

# Bayland Educators Strategic Plan

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## Mission Statement

Bayland Educators is an organization of public education employees who provide training and services to protect, improve, and enhance members' rights and the professional and economic capabilities of its members, hence improving the quality of life of all its members.

## Vision Statement

Bayland Educators will empower its members to be actively involved in maintaining and improving members' wages, benefits, and working conditions.

Bayland Educators will promote the professional development of its members to enhance the quality of public education for all students.

Bayland Educators members will be actively involved in the political process; in the recruitment and election of advocates for public education.

Bayland Educators will promote effective internal and external communication and public relations to expand member and community involvement and knowledge of issues.

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## **Goal 1: To maintain and improve members' wages, benefits, and working conditions.**

### Strategic Objectives:

1. Improve local leaders' **collective** bargaining knowledge and skills

#### Specific strategies

- a. Strengthen existing CBC groups and create new ones
    - i. Develop regional bargaining goals
    - ii. Develop regional bargaining strategy
  - b. Assess and provide programs and training; promote WEAC bargaining certificate and Bayland Educators' costing certificate
  - c. Organize around bargaining goals
  - d. Promote use of professional staff in bargaining
2. Strengthen the **collective** bargaining knowledge and skills of the staff

#### Specific strategies:

- a. Promote training opportunities for staff

## **Goal 2: To promote the professional development of members.**

### Strategic Objectives:

1. Maintain effective Instruction and Professional Development (IPD) committee

#### Specific strategies:

- a. Use Bayland Educators as a licensing center
- b. Promote the Professional Development Certificate program for ESP under WEAC PDA
- c. Promote attendance at WEAC, NEA, etc. conferences and/or conventions (e.g., provide funding for members' participation)
- d. Encourage members' participation on regional and state-wide professional development committees
- e. Provide training opportunities

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## **Goal 3: To promote active involvement in the political process.**

### Strategic Objectives:

1. Maintain effective Legislative Committee

#### Specific strategies:

- a. Recruit at least one political action/legislative contact in each local.
- b. Increase Bayland Educators locals' participation in school board races and referenda.
- c. Inform and increase Bayland Educators member involvement in the WEAC and Bayland Educators candidate recommendation processes.
- d. Disseminate legislators' education voting records to Bayland Educators members.
- e. Increase member involvement in coalition activities in which Bayland Educators participates.
- f. Review and revise Bayland Educators legislative and political action guidelines as needed.
- g. Increase member participation in conduits.

## **Goal 4: To promote effective internal and external communication and public relations to expand member and community involvement and knowledge of issues.**

### Strategic Objectives:

1. Maintain an effective Public Relations Committee to work on internal and external public relations

#### Specific internal strategies:

- a. Publish a UniServ newsletter; promote electronic delivery
- b. Maintain an updated website
- c. Coordinate with UNE on PR projects
- d. Assist locals with PR projects; utilize resources and provide training
- e. Publish a new member packet for Bayland Educators

#### Specific external strategies:

- a. Promote the activities of the coalitions and community groups
- b. Continue to purchase ads in publications
- c. Develop strategy for responding to negative public relations

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## **Goal 5: To establish an organizing culture for Bayland Educators members.**

### Strategic Objectives:

#### 1. Create Organizing Committee

##### Specific strategies:

- a. Provide local and regional training opportunities in organizing
- b. Promote WEAC-sponsored and other training opportunities (e.g., provide funding for locals' participation)
- c. Utilize resources
- d. Encourage staff training in organizing
- e. Establish Association mentor program
- f. Create a trained organizing cadre
- g. Establish pilot organizing campaigns in selected locals

#### 2. Strengthen Board members' involvement in locals

##### Specific strategies:

- a. Board members meet face-to-face with local leaders
- b. Establish Bayland Educators' local presidents meeting
- c. Invite locals to send representatives to observe Board meetings
- d. Increase members' on Bayland Educators committees