

**MEA**  
*Summer Conference*

**JULY 27-28, 2021**

**A VIRTUAL OFFERING**



# MESSAGE FROM THE PRESIDENT



For educators, summer has always been a time to recharge, renew, and restore – so necessary now, in the wake of such a difficult time in our lives and in our nation’s history. Let this gathering be a step along that journey for you this year.

Welcome to the 2021 MEA Summer Conference!

Your commitment and dedication to students, to your profession, and to this union bring me hope. Even in the darkest days of the pandemic, you stepped up to new roles, innovated, advocated, and persevered. We stood together in the storm.

Assembling at a conference – even virtually – provides us the chance to continue learning and growing together.

It’s a way to link arms and redouble our efforts to strengthen public education at a critical moment, when the central role that schools and education play in building strong and vibrant communities has been so brightly illuminated.

We all know our public schools are the foundation of our democracy, and we have many pressing issues to address, from a lack of school funding to institutional racism, climate change, a fraying social safety net, an economic recession and continuing effects of COVID-19.

Here we organize our collective strength to build a better tomorrow.

Here you will find information on bargaining strategies, organizing initiatives, lobbying priorities, legal issues, professional development, and communication plans. Learn about the issues. Hone your skills. Develop strategies. Build political action to create equitable systems and lasting change.

A handwritten signature in black ink that reads "Paula J. Herbart." The signature is written in a cursive, flowing style.

Paula J. Herbart, MEA President

# **SUMMER CONFERENCE 2021**

**July 27-28, 2021**

**A Virtual Offering**

For information, email [conferences@mea.org](mailto:conferences@mea.org).

Jenifer Wagner, Conference Assistant

Kia B. Hagens, Conference Manager



# SUMMER CONFERENCE 2021

The conference will begin with the General Session at 11:00 a.m. on Tuesday, July 27.

## **Tuesday, July 27, 2021**

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|-------------------|--|
| 10:45 a.m.        | General Session Platform Opens                         |
| 11-11:30 a.m.     | Paula Herbart, MEA President – General Session for All |
| 11:15 a.m.        | 100 Series Platforms Open                              |
| 11:30 a.m.-1 p.m. | Conference Sessions—100 Series                         |
| 1:15 p.m.         | 200 Series Platforms Open                              |
| 1:30-3 p.m.       | Conference Sessions—200 Series                         |

## **Wednesday, July 28, 2021**

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|---------------|--------------------------------|
| 9 a.m.-noon   | Exhibit Area Open              |
| 9:45 a.m.     | 300 Series Platforms Open      |
| 10-11:30 a.m. | Conference Sessions—300 Series |
| 12:45 p.m.    | 400 Series Platforms Open      |
| 1-2:30 p.m.   | Conference Sessions—400 Series |
| 2:45 p.m.     | 500 Series Platforms Open      |
| 3 - 4:30 p.m. | Conference Sessions—500 Series |

# CONFERENCE REGISTRATION INFORMATION

**Registration Deadline: July 16, 2021**  
**Session enrollments are limited. Register early!**

## Registration Process

Online registration (available until July 16 only).

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

1. Go to [www.mea.org/members-only](http://www.mea.org/members-only)
2. Scroll down to Register for Conferences and click to log in
3. After logging in, click on Upcoming Events.

**REGISTER HERE**

PLEASE NOTE: To use online registration, each member must sign into 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 on the system before registering. This is how you will receive a confirmation email to let you know that the registration and payment 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.

**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 Jenifer Wagner at [conferences@mea.org](mailto:conferences@mea.org) to confirm your registration was processed.

## Confirmation Email

A confirmation message will be sent to the email included on the conference registration form or on file for the member if registering online. If you do not receive a confirmation email, please contact Jenifer Wagner at [conferences@mea.org](mailto:conferences@mea.org).

## Registration Fees

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

## Registration Guidelines

- All persons attending all or any part of the conference must register.
- Plan to register early since some sessions have limited enrollment.
- 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. Email can be sent to [conferences@mea.org](mailto:conferences@mea.org).

## For Further Information

Contact Jenifer Wagner at [conferences@mea.org](mailto:conferences@mea.org), 800-292-1934 or 517-337-5491.

