite training sessions if there is more than one state participating
   - F. Decide where the annual Fall Connections Conference will be held and work with the state student organizer in the selected state to design and deliver the meeting
   - G. Be responsible for the content and flow of the Student Leadership Conference
   - H. Develop promotional literature and material. Some state student organizers have assumed a more active role in the design and content of this material with surprising and exciting results.

**The Senior Program and Financial Assistant**

This person is responsible for handling all administrative and technical matters, which keep the Student Program office functioning. These roles include, but are not limited to the following:

1. Answering requests for more materials
2. Doing all the computations necessary to prepare the annual rebates
3. Processing all vouchers for work undertaken on behalf of the national office
4. Overseeing and supervising all room, technical, a/v, and other special arrangements for both national student meetings
5. Supervising all requests for information coming into the national office
6. Referring to the states’ correspondence, which appropriately should have gone to the states for action and/or follow-through
7. Filling requests for information or general help in tandem with the organization specialist that come from state student organizers.
The National Student Chairperson (two-year elected/appointed)

This person is the state leaders’ major contact person at the national level. The formal title of this person is Chair of the Advisory Committee of Student Members. The person who holds this post may be any student enrolled in a program at their college preparing to become a teacher. S/he is elected every two years at the Student Leadership Conference (explained later). The person winning the election automatically has their name forwarded to the NEA president, who has the power to accept the voted recommendation or to choose another person.

Powers and Functions

The national chair, immediately upon election, begins to prepare a list of various committee nominees to present to the NEA president for consideration as appointees to NEA’s existing committees, including the most significant, as far as student activities are concerned—the Advisory Committee of Student Members. There are nine appointed slots on the advisory committee. Their role and function will be outlined later.

The chair presides over two meetings per year of the Advisory Committee of Student Members. They meet at least once at the same time as all other NEA standing committees. The NEA president determines the details concerning the first meeting. The advisory committee decides subsequent meeting dates.

Other Elected Posts

In addition to the advisory committee, there are eight nationally elected posts. They are:

- Three student members on NEA’s Board of Directors with one alternate member
- Three student members on NEA’s Resolutions Committee with one alternate member

The chair is responsible for coordinating the work of these people. These eight people, in no particular order, sometimes assist the chair in carrying out their functions, such as representing the national level at state functions. There are several peak times during the year when numerous state meetings are held the same weekend, making it physically impossible for the chair to accept all invitations to attend and represent the national level.

Student chairs have traditionally turned to one of the three Board members to substitute for and represent the chair. The chair makes these arrangements. On several occasions, state chairs have met and developed a relationship with a particular Board member resulting in requests for that person to visit their state. There is a form in the Appendix for this purpose. To save on traveling costs, the six NEA regions have been divided and assigned to Board members who limit their visits to those assigned regions.

The chair acts as NEA’s contact person with most other established student groups across the nation. He/She is also a contact person for the National Council for the Accreditation of Teacher Education (NCATE).

The chair sits on all NEA Executive Committee meetings, all NEA Budget Committee meetings, and NEA’s Fund for Children and Public Education, but is NOT a voting member of these bodies.
The chair is the only full-time released position in the NEA Student Program funded by NEA. Benefits include housing, salary, expense account, and travel necessitated by the responsibilities of the office. (Since it is the only national post with such perks, there is vigorous competition for this position).

Day-to-day contact between the chair and many different state chairs is routine. Expect your state’s chair to hear from the National chair often. News and information usually shared between the national office organizational specialist and state student organizers is shared in the same way between the national chair and the state chairs.

The chairs have found it convenient to do a newsletter. Their mailings may include a variety of additional items. If some issue is occurring in a particular state which may be of interest to students everywhere, the chair usually includes articles and other pertinent information in those mailings. These mailings are created exclusively by the chair.

The chair, in collaboration with the organizational specialist, determines the agenda for both Student Program national meetings, the Fall Connections Conference and the Student Leadership Conference.

