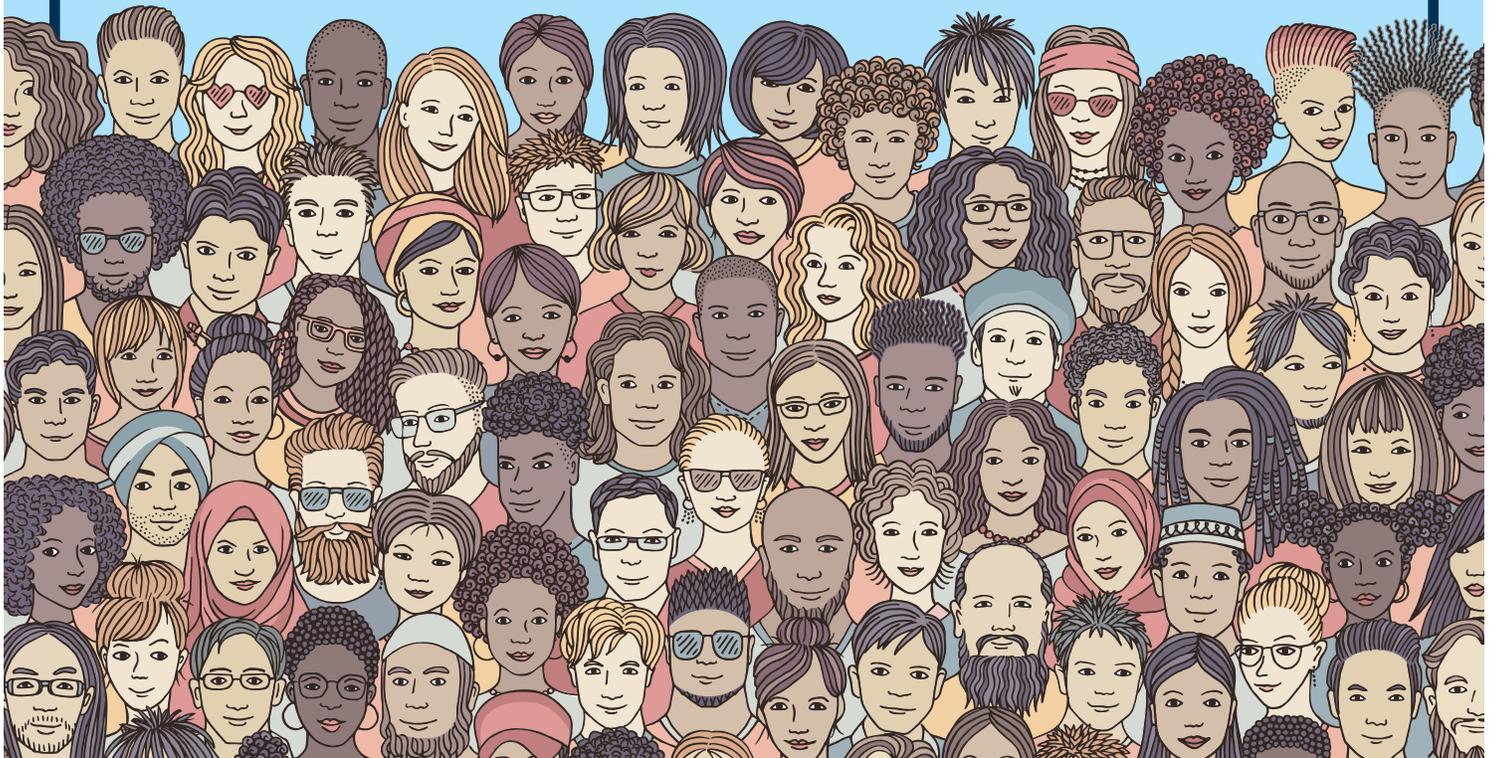


# 2021 ESP Conference

*A Virtual Offering*

MARCH 25-27, 2021



MEA EDUCATION SUPPORT PROFESSIONALS  
EDUCATE • ADVOCATE • EMPOWER



# ESP Conference Purpose

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This statewide conference is designed to serve the expressed needs of the Education Support Professional members in good standing of the Michigan Education Association. Individual workshop sessions have been structured to meet both the generic and specific needs of the group.