# 2021 SUMMER CONFERENCE A VIRTUAL OFFERING

## STATE CONTINUING EDUCATION CLOCK HOURS (SCECH) ELIGIBLE SESSIONS

**TO PARTICIPATE:** If you would like to participate in the State Continuing Education Clock Hours (SCECH) Program, please indicate that during the on-line registration process by selecting "I want to participate in the SCECH Program" – it appears as a session at the top of the list. The sessions listed below are the sessions that are eligible for SCECH credit. Not all sessions are eligible for SCECH credits.

### State Continuing Education Clock Hours (SCECH) Eligible Sessions

- 102 THE RIGHTS OF LGBTQ STUDENTS AND STAFF
- 103 RAISE YOUR VOICE – STORYTELLING TO MAKE OUR MESSAGE HEARD
- 105 SCECH, DPPD, AND TEACHER CERTIFICATION UPDATE 2021
- 107 GREAT MENTORS ARE IMPOSSIBLE TO FORGET!
- 201 HUMAN TRAFFICKING 101: WHAT DO YOU KNOW? WHAT EDUCATORS CAN DO
- 205 BUILDING BETTER RELATIONSHIPS AT THE BARGAINING TABLE AND BEYOND
- 206 MICHIGAN EDUCATION FINANCE 101
- 301 WHY YOUTH VOICES MATTER
- 304 GETTING YOUR MESSAGE OUT-MAKING COMMUNITY CONNECTIONS!
- 305 BARGAINING BASICS
- 401 TEXTS, TASKS, AND TEENS: USING CULTURALLY RELEVANT LITERATURE TO ENGAGE THE ADOLESCENT BRAIN
- 402 MICHIGAN EDUCATION FINANCE 101
- 406 THE RIGHTS OF LGBTQ STUDENTS AND STAFF
- 408 BARGAINING WITH AND FOR NEW EDUCATORS
- 501 A GUIDED COHORT JOURNEY..."ME AND WHITE SUPREMACY"
- 503 MEDIA RELATIONS 101
- 507 TEACHER EVALUATION: USING THE THOUGHTFUL CLASSROOM MODEL & DANIELSON MODEL

# 2021 SUMMER CONFERENCE A VIRTUAL OFFERING

## MICHIGAN ESP CENTER FOR PROFESSIONAL LEARNING ESP CERTIFICATE PROGRAM

**TO PARTICIPATE:** If you would like to participate in the Michigan ESP Center for Professional Learning ESP Certificate Program, please indicate that during the on-line registration process by selecting "I want to participate in the ESP Certificate Program" – it appears as a session at the top of the list. The sessions listed below are sessions that are eligible for credit through the ESP Certificate Program. Not all sessions are eligible for ESP credits.

The sessions listed below have been approved as part of the ESP Certificate Program for which credit can be issued.



### Michigan ESP Center for Professional Learning ESP Certificate Program Eligible Sessions

The sessions listed below have been approved as part of the ESP Certificate Program for which credit can be issued.

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#### CORE - COMMUNICATIONS

- 103 RAISE YOUR VOICE – STORYTELLING TO MAKE OUR MESSAGE HEARD
- 304 GETTING YOUR MESSAGE OUT-MAKING COMMUNITY CONNECTIONS!
- 503 MEDIA RELATIONS 101

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#### CORE – GROWTH/DEVELOPMENT/PSYCHOLOGY

- 201 HUMAN TRAFFICKING 101: WHAT DO YOU KNOW? WHAT EDUCATORS CAN DO
- 401 TEXTS, TASKS, AND TEENS: USING CULTURALLY RELEVANT LITERATURE TO ENGAGE THE ADOLESCENT BRAIN

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#### CORE – LEGAL/ETHICAL

- 102 THE RIGHTS OF LGBTQ STUDENTS AND STAFF
- 306 LEGISLATIVE UPDATE
- 406 THE RIGHTS OF LGBTQ STUDENTS AND STAFF

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#### ELECTIVE – CULTURAL DIVERSITY/EQUITY

- 102 THE RIGHTS OF LGBTQ STUDENTS AND STAFF
- 406 THE RIGHTS OF LGBTQ STUDENTS AND STAFF
- 501 A GUIDED COHORT JOURNEY...”ME AND WHITE SUPREMACY”