The chair uses evaluations from previous meetings to help them decide what kinds of mini-sessions and other conference activities to offer. They also determine on how best to include other student members in these meetings.
About the Advisor

Guidelines for Local Chapter Advisor

Local chapter advisor is a faculty member of the university/college where an NEA Student Program chapter is organized. The faculty advisor has the responsibility of counseling and guiding the program of the student chapter and its members. Active teacher members from nearby K–12 associations may be called upon to act as advisors or co-advisors.

A Good Local Chapter Advisor...

✓ Knows what’s happening at the institution. (Politics)
✓ Has contacts on campus—networks with the Dean and faculty
✓ Bridges communication with faculty
✓ Keeps students pumped up; a dynamic motivator
✓ Has good ideas
✓ Helps arrange and organize ideas
✓ Advises leaders and the group in decision making
✓ Listens
✓ Keeps group on track
✓ Is current on education issues
✓ Believes in and promotes a team philosophy
✓ Provides moral support and mentoring
✓ Is current on recruitment strategies
✓ Is a student advocate
✓ Establishes continuity on campus
✓ Makes suggestions and encourages students
✓ Believes in and fosters professional development

Guidelines & Responsibilities for Campus Chapter
✓ Has a strong commitment to students beyond the classroom
✓ Can develop good working relationships.

The Local Chapter Advisor’s Role

Responsibilities
The chapter advisor, whether he/she is from the campus faculty or a local education association, is one of the most critical components of the successful campus chapter. Experience has shown that the advisor’s interest in and cooperation with the students, faculty, and administration have an extremely positive effect on the student chapter. The following are major responsibilities of the campus chapter advisor:

1. To promote the Student Program with the faculty members and the campus administration
2. To work closely with the students to provide a continuum of leadership ability
3. To provide program guidance meaningful to the future of the students in teacher preparation programs
4. To develop among the members an understanding of, and commitment to, the United Education Profession.

Some Suggested Activities to Ensure Effectiveness
These suggested activities may help the advisor to reach the maximum potential of his/her local chapter.

1. With an established membership committee, plan and implement a membership recruitment program that includes a concentrated drive and continuous follow-through. Any time is membership time.
2. Contact the state student organizer for materials and assistance that will be valuable to the chapter. The organizer can provide the advisor with advice and information from the state Association, as well as the support and resources that it can provide.
3. Contact the local (teacher) education association in the area of the campus for their support. They can provide many resources for the chapter, including speakers.
4. Enlist the support of other colleagues by letting them know what the Student Program is all about and that they are more than welcome to participate.
5. Contact advisors from other campus chapters. Many activities can grow and thrive through the cooperative efforts of different chapters. Ask your state student organizer for contact names and addresses of chapters in your area.
6. Be sure to plan a yearlong program that meets the needs of the members.
7. Develop a budget that provides adequate funds and can be controlled. The state student organizer can offer assistance with resources.
8. Determine a meeting time at a location that is convenient to all the key participants that will allow the advisor and the student leaders to meet on a regular basis.
9. Establish a “home base” for the chapter, a location where notices and calendars can be displayed and where meetings can be held on a regular basis.
10. Encourage members to drop in.
11. Be sure to notify the state student organizer with the appropriate address so materials and important mailings can be received efficiently.
Organizing a Campus: 10 Steps

Step One: Form a Steering Committee

What is a steering committee?
A Steering Committee is a small group of people who share common interest and goals.

Whom can I contact?
Friends, classmates, roommates, club members, people in your dorm.

How do I approach these people?
Ask questions like:
- Have you heard of the NEA Student Program?
- What do you think of the NEA Student Curriculum?
- Are you covered by insurance?
- Do you know what the certification requirements are for your state?

Follow with:
The Student Program helps ________.
The Student Program is an advocate of ________.
The Student Program offers $1,000,000 liability insurance.