# ESP Conference Committee

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Terrie Rugg, Co-Chair

Eursla Moore-Doyle, Co-Chair

Charles Bacon

Theresa Dudley

Sue Federico

Bob Hanchek

Christine Kish

Antonella Piccirilli

Eva Pritchard

# For Further Information

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Coordinator: Michele Harrison    [mharrison@mea.org](mailto:mharrison@mea.org)

Registration: Nancy Morrow    [nmorrow@mea.org](mailto:nmorrow@mea.org)

Address:    1216 Kendale Blvd., PO Box 2573  
                 East Lansing, MI 48826-2573

You can also find more information online at [mea.org](http://mea.org).

This conference is underwritten in part by MESSA and MEA Financial Services.





# Roy Freeman

*MEA ESP Caucus President*

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As MEA ESP Caucus President, it is my pleasure to invite you to attend our 2021 ESP Virtual Conference March 25-27. Education Support Professionals are always working hard to achieve success. We will be offering new sessions to help you achieve those goals.

We have a large variety of sessions this year. You don't even have to drive and struggle with snow. Also, one of the most exciting aspects is it is free to MEA members!

Never forget....We as EDUCATION SUPPORT PROFESSIONALS are never "JUST A." We are professionals on a mission to enrich the lives of every student in our communities. As we continue on our chosen career path, we will accomplish this with great success.

COVID has certainly presented obstacles we never expected. ESP members stepped up all over this state to make students' lives enriched in numerous ways. Be proud of your contributions.

Along with my fellow ESP Officers and our ESP Caucus Executive Board, I am looking forward to seeing many of our members take advantage of this free opportunity. It is always rewarding to gather and grow together as MEA Education Support Professionals.



Roy Freeman

MEA ESP Caucus President

# 2021 ESP Conference Schedule

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## THURSDAY MARCH 25

6:15 p.m. Opening General Session Platform Open

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6:30 p.m. Opening General Session

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6:45 p.m. 100 Series Platforms Open

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7 – 8:30 p.m. 100 Series Sessions

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## FRIDAY MARCH 26

6:45 p.m. 200 Series Platforms Open

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7 – 8:30 p.m. 200 Series Sessions

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## SATURDAY MARCH 27

8:45 a.m. 300 Series Platforms Open

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9 – 10:30 a.m. 300 Series Sessions

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10:30 a.m. 400 Series Platforms Open

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10:45 - 12:15 p.m. 400 Series Sessions

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12:15 p.m. 500 Series Platforms Open

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12:30 – 2 p.m. 500 Series Session

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# ESP Conference Registration Information

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## REGISTRATION GUIDELINES

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- All persons attending all, or any part of the conference must register.
- If you find you can no longer participate in any/all of the virtual sessions, please be sure to cancel via email including your name and local unit, and if you are cancelling all or just some of your sessions. Email can be sent to nmorrow@mea.org.

## VERIFY YOUR EMAIL – ON THE FIRST SCREEN OF REGISTRATION

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- Communication around the conference, including your confirmation email will be sent to the email in the system.
- All the Zoom links needed to attend sessions will be included on the initial confirmation email, so it is imperative that you watch for and receive that communication. It should arrive within just a few minutes of finalizing your registration.

## REGISTRATION FEE

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- Because the 2021 ESP Conference is a virtual offering, no fees will be charged to attend. However, you must be an MEA member in good standing and pre-register to participate.

## CONFIRMATION EMAIL – MAKE SURE YOU WATCH FOR AND RECEIVE

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- Again, all correspondence for the conference will be done via email, including the Zoom links needed and evaluations for each session.
- If you do not receive your email within just a few minutes of completing your registration on the system, please contact Nancy Morrow at nmorrow@mea.org.

# Conference Registration Information

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## Registration Deadline: March 15, 2021

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### REGISTRATION PROCESS

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Online registration will be available through March 15, 2021 only.

Click the button to register. If that direct link doesn't work on your device, you can:

1. Go to [www.mea.org/login](http://www.mea.org/login) and log in (you can create your login credentials there or reset a lost password).
2. Click on the Event Registration button.
3. Complete the registration process under Upcoming Events.

Please NOTE: To use online registration, each member must sign in to their MEA account so that the information is on their record. One MEA member cannot register another MEA member.