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#### ELECTIVE – WORK ENVIRONMENT/SCHOOL ORGANIZATION

- 206 MICHIGAN EDUCATION FINANCE 101
- 306 LEGISLATIVE UPDATE
- 402 MICHIGAN EDUCATION FINANCE 101

# 2021 CONFERENCE SESSION LISTINGS

## 100 SERIES

## TUESDAY, JULY 27

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### 101 CHAT WITH THE MEA EXECUTIVES

11:30 am – 1 pm – Platform will open at 11:15 am

*This session will repeat as Session 505.*

Meet with the MEA Executive Director, Mike Shoudy, and MEA Associate Executive Director, Marcy Kamienecki, to discuss current initiatives and share your ideas and thoughts for moving the organization forward.

**Presenters:** Marcy Kamienecki  
Mike Shoudy

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### 102 THE RIGHTS OF LGBTQ STUDENTS AND STAFF

11:30 am – 1 pm – Platform will open at 11:15 am

*This session will repeat as Session 406.*

Through case scenarios, policy and legal updates, and Q and A, we will address the current state of the law regarding LGBTQ issues in education- including updating student records to reflect preferred names and pronouns, the ability of transgender students to participate in school activities in accordance with their gender identity, a school district's responsibility to adequately address harassment and bullying against LGBTQ students, and the political speech of both LGBTQ students and staff. This session will provide a practical application of both policy and law to every day scenarios that happen in the school setting.

*This session will be limited to 50 participants.*

**Presenters:** Frank Burger  
Jay Caplan  
Christine Yared

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### 103 RAISE YOUR VOICE – STORYTELLING TO MAKE OUR MESSAGE HEARD

11:30 am – 1 pm – Platform will open at 11:15 am

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. Learn how to make your voice heard as a Champion for Education, including training on messaging, preparation, tactics and more.

**Presenters:** Brenda Ortega  
Doug Pratt

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### 104 MAPPING YOUR LOCAL: IDENTIFYING LEADERS, GROWING MEMBERSHIP, AND BUILDING POWER

11:30 am – 1 pm – Platform will open at 11:15 am

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:** Marshetta Bettis  
Caleigh Hunt

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### 105 SCECH, DPPD, AND TEACHER CERTIFICATION UPDATE 2021

11:30 am – 1 pm – Platform will open at 11:15 am

There have been some significant changes to SCECH (State Continuing Education Clock Hours) and DPPD (District Provided Professional Development). Find out what's new and how these changes impact your certification renewal and/or advancement.

**Presenters:** Paul Helder  
Chad Williams



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## 106 BE A FINANCIAL LEADER!

11:30 am – 1 pm – Platform will open at 11:15 am

In this session we will help members navigate the road to proper investment and insurance management. In the investment section, we will explore IRAs, 403(b)s, and 457 programs to discover which one might best suit your needs. Concepts of diversification and asset allocation and the importance that each plays in an investment portfolio will be explored. Finally, we will help you understand the investment fees, expenses, and charges associated with the different types of investments and how these can affect your return. We will wrap up our session with effective insurance strategies. Learn about our full line of product offerings including Home, Auto, Life, Business, and Long Term Care. Find out how your MEA membership may save money on your insurance and help offset your union dues. You won't want to miss out.

*This session will be limited to 50 participants.*

**Presenters:** Scott Barnhart  
Jason Diotte  
Amy Lothschutz  
Chris Myers

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## 107 GREAT MENTORS ARE IMPOSSIBLE TO FORGET!

11:30 am – 1 pm – Platform will open at 11:15 am

"A great mentor is hard to find, difficult to part with, and impossible to forget!" This presentation will set your local on a journey developing a great mentorship program. Programs for EA, Higher Ed. and ESP will be presented with helpful hints on how to run these programs in a virtual world with your members through presentation of different modules including a module on promoting association membership!

*This session is limited to 40 participants.*

**Presenters:** Renaye Baker  
Linda LaVictor  
Lisa Robbins

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## 108 MEMBERSHIP PROCESSING FOR LOCAL LEADERS

11:30 am – 1 pm – Platform will open at 11:15 am

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.