What do I need?
Knowledge about what the Student Program is and what it stands for.
Literature available.
Commitment.

10 Steps: Forming a Campus Chapter
Step Two: Enlisting the Support of Key People

Who are the key people?
President of the college, college deans, chancellors, committee chairpersons, department chairpersons, other student leaders.

How do I find out who has the power?
Read the college governance documents.
Read minutes from meetings.
Read the campus newspaper.
Ask college faculty members.
Consult with the former advisor(s) if there was one (or more).

What do I do when I find them?
Make an appointment to see them.
Take someone with you to show support.
Explain what you are trying to do.
Ask about funding and facilities.
Ask about being a recognized campus organization.
Send them a thank you note.

Step Three: Select an Advisor

Is an advisor important?
Yes, he/she is the most important link between your organization and the college.

What do I look for in an advisor?
Someone who has a good rapport with the students, who is willing to spend time with the organization, and who has a commitment to teacher education. Hopefully, the person is in the education department and is an NEA member.

What if no one on campus will do it?
Check the local schools for an NEA member.
Be careful though, this may affect campus recognition. Another possibility is a retired teacher or professor in the area.

Step Four: Steering Committee Meeting

Who goes to the meeting?
Your steering committee advisor, and maybe some of the key people you contacted.

What do I do?
At this meeting, you are going to look at the remainder of your organizational plan and prepare for your first general meeting. Make assignments for the next meeting; be sure to include publicity, program and refreshments. Do not hesitate to contact your state Association for help at this time.

Step Five: Chapter Meeting

What do I need to remember?
To prepare plenty of advance publicity.
To select a time and date that allow the most people to attend.
To have an interesting program.
To keep the meeting as short as possible.
To have NEA Student Program literature available.
To have membership forms available.
To leave participants with the thought that they should join because membership in a chapter is going to be a rewarding experience for them.
To set the date for the next meeting.
To have a sign-in sheet so you have the address of everyone who attends.
Step Six: Membership Collection Spot

What is a membership collection spot?
The membership collection spot is a place that is: centrally located on campus, open most of the time, and where someone can keep an eye on it.

Why is it so important?
If someone has a membership form but does not know where to take it, they won’t turn it in.

What if I don’t have enough people to have one?
Ask a secretary if he/she would do it.
Set up a ballot box arrangement.
See if the campus bookstore would collect them.
Publicize the location of the membership collection spot.
You may even be able to have more than one.

Step Seven: Personal Contact Follow-up and Membership Promotion

What kind of contact should I make?
Some possibilities are phone calls, post cards, letters, visits, and, of course, email.

What do I say?
Thank them for attending.
Remind them of the next meeting.
Ask if they have any suggestions.
Did they join; do they want to?
Do they know of anyone else who might be interested?
Would they like some literature to distribute?

How do I know whom to contact?
You should have a list from your first meeting. If not, ask people who attended.

Why a continued program?
Membership promotion is a year-round task for your chapter. There are peak seasons for membership drives, fall and spring. The process, however, should never take a break. Always have promotion materials visible and readily available. You never know when someone will have the urge to join and you don’t want to be caught with your membership down!

Where do I get my materials?
Contact your state student organizer to obtain membership brochures about both the national and state levels of the Student Program.

Step Eight: Steering Committee Second Meeting

What happens at this meeting?
Three important tasks must be accomplished at this meeting:

- Plan for second general meeting.
- Select a slate of officers.
- Evaluate what you have done so far.

What do we need for the general meeting?
You need to:

- Follow the same procedures as your first meeting.
- Hold election for officers.
- Propose local dues.
- Establish any committees you may need.

10 Steps: Forming a Campus Chapter
What officers do we need?
President, vice president, and secretary-treasurer

How do we evaluate?
Take a good look at your past activities.
Don’t be afraid to admit mistakes.
Take measures to correct them.