Please verify that your email address is correct in the system before registering. This is how you will receive a confirmation email to let you know that the registration was processed correctly.

Session availability will be in real time so there is no need to list/select a 1st, 2nd and 3rd choice when registering online (as you do when submitting a paper copy with payment). If the session is available to select as the member is registering, there are seats available in that session. Remember that even in a virtual setting, there are limits on the number of participants – for varying reasons.

**IMPORTANT:** If you receive a message about any time overlap, you have registered for overlapping sessions and will need to remove one of the sessions before you can finalize the registration. The system is trying to help make sure your registration is complete/correct so no further action will be required on your part prior to the conference.

Watch for a confirmation email. This will be your proof that the registration processed all the way through the system.

If you do not receive a confirmation email immediately following registering, please notify Nancy Morrow at [nmorrow@mea.org](mailto:nmorrow@mea.org) to confirm your registration was processed.



# Michigan ESP Center for Professional Learning ESP Certificate Program

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## PROCEDURES FOR RECEIVING MECPL CREDIT

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**TO PARTICIPATE:** If you would like to participate in the Michigan ESP Center for Professional Learning ESP Certificate Program, please indicate that during the online registration process. These are the sessions that are eligible for credit through the ESP Certificate Program. Not all sessions are eligible for the ESP credits.

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## ESP CERTIFICATE PROGRAM ELIGIBLE SESSIONS

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The sessions listed below have been certified as part of the ESP Certificate Program.

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### **CORE – LEGAL/ETHICAL**

- 101 Being an Effective Association Representative
  - 302 Why Legislative & Political Action Matters for ESP
  - 502 Hot Topics: A Legal Update
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### **CORE – COMMUNICATIONS**

- 501 Raise Your Voice – Storytelling to Make Our Message Heard

If you have any questions about the MECPL program or what is required of you, please contact Jessica Fowler at [jfowler@mea.org](mailto:jfowler@mea.org).

# ESP Conference Session Listings

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Thursday, March 25		Friday, March 26	Saturday, March 27		
	100 Series	200 Series	300 Series	400 Series	500 Series
6:30 p.m.	7 – 8:30 p.m.	7 – 8:30 p.m.	9 – 10:30 a.m.	10:45 a.m. – 12:15 p.m.	12:30 – 2:00 p.m.
General Session	101 – Being an Effective Association Representative	201 – Taking Advantage of Unforeseen Opportunities to Protect & Grow Membership	301 – Bargaining Basics for Education Support Professionals	401 – Organizing with Member Benefits	501 – Raise Your Voice – Storytelling to Make our Message Heard
	102 – Membership Processing for Local Leaders	202 – Moving Beyond Mapping: Building Your Recruitment and Engagement Action Plan	302 – Why Legislative & Political Action Matter for ESP	402 – Student Loan Repayment and Forgiveness	502 – Hot Topics: A Legal Update
	103 – Mapping Your Local: Identifying Leaders, Growing Membership, and Building Power	203 – MESSA Insurance 101	303 – Indemnity Plans: A New Strategy	403 – Professional Learning for Continued Excellence in Support Professionals	503 – Growing Your Membership with the New Dues Structure

# 2020 ESP Conference Sessions

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## GENERAL SESSION THURSDAY 6:30 P.M.

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### OPENING GENERAL SESSION

6:30 – 7 p.m.

Meet the MEA leadership and get an update on the state of the organization. Be introduced to your ESP Caucus board and hear their plans for the future for Education Support Professionals. The Leon Brunner Award will also be presented at this time.

## 100 SERIES SESSIONS THURSDAY 7 P.M. - 8:30 P.M.

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### SESSION 101 – BEING AN EFFECTIVE ASSOCIATION REPRESENTATIVE



7 – 8:30 p.m.

This session gives attendees the information needed to become an effective association representative. It will include member engagement ideas, Weingarten Rights, Due Process, Fair Duty of Representation, and much more. No matter how long you have been a representative...this session is for you.

**Presenters:** Kelly Powers, MEA UniServ Director  
Troy Beasley, MEA UniServ Director  
Chris Dusich, MEA UniServ Director  
Milt Rehberg, MEA UniServ Director

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### SESSION 102 – MEMBERSHIP PROCESSING FOR LOCAL LEADERS

7 – 8:30 p.m.