*This session is limited to 40 participants.*

**Presenters:** Melissa Kale  
Cynthia McCurtis

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## 109 HOW TO GET ON THE BALLOT // COUNTYWIDE ENHANCEMENT MILLAGE

11:30 am – 1 pm – Platform will open at 11:15 am

This session will cover:

- Learn how to build and execute a countywide coalition and get on the ballot
- Leverage your local's power
- Build a community coalition

**Presenters:** Nicole Hudson  
Liza Parkinson  
Beth Pyden

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## 201 HUMAN TRAFFICKING 101: WHAT DO YOU KNOW? WHAT EDUCATORS CAN DO

1:30-3 pm – Platform will open at 1:15 pm

Human trafficking is modern day slavery and has been recognized as a threat to all of us, because no community is immune. Research indicates that there are more people enslaved today than at any time in world history. It is estimated that more than 40 million people are victims of human trafficking today. Because human trafficking has no boundaries, it also affects many children in our schools. As educators, we have an important role to play in ending this scourge. This session will introduce participants to human trafficking and empower participants to help combat it. At the end of the session, participants will be able to define human trafficking, know the key indicators, who is affected, understand how trafficking traumatizes the victims/survivors, including its impacts on learning, and discuss trauma-informed care. We will explore what educators can do, explore ways to develop protocols and community partnerships to combat trafficking as well as recommend resources.

**Presenters:** Maureen Eke  
Alfonso Salais

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## 202 HOW TO RUN A CAMPAIGN AND WIN A COUNTYWIDE ENHANCEMENT MILLAGE

1:30-3 pm – Platform will open at 1:15 pm

In this session:

- Understand how to organize a strong campaign strategy and grassroots ground game
- Harness the power of micro-targeted messaging
- Leverage storytelling in the media and through influencers
- Build relationships and advocates with your members through social media and strategically drive them to action
- Election day best practices at the polls

**Presenters:** Nicole Hudson  
Liza Parkinson  
Beth Pyden

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## 203 HOW TO P.R. BARGAINING

1:30-3 pm – Platform will open at 1:15 pm

This session will allow you to craft your message around bargaining to maximize public relations effect, for both the community and the media.

**Presenters:** David Crim  
Doug Pratt

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## 204 21ST CENTURY PAC COLLECTION AND SCHOOL BOARD ELECTIONS

1:30-3 pm – Platform will open at 1:15 pm

Asking for money is never easy. Filling out PAC envelopes makes it time consuming and provides more opportunities for members to not contribute. How can we make PAC donations easy for members and eliminate any excuse to donate? Come learn how to use Point of Sale technology to make your PAC donations quick, easy, and lucrative! Once you've achieved record contributions, how can you make that money work for you and your members? Electing a teacher-friendly school board is the first step in getting contracts that benefit all members. Social media has changed the way people campaign and we shouldn't be any different. Learn how to create effective, targeted social media ads to elect your employer.

*This session is limited to 40 participants.*

**Presenters:** Mark Brewer  
Seth Furlow  
Jessica Lumbreras

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## 205 BUILDING BETTER RELATIONSHIPS AT THE BARGAINING TABLE AND BEYOND

1:30-3 pm – Platform will open at 1:15 pm

Emotional intelligence and interpersonal communication are oftentimes just as important as knowing budgetary facts and figures. In this session, attendees will learn of different strategies and techniques for interacting with individuals on both sides of the bargaining table.

*This session is limited to 40 participants.*

**Presenters:** Troy Beasley  
Lori Hudson  
Eric Kennedy  
Bill Milligan

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## 206 MICHIGAN EDUCATION FINANCE 101

1:30-3 pm – Platform will open at 1:15 pm

*This session will repeat as Session 402.*

This session will give attendees a basic understanding of how Michigan's education finance system functions at both the state and local level.

**Presenter:** Tanner Delpier

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## 207 TREASURER'S WORKSHOP

1:30-3 pm – Platform will open at 1:15 pm

Plan to attend this session if you're a first-time treasurer or would like a refresher on bookkeeping, budgeting, financial reporting and the importance of internal controls. The session will include time at the end for questions and answers from participants.