What should I submit to the state association?
You need to complete the affiliate application and submit it along with the appropriate documents (Constitution, bylaws, etc. See Appendix for samples.)

Step Nine:
Plan Activities for Year

Who is involved?
Your elected leaders, committee chairpersons and advisor.

What types of things do we plan?
Suggestions:
• Set a membership goal.
• Plan the membership drive.
• Identify program areas of concern.
• Set tentative meeting dates.
• Plan for state activities.
• Plan for national activities.
• Develop a budget.

Remember:
• To prevent problems by asking for help.
• To set only those goals you can reach.
• To be patient; growth takes time.

Step Ten:
Contact Local and State Associations

What is the local association?
Your local community school district will have a local education association, employees that are affiliated with the state and the national Association.

What can the local association do?
Local leaders and staff can give you advice and help you with your student local.
They can speak in classes or at your local meeting.
They can provide opportunities for student members to visit local classrooms and attend teacher In-Service day.
They can also invite students to attend regular Association or regional meetings.
They can help answer questions about building your chapter and about entering the teaching field.
They will be wonderful contacts for you when you begin your job search.

Whom should I contact?
Call the Association president and /or UniServ representative.
If you are student teaching, ask to meet the Association representative in your building.

What can the state association do for you?
Arrange for members to speak at meetings.
Provide materials or other information.
Provide other speakers.
Provide statewide conferences.
Organizing a Local Chapter

A. If you are attempting to organize a new chapter at the local level, you need to consider the following questions:
   - What is the attitude of the campus with respect to NEA and the state Association?
   - What kind of campus are you attempting to organize? (Large, small, residential, commuter, rural, urban, etc.)

Once you have the answers, consider these suggestions:
   - Find a recent graduate of the institution who is currently a member of the local teacher’s association. Sit down with that person and solicit his/her assistance in developing a strategy to identify a group of local leaders and potential advisors.
   - Schedule a meeting and send a letter to those identified. The letter should outline what a Student Program can do for a local campus and ask those people to attend the meeting.
   - At this meeting, share information about the Student Program and seek commitments from those in attendance to establish a chapter. (Refer to the NEA-SP Local Leaders Handbook for additional suggestions.)

B. If you want to expand an existing local chapter’s activity and membership base, you will need to confer with the existing student leadership and advisors to determine the current level of activity. Once the level of activity has been determined, you will then be in a position to make suggestions for expanding chapter activities and increasing the membership base.

Don’t forget, you’re not in this alone—there is help available to you. Contact your State Student Organizer for assistance and there are other campus advisors who can give you advice.

Remember—it is not necessary to reinvent the wheel!

Duties of Local Chapter Officers

The President

The success and activity of a campus chapter is directly related to the ability, energy and enthusiasm of its president. Any organization must have capable leadership to be effective. The president is the most influential member and has the major responsibility for the success of the chapter. He/She should be willing to give time and effort to his/her duties.

- Work closely with your chapter advisor, seeking advice and help in the promotion of an effective state and chapter program.
- Maintain communications with the state student chairperson/president.
- Provide leadership for the chapter by being informed, interested, considerate, and dedicated to the local, state and national Student Program.
- Preside at regular and special meetings and at chapter committee meetings. Plan each meeting carefully. Start and stop on time.
- Answer all correspondence promptly.
- Give your records at the close of your year as president to the incoming president for his/her use.
- Report activities and send newsletters to state organizers.

10 Steps: Forming a Campus Chapter
The Vice President

The vice president is more than just a “stand-in” for the president. He/She should be of service to the president at all times. In many chapters, the vice president serves as chairperson of the program committee. Specific duties include the following:

- Assist the president when requested.
- Pick up ideas from members and pass them on to the president and advisor.
- Assume official host duties unless someone else has been assigned to do so, especially with guest speakers.
- Be involved in membership development.