Want to learn more about membership processing? What do “IBL” and “LBL” mean? This session is designed to cover topics related to membership processing including how MEA calculates dues and how your role as a local leader makes all the difference in getting things right regarding your unit’s membership records.

**WANTED:** Local Officers & Local Membership Chairs (LMC’s) – rookies and veterans! We’ll cover what it means to be a member in good standing and billing questions. You’ll also have the opportunity to access the LMC site to see what membership reports are available to assist you as a local leader.

**Presenters:** Cynthia McCurtis, MEA Membership Supervisor  
Melissa Kale, MEA Business Analyst

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### SESSION 103 – MAPPING YOUR LOCAL: IDENTIFYING LEADERS, GROWING MEMBERSHIP, AND BUILDING POWER

7 – 8:30 p.m.

This session is based on an organizing theory that worksites are already organized around worksite leaders who have gained trust and respect with networks of their colleagues. Power mapping your local identifies leaders and builds a distributive leadership model that ultimately leads to membership growth and a stronger local.

**Presenters:** Caleigh Hunt, MEA Field Organizer  
Marshetta Bettis, MEA Field Organizer

**200 SERIES SESSIONS  
FRIDAY 7 P.M.**

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**SESSION 201 – TAKING ADVANTAGE OF UNFORESEEN OPPORTUNITIES TO PROTECT & GROW MEMBERSHIP**

*7 – 8:30 p.m.*

In this session we will share various tactics that can be utilized to protect and grow membership when unforeseen circumstances arise (such as a pandemic), and we will discuss how those same tactics can be utilized to form a path to a stronger union as things return to “normal” and beyond.

**Presenters:** Shannon Alston, MEA UniServ Director  
Martin McDonough, MSU-APA President

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**SESSION 202 – MOVING BEYOND MAPPING: BUILDING YOUR RECRUITMENT AND ENGAGEMENT ACTION PLAN**

*7 – 8:30 p.m.*

In this interactive session you will use your local’s individualized needs to build a plan to recruit, engage, and sustain your membership. We will look at all aspects of your local including membership levels, historical data, and member dynamics to create a customized plan that you can implement immediately. Discussions and idea sharing will focus on engagement that is effective and on building local services your members want and need.

\*Please have membership list and local mapping ready for this session. If you have not completed membership mapping, we will briefly cover this if needed.

**Presenter:** Cyndi Ward, MEA Field Assistant

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**SESSION 203 – MESSA INSURANCE 101**

*7 – 8:30 p.m.*

You don’t need to be an insurance expert, but you do need to understand the brass tacks to get the best contract possible for your members. Attendees will learn the basics of medical, dental, vision, life, and LTD insurance, and walk away with the knowledge to bargain great group coverage.

**Presenters:** Mark Middlewood, MESSA Field Representative  
Heather Scott, MESSA Field Representative  
Abby Zarimba, MESSA Field Representative

**300 SERIES SESSIONS  
SATURDAY 9 A.M.**

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**SESSION 301 – BARGAINING BASICS FOR EDUCATION SUPPORT PROFESSIONALS**

*9 – 10:30 a.m.*

This session will encompass all bargaining basic information. It will be particularly focused toward ESP groups. Topics covered will include bargaining team basics, strategies and styles, planning for bargaining, requesting and analyzing unit and district economic information, collecting non-economic information, legal aspects of bargaining, mediation, fact-finding, and impasse.

**Presenters:** Terese Fitzpatrick, MEA UniServ Director  
Cyndi Austin, MEA UniServ Director

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**SESSION 302 – WHY LEGISLATIVE & POLITICAL ACTION MATTER FOR ESP**



*9 – 10:30 a.m.*

This session will provide an update on legislation from the last and current legislative sessions focusing on Education Support Professionals. Some of the topics covered will be specific legislation, engagement of MEA members in the political process, how to lobby, Legislative Council activities, PAC activities and others. Part of the session will also include a general “chat with your lobbyists” to find out what “really” takes place at the Capitol!

**Presenters:** David Michelson, MEA Lobbyist  
Andy Neumann, MEA Lobbyist  
Jessica Lumbreras, MEA Member/Political Organizer

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**SESSION 303 – INDEMNITY PLANS: A NEW STRATEGY**

*9 – 10:30 a.m.*

Leaders and bargainers have been looking for new resources to help members manage insurance costs over the hard cap. MESSA is happy to announce new indemnity plans, which are critical illness, accident and hospitalization plans for individuals and negotiated groups. This strategy helps defray out-of-pocket costs and isn’t subject to PA 152.

**Presenters:** Tim Heim, MESSA Field Representative  
Brad Gibson, MEA Insurance Strategy & Development Consultant

## 400 SERIES SESSIONS SATURDAY 10:45 A.M.

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### SESSION 401 – ORGANIZING WITH MEMBER BENEFITS

10:45 a.m. – 12:15 p.m.

Learn about the member benefits programs that MEA has available for its members and how they could help you and others you work with. Learn strategies to engage with other members and potential members in your workplace by using the benefits and helping to get them started using them as well. You will walk away from this session with new ideas for fun communications and activities with members around you and understand how you can use simple and easy money saving programs to help those around you and even recruit new members.

**Presenter:** Alexis Bates, MEA Help Center Supervisor

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### SESSION 402 – STUDENT LOAN REPAYMENT AND FORGIVENESS

10:45 a.m. – 12:15 p.m.

This session will arm you with valuable information about identifying your student loans, ways to lower your monthly student loan payments, and loan forgiveness programs for providing public service. If you are employed by a school district, community college, or four-year college you are providing a public service and are potentially eligible for thousands of dollars of public service direct loan forgiveness.

**Presenters:** Jon Toppen, MEA UniServ Director  
Christine Anderson, MEA UniServ Director  
Terese Fitzpatrick, MEA UniServ Director  
Christine King, MEA UniServ Director  
Marty Zmiejko, MEA UniServ Director

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### SESSION 403 – PROFESSIONAL LEARNING FOR CONTINUED EXCELLENCE IN SUPPORT PROFESSIONS

10:45 a.m. – 12:15 p.m.

An overview of Professional Learning opportunities for ESPs including the MEA ESP Certification Program, NEA's ESP Professional Growth Continuum (PCG), NEA and MEA Conferences, NEA's Micro-credentials and MEA's Leadership and Learning Book Studies and Online Professional Development.

**Presenter:** Robyn O'Keefe, Birmingham Association of Paraprofessionals President

## 500 SERIES SESSIONS – SATURDAY 12:30 P.M.

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### SESSION 501 – RAISE YOUR VOICE – STORYTELLING TO MAKE OUR MESSAGE HEARD

12:30 – 2 p.m.

Without a compelling story, facts and figures don't change minds. That's why it's essential that frontline school employees – who benefit from strong public trust – share their first-person experiences as part of advocating for what students and educators need. This is especially important for ESP to ensure the public understands your important role in student success. Learn how to make your voice heard as a Champion for Education, including training on messaging, preparation, tactics and more.

**Presenters:** Doug Pratt, MEA Director of Public Affairs  
Brenda Ortega, MEA Editor

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### SESSION 502 – HOT TOPICS: A LEGAL UPDATE

12:30 – 2 p.m.

Public education and public employees have been under attack at the state and federal level. Believe it or not, things are looking up. This session will review new and continuing laws, litigation, and issues that affect public employment in education.

**Presenter:** Lisa Harrison, MEA General Counsel

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### SESSION 503 – GROWING YOUR MEMBERSHIP WITH THE NEW DUES STRUCTURE

12:30 – 2 p.m.

This session will take an in-depth look at MEA's new dues structure and how it benefits members lower on the wage scale. It will also provide locals with messaging and organizing tactics to grow membership with a dues structure that is more fair and equitable to all MEA members and potential members.

**Presenters:** Caleigh Hunt, MEA Field Organizer  
Brett Smith, MEA Secretary Treasurer  
Roy Freeman, ESP Caucus President  
Jeff Wilson, MEA Board Member

# Michigan Education Association

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BRETT R. SMITH, SECRETARY-TREASURER • MICHAEL SHOUDY, EXECUTIVE DIRECTOR

**The mission of the MEA is to ensure that the education of our students and  
the working environments of our members are of the highest quality.**