**Presenters:** Kelly Cline  
Brett Smith

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## 208 ORGANIZING AROUND THE BARGAIN

1:30-3 pm – Platform will open at 1:15 pm

This session focuses on strategies designed to utilize the naturally captivating process of contract negotiations to create a high level of engagement among members and potential members. This, in turn, will drive growth in both membership and unit strength through developing loyal, highly engaged and active members.

**Presenters:** Mary Aldecoa  
Linda LaVictor  
Caitlin Rolo

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## 209 THE LEADER PORTAL: STRENGTHEN YOUR LOCAL THROUGH DATA

1:30-3 pm – Platform will open at 1:15 pm

*This session will repeat as Session 405.*

Learn about new tools for local leaders:

- Tap into live membership data to assess the health of your local
- Visualize your local's progress with key performance indicators
- Identify and support your at-risk members
- Learn how to use the new Dues Calculator to estimate dues

**Audience:** Local President, Vice President, Secretary, Treasurer, Membership Chair

**Presenter:** Angela Lanczynski

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## 301 WHY YOUTH VOICES MATTER

10-11:30 am – Platform will open at 9:45 am

This session will give a layout of Youth Speak. Travis Neller started Youth Speak last summer (2020) because of the nation-wide events happening around COVID-19, racial disparities and the upcoming election. Travis wanted to give youth an opportunity to have their voice heard. Youth Speak's missions is: To provide a platform of opportunity for youth to have a voice and speak on news topics pertaining to current events in our nation, with a focus on Diversity, Equity and Inclusion (DEI).

Travis will help educators understand the importance of student voice. This importance will come from their voice in the classroom to their voice in everyday communication. Educators will be able to help students improve communication skills in the classroom. Educators will have the chance to understand the ability for students to release feelings and emotions through speaking. Educators will also be provided the tools to assist students in building confidence to communicate with students from other schools.

*This session is limited to 50 participants.*

**Presenter:** Travis Neller

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## 302 MOVING FORWARD: RECONNECT, EXCITE AND ENGAGE

10-11:30 am – Platform will open at 9:45 am

MEA-Retired chapter presidents will meet with members of the leadership team and explore how to most effectively work together to support pro-public education candidates and legislation, create situations that will actively involve members and receive updates on relevant issues.

*This session is limited to 40 participants.*

**Audience:** MEA Retired Members

**Presenters:** Judy Daley  
Dan Rudd  
Kay Walker Telma

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## 303 SEE MICHIGAN EDUCATORS RUN

10-11:30 am – Platform will open at 9:45 am

Join us for a discussion on running for office as an educator in Michigan. Participants will have the opportunity to ask questions and hear from MEA members who have won elections and are currently serving in office.

**Presenters:** Jessica Lumbreras  
Doug Pratt

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## 304 GETTING YOUR MESSAGE OUT-MAKING COMMUNITY CONNECTIONS!

10-11:30 am – Platform will open at 9:45 am

Educators are often being judged by the public. We need to become better at sharing our message of the great things we are doing every day for students. We need to be aware of the message we send unintentionally when talking with community members. The strategies and ideas we discuss will offer participants hands on activities that will also help get new members engaged!

**Presenters:** Jenifer Almassy  
Percy Brown  
Roy Freeman

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### **305 BARGAINING BASICS**

**10-11:30 am – Platform will open at 9:45 am**

This session will focus on bargaining for both EA groups and ESP groups. Topics covered will include bargaining team basics – How Good Teams Work and Bargaining Team Authority. It will also focus on planning for bargaining through requesting and analyzing unit & district economic information. Suggestions will be covered for collecting non-economic information, writing surveys, and getting information from your membership. Subjects of bargaining for EA and ESP will be reviewed, and a summary of styles and strategies for bargaining will be included in this session. Legal aspects of bargaining, as well as mediation, fact-finding, and impasse information will also be part of this presentation.

**Presenters:** Cyndi Austin  
Terese Fitzpatrick

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### **306 LEGISLATIVE UPDATE**

**10-11:30 am – Platform will open at 9:45 am**

Budget, bargaining rights, Michigan Merit Curriculum, retirement issues, evaluation, employee rights, certification requirements, teacher preparation, school rating scales, school reform, transportation issues etc., are all topics of legislation affecting higher education, K-12, and pre-K education. Meet with the MEA lobbyists for a current update on the issues, as well as suggestions and discussion on how to communicate with legislators. You will have the opportunity to suggest, comment, and discuss all pending legislative activity.