The Secretary

The secretary’s most important job is interpreting what goes on at regular and special meetings and at executive committee meetings. An accurate written record of all activities of the chapter is most important. Specific duties include the following:

- Work closely with your chapter advisor.
- Keep notes during the meeting and type your minutes soon afterwards. (Ten days and distribute to officers.)
- Record names of persons who make and second motions and report all action items.
- Have minutes of previous meetings on hand at each meeting, a list of committees, copies of the state and local constitution and the bylaws.
- Read the minutes of the meetings and call the president’s attention to unfinished business.
- Give your records to your successor at the close of your term.

The Treasurer

The treasurer’s chief responsibility is keeping an accurate, up-to-date and accessible record of all funds taken in or disbursed in the name of the Association. In some chapters, this office has been combined with the role of secretary.

- Transmits dues to the state Association.
- Keeps financial records up-to-date, including addresses of members.
- Disburses chapter funds for local expenses.
- Works with other officers to establish an annual chapter budget.
Membership Recruitment & Involvement

Membership Benefits

Reasons for Becoming a Member:

- Relate the goals and past actions of the Association
- NEA Student Program concept, i.e., strength in numbers
- Proposed goals—United Education Profession (UEP) need their skills
- Liability Insurance
- Change comes through collective actions
- NEA-SP services available to each member
- Legal rights
- Discount buying (Credit cards, car rental, home mortgage)
- Legislation and political action
- Special services
- Research
- Travel
- Staff as resource
- Professional rights and responsibilities
- Voice in what happens
- Cannot be involved in change from the outside
- Insurance benefits
- Contacts for future employment
- Networking.
Helpful Tips:
Promoting anything requires organization and expertise. Many successful companies move their products with a plan. The same techniques can be applied to promoting membership.

- Tell your personal story—why you are a member
- Become an expert on NEA Student Program
- Make sure you have joined first
- Know your material
- Use the one-on-one approach
- Ask for a commitment for membership
- “Sell” the most influential students on membership first
- Then sell the tougher prospects
- Get other members to help recruit
- Use the positive approach first
- Answer all questions.

Suggested Membership Promotion Structure

1. Who’s Involved?
   - Leadership and staff of the state Student Program
   - State leadership and staff
   - UniServ leadership and staff
   - Local teacher association leaders
   - Campus chapter advisors
   - Campus chapter president.

2. Who’s responsible?
   A. NEA student leadership and staff
      - Distributes membership materials to states
      - Provides consultation and training for state leaders/advisors.
   B. State leadership and staff
      - Distributes membership materials to chapters
      - Provides consultation and training to chapters
      - Provides assistance upon request.
   C. UniServ leadership and staff
      - Provides consultation and training
      - Provides assistance upon request
      - Provides logistical support (printing, material mailing)
      - Distributes Association information, flyers, promotional materials
      - Attends meetings and makes presentations to chapters.
   C. Local teacher association leadership
      - Provides consultation and assistance
      - Attends meetings to make presentations about current teaching issues.
   D. Campus chapter/ advisor campus contact
      - Appoints membership chair
      - Arranges for training of membership promotion workers
      - Provides membership materials
      - Informs state leadership and consultants of membership progress
      - Checks with membership chair regarding progress and files all reports
      - Identifies problem areas
      - Makes presentations to education classes about the Student Program.
   E. Campus chapter membership chair
      - Locates in each building/department a member to serve as contact
      - Implements, coordinates and monitors membership efforts
• Receives reports from building/department contact(s)
• Reports to campus chapter president as to local progress, problems.

F. Campus chapter building department/membership contact
• Enlists other members in building/department to serve on membership team
• Distributes materials to membership workers
• Reports to membership chair as to progress and problems.

H. Building/Department membership worker
• Makes personal contact with every potential member
• Promotes membership
• Distributes promotional material to every potential member
• Reports progress regularly to building/department contact.

Practice promoting membership by role-playing, using the following information. As a rule, non-jinters tend to fall into five general categories:

1. *The Underclassperson.* One who has just started college and probably is unaware of the Association, its programs and benefits.
2. *The Overlooked Student.* One who has never been asked to join and feels slighted.
3. *The Dropout Student.* One who has been a member in the past but for some reason has chosen not to rejoin.
4. *The Holdout Student.* One who has never joined the Association and may even be speaking in open opposition to the Association.
5. *The Nontraditional Student.* One who is older and who has returned to school to get a teaching certificate.

Campus Chapter Membership Campaign Guidelines

**Step One:**
Form a Membership Committee

1. Select a chairperson who will be enthusiastic.
2. Choose committee members who will be good salespeople.

**Step Two:**
Initial Membership Committee Meeting

1. Create a list of potential members.
2. Review the promotion materials.
3. Discuss techniques that might be used.

Enthusiasm is contagious!

Membership Recruitment Skills

Know Your Audience

The strength of a campus chapter is in most instances, directly proportional to the percentage of students in the system who are members.

In most campus chapters, the vast majority of members are enrolled as a result of well planned membership campaigns.

There are times, however, when the student representative is confronted with the exceptions, students who for various reasons have not joined the Association.
Step Three: Review With Campus Advisor and/or Association

1. Explain the ideas of the Membership Committee.
2. Seek constructive criticism and more input.

Step Four: Second Membership Committee Meeting

1. Report new information to the committee.
2. Choose the techniques and activities you will use for the campaign.
3. Parcel out the different campaign activities among the committee members.
4. Set a time limit for the completion of each activity.
5. Plan an incentive program based on awards, prizes, recognition or other format.

Optional Step: Volunteers

1. To be used if the campaign activities may need additional persons.
2. Assign someone to recruit volunteers.
3. Hold volunteer meeting to explain campaign and various volunteer duties.
4. Review materials to be used by volunteers.
5. Make assignments.

Step Five: Pre-campaign Publicity

1. Utilize all publicity and media forms to inform students of the campaign activities.
2. Try to “pre-sell” the prospects so they are ready for personal contact.

Step Six: Kick-off Meeting Of Committee And Volunteers

1. Review the entire campaign structure and time line.
2. Have a social atmosphere to instill the “go-get ‘em” spirit among those present.
3. Announce incentive program.

Step Seven: Progress Reports

1. Use bulletin boards and flyers to advertise the progress of the campaign.
2. Let everyone know that they are working together and supporting each other.

Step Eight: General Membership Meeting

1. Have a special program to show all the new members how wise they were to join.
2. Announce winners of incentive program.
3. Give an overview of the year’s activities to inform and involve members.

Step Nine: Membership Committee Wrap-up Meeting

1. Have final reports given on all activities of the campaign.
2. Constructively review the campaign to see what worked and what didn’t.
3. Make a list of suggestions for the next membership campaign.
Step Ten:
Report To Advisor And Association Officers

1. Present an overall report of results, activities and suggestions.
2. Begin planning the next campaign.

Resources:
For ideas on publicity, meetings, programs and organizational structure, refer to:

1. Student Leaders Handbook
2. Other leaders in your state
3. The nearest teacher association
4. Fellow members
5. The national office
6. The local UniServ director

Membership Maintenance
Once a student becomes a member, the chapter must make his/her membership a meaningful one.

General Suggestions
• Demonstrate genuine interest in the program.
• Have a committee plan the program; assign each member a specific task.
• Vary methods of presenting programs.
• Make all room reservations and audio-visual requests well in advance.
• Check the area for resource people and materials (be sure to utilize teacher members and UniServ staff).
• Set a time limit for all programs.
• Adjust or redesign the program to accommodate the committee’s needs or opposition.
• Above all, be diverse in the types of programs provided.

Meeting Tips
• Start on time.
• Provide refreshments.
• Allow the committee who planned the program to carry it out and act as hosts.
• Set up an agenda and stick to it.
• Ensure all materials are set up and ready to go.
• Start with an icebreaker to make everyone feel at home.
• Make the guest speaker feel at home.
• Send thank you notes to the committee and speakers.
• Plan a backup program just in case.

Publicity Hints
• Posters
• Blogs and podcasting
• Emails to all students in the education department
• Memos on bulletin boards, (don’t forget dorms too)
• Personal letters or phone calls
• Extra large signs or gimmicks
• Announcements on campus radio stations or public radio stations
• Ads or articles in the school newspapers
• Memos to the Education Department instructors
• Handouts/Announcements in classes
Student Member Training and Leadership Development

There are two types of student member training and leadership development programs:

1. Governance/Leadership trainings
2. Every member trainings

Governance/Leadership training and leadership development activities may include:

1. How to run an effective meeting
2. Parliamentary procedure
3. Interpersonal relationships and communication
4. The United Education Profession—history and structure:
   a) The NEA
   b) The NEA Student Program
   c) The state affiliate
   d) UniServ
   e) The local association
5. How to recruit and motivate volunteers
6. Fundraising
7. Secrets to successful programming.

Every member training and all professional development activities may include:

1. Cooperative programs with the local education association
2. Cooperative programs with the education faculty
3. Cooperative programs with student services, student activity, and student organization personnel
4. Cooperative programs with the UniServ
5. Cooperative programs with state affiliate arranged through the state student organizer
6. Cooperative programs with the state’s Department of Public Instruction (or whatever it is called in each state)
7. Use videos available from NEA and others.

Examples of programming activities may include alternative assessment, child abuse, current policies of the state Board of Education, Educators Employment Liability policy, employee rights and responsibilities, inclusion, professional standards, influencing student behavior, interview skills, and classroom management.

Illustrative Topics for Training Workshops at Both the Local and State Levels

- Improving Test-Taking Skills
- Alternative Assessment
- Interview Skills for Teachers
- Preventing Child Abuse and Neglect
- Teacher and Student Motivation
- Improving Parent-Teacher Conferences
- Dealing With Student Stress and Burnout
- Stress Management
- Working With Gifted and Talented
- Time Management
- Helping Your Child Learn
- Classroom Discipline
- Parent Involvement
- Community Partnerships

Workshop training guides and manuals already exist throughout the state student organizer network. Because so many of these illustrative guides exist, this handbook will not have copies. When you need one of these sample workshop guides, call your state student organizer.
NEA Student Program Grants

Student Organizing and Assistance Resources (SOAR) Grant

Several years ago, the NEA RA passed a resolution creating a special organizing fund, now called SOAR.

The Student Program leaders and staff realized that attempts to conduct more intensive organizing efforts were often stymied by a lack of funds. A proposal was developed within the program and introduced at the RA to encourage more intensive membership and chapter organizing by:

1. Increasing the $10 dues to first $12, then to the current $15 level
2. Setting aside the same amount, which would become a fund administered by the Student Program office.

The form for requesting SOAR money can be found on the NEA SP Web site, www.nea.org/student-program. The application indicates the five categories that are approved for funding:

- Minority Recruitment
- Urban College and University Recruitment
- Community, Junior, and Two-Year College Recruitment
- Future Teacher/Educator Programs and Projects
- Hook-Up Projects

The Other Category is for projects that do not fit in any of the categories listed above.

Community Learning through America’s Schools (CLASS) Grant

CLASS grants were established to support individual chapters of the NEA SP in community outreach projects. These grants are limited to $1,000 and can be renewed once. Funding for renewal grants are limited to 75 percent of the original grant award.

Some CLASS grant projects include Read Across America events, afterschool tutoring programs, homeless shelters, partnerships with Boys and Girls Clubs, and ethnic festivals. The form for requesting CLASS money can be found on the NEA SP Web site, www.nea.org/student-program. The application requirements include:

- Description
- Expected results
- Activities/Timelines
- Roles and responsibilities
- Detailed budget
- Publicity
- Ongoing projects

If you have any questions about grants and their potential for use in your state, please contact the NEA Student Program organization specialist.

Student Member Involvement in Electoral Politics

NEA student members are Democrats, Independents, and Republicans. But, regardless of party affiliation, we share a common commitment to the future of children and public education. To ensure our students and schools a strong voice—from the school board to the White House—NEA works to support the election of pro-education candidates at every level of government.

NEA student members can help advance the Association’s bipartisan education agenda by being advocates for public education within the major political parties, by supporting the election of pro-education candidates, and by communicating with officeholders on legislation that has an impact on students and schools.

Recruiting & Involving
Support from student members can make a real difference in politics and the formulation of public policy.

Here Are a Few Actions Student Members Can Take to Have an Impact:

1. **Get to know the issues and the players.** To find out where members of Congress stand on the issues that matter most to children and public education, check out NEA’s website: http://www.nea.org.

2. **Give elected officials guidance and feedback.** Members of Congress gauge their constituents’ support for legislation, in part, by the number of phone calls, emails, and letters they receive. The Association encourages student members to share their knowledge about children and education issues with legislators. Student members can write their members of Congress at the following addresses: For Senators, write to (Name of Senator), The United States Senate, Washington, D.C. 20510; and for Representatives, write to (Name of Congressman), The United States House of Representatives, Washington, D.C. 20515. A quick phone call to a member of Congress prior to a key vote can make a world of difference for children and education. To reach a member by phone, contact the switchboard at the United States Capitol at (202) 224-3121. To reach Members online, go to www.senate.gov or www.house.gov.

3. **Support the Association’s recommended candidates.** Student members can support the election of pro-education candidates by volunteering with their state affiliate government relations office, or, if time is limited, student members can make a personal commitment to vote pro-education on Election Day.

4. **Support public education in the political process.** Student members can play an important role by promoting public education as a critical election issue. NEA student members can help distribute education voter guides, address public forums, work within their state political parties to build support for a pro-education platform, and serve as delegates to the major political party conventions.

5. **Promote voter registration and help Get Out the Vote (GOTV).** NEA student members can support established voter registration projects or design their own activity to help register other students. On Election Day, encourage student members to work with state or local affiliates to help get out the vote.

**Political Activity Example**

**A State-wide Student Rally**

Get out and make a difference by holding a student rally at your state capitol during the legislative session. Student Senate members and Student Association members from state universities across the nation hold meetings during the legislative session to talk to state government about funding for our universities. The state student organizer and the Association’s government relations department can be involved with these meetings. By representing the needs of public higher education, we help the fight for all public education funding and education employees. Funding for political activist efforts can be found in your state’s political action budget.

**Here are some ideas.**

1. Contact your campus student government; if they participate in a lobbying effort, offer to help—if they don’t, offer to help them get one started.
2. Get involved with your state’s legislative races; help with campaigns, hold fundraisers for education friendly legislators, and talk to your legislators.

3. Plan your winter conference or board meeting during the legislative session.

4. Invite all the state legislators to a social event during the conference in an effort to get to know them.

5. Hold a rally at the Capitol during the conference and be loud and boisterous in order to command some media exposure.

6. Provide food and refreshments for rally participants to help keep individual costs down.

7. Publicize the NEA SP involvement in the rally by hanging up signs for your organization, have membership applications available, use information and handouts from your state Association to help inform students about issues and legislators.

8. Develop information sheets for legislators about tuition costs, fees, and costs of education. (Make sure your information is accurate!)

9. Invite student organizations to bring members and students at-large to the rally.

10. Have voter registration material available on the bus to the rally.

11. Provide as much information as possible to the students about education issues so that they will feel comfortable talking about these issues with legislators.