**Presenters:** David Michelson  
Andy Neumann

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### **307 LEADERSHIP TO TRANSFORM OUR LOCALS**

**10-11:30 am – Platform will open at 9:45 am**

I recently completed my dissertation on a study of members in the Kalamazoo EA local. The goal of the study was to understand what leadership style and characteristics are conducive to member retention. Through this study, I have developed key characteristics that can help union leaders and members who may not consider themselves leaders retain the members that we worked hard to recruit.

**Presenter:** Jen Aniano

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### **308 HOSTING AN ASPIRATIONAL NEW HIRE ORIENTATION**

**10-11:30 am – Platform will open at 9:45 am**

Holding a successful New Hire Orientation is critical to building the relationships needed to maximize recruitment during back-to-school season while laying the groundwork for loyal, highly engaged new members.

This session will focus on proven strategies to engage new hires through an aspirational vision of the union, overcome common objections, and deliver a passionate ask for membership and activism.

**Presenters:** Mary Aldecoa  
Caleigh Hunt  
Mike McGee  
Shawn Shiven

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### **309 BE A CONTENT CREATOR FOR PEER-LED PROFESSIONAL LEARNING**

**10-11:30 am – Platform will open at 9:45 am**

The Center for Leadership & Learning is recruiting content creators for peer-led professional learning. Find out what it's all about and how you can be a MEA content creator providing quality professional learning to educators throughout the state.

**Presenter:** Chad Williams

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## 401 TEXTS, TASKS, AND TEENS: USING CULTURALLY RELEVANT LITERATURE TO ENGAGE THE ADOLESCENT BRAIN

1-2:30 pm – Platform will open at 12:45 pm

In this interactive virtual session, participants will explore the power of the adolescent brain and how centering culturally relevant texts and socially conscious literary tasks help teens thrive. When adolescents are availed opportunities to make connections to their lived experiences and engage in authentic issue-based discussions, it supports their natural inclination to explore and be affirmed. Participants will walk away with practical strategies and an expanded understanding of adolescent pedagogies.

*This session is limited to 50 participants.*

**Presenter:** Rosalyn Shahid

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## 402 MICHIGAN EDUCATION FINANCE 101

1-2:30 pm – Platform will open at 12:45 pm

*This is a repeat of Session 206.*

This session will give attendees a basic understanding of how Michigan's education finance system functions at both the state and local level.

**Presenter:** Tanner Delpier

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## 403 ELECT YOUR EMPLOYER

1-2:30 pm – Platform will open at 12:45 pm

School board elections directly impact the day to day working conditions of MEA members. Participants will learn about laying the ground work for local school board races including candidate recruitment, campaign finance rules, and running a local campaign.

**Presenters:** Mark Brewer  
Jessica Lumbreras  
Doug Pratt

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## 404 HOW TO LOBBY/CHAT WITH A LOBBYIST

1-2:30 pm – Platform will open at 12:45 pm

Lobbyists will share observations, techniques, and experiences with participants to use during Legislative Councils, legislator contacts, and written communications to promote the MEA legislative agenda. Observations and suggestions to begin your own Legislative Councils will be discussed. Resources including written and online material will be part of this presentation.

This is also your chance to participate in an interesting session to get background information on current legislation, educational issues, future ballot issues, and election politics "straight talk" only heard by MEA lobbyists' ears! This INFORMAL GROUP SESSION will whet the appetite of any MEA political junkie or pundit. Join us and experience "real politics" the way we do at the Capitol.

*This session will be limited to 50 participants*

**Presenters:** Tammy Daenzer  
David Michelson  
Andy Neumann

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## 405 THE LEADER PORTAL: STRENGTHEN YOUR LOCAL THROUGH DATA

1-2:30 pm – Platform will open at 12:45 pm

*This is a repeat of Session 209.*

Learn about new tools for local leaders:

- Tap into live membership data to assess the health of your local
- Visualize your local's progress with key performance indicators
- Identify and support your at-risk members
- Learn how to use the new Dues Calculator to estimate dues

**Audience:** Local President, Vice President, Secretary, Treasurer, Membership Chair  
**Presenter:** Angela Lanczynski

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## 406 THE RIGHTS OF LGBTQ STUDENTS AND STAFF

1-2:30 pm – Platform will open at 12:45 pm

*This is a repeat of Session 102.*

Through case scenarios, policy and legal updates, and Q and A, we will address the current state of the law regarding LGBTQ issues in education- including updating student records to reflect preferred names and pronouns, the ability of transgender students to participate in school activities in accordance with their gender identity, a school district's responsibility to adequately address harassment and bullying against LGBTQ students, and the political speech of both LGBTQ students and staff. This session will provide a practical application of both policy and law to every day scenarios that happen in the school setting.

*This session will be limited to 50 participants.*

**Presenters:** Frank Burger  
Jay Caplan  
Christine Yared

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## 407 TIPS FOR NEW LEADERS

1-2:30 pm – Platform will open at 12:45 pm

This session will cover:

- Quick Tips on how to be an effective leader in your Association.
- General understanding of each of the leadership roles in your local.
- Leadership manual.

The nuts and bolts of this session are Communication, Know your Rules, Listening, Delegation, and Consistency

**Presenters:** Capalene Howse  
Michael McGee  
Ervin Pratt

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## 408 BARGAINING WITH AND FOR NEW EDUCATORS

1-2:30 pm – Platform will open at 12:45 pm

It is more important than ever to recruit, engage, and retain early career educators in both the profession and as union members. In order to help new educators, we must understand them. What are the issues of new educators? How do we address their issues? How do we empower them to articulate and advocate for their needs? In this session we will discuss how we can engage these new members in negotiating and how to bargain language that is important to their success.

**Presenters:** Annette Christiansen  
Liza Parkinson

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## 409 CRISIS BARGAINING IN A PANDEMIC: LESSONS LEARNED

1-2:30 pm – Platform will open at 12:45 pm

Birch Run Education Association faced the same challenge as many MEA units, how to bargain in a pandemic. But when that bargaining turned into a crisis, they leaned into MEA resources to publicize the crisis, sustain their bargaining message, and win an equitable contract settlement. Hear about how this crisis was resolved from the Bargaining Assistance Team (B.A.T.) chair, the EA president, the MEA UniServ Director, and the MEA liaison to the B.A.T. team.

*This session is limited to 40 participants.*

**Presenters:** Chris Friske  
Deb Larson  
Lisa Robbins  
Amy Urbanowski-Nowak

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## 501 A GUIDED COHORT JOURNEY...“ME AND WHITE SUPREMACY”

3-4:30 pm – Platform will open at 2:45 pm

This session will be the first of a five part series, digesting the work of Layla Saad’s “Me and White Supremacy” in small manageable chunks. Her incredible work surrounding this topic is intense, difficult, and life-changing. Participants who enroll will be provided the book, and will be asked to commit to the full series that will take place after the Summer Conference, throughout the next months via Zoom.

Critically important and courageous conversations will be facilitated and together we will...“create the change the world needs, by creating change within yourself”.

Combat Racism, Change the World, Become a Good Ancestor.

**Presenter:** Grat Dalton

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## 502 MEA/NEA MEMBER BENEFITS - NEW PROGRAMS, MORE SAVINGS

3-4:30 pm – Platform will open at 2:45 pm

The MEA and NEA Member Benefits training module teaches members how to fully utilize their MEA/NEA membership, while gaining great benefits and saving \$\$\$ in the process! Learn about new additions to these programs as well as how these programs work.

*This session is limited to 50 participants.*

**Presenters:** Deb Larson  
Lou Ann Vidmar

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## 503 MEDIA RELATIONS 101

3-4:30 pm – Platform will open at 2:45 pm

Whether you’re a media novice or an old pro in need of some new tips, this session will provide you with best practices in how to respond to, build relationships with, and benefit from reporters covering education in your community. Learn how to give a great quote and get your locals’ message to be part of the media’s coverage of your schools.

**Presenters:** David Crim  
Doug Pratt

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## 504 GROWING YOUR MEMBERSHIP WITH THE NEW DUES STRUCTURE

3-4:30 pm – Platform will open at 2:45 pm

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:** Roy Freeman  
Caleigh Hunt

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## 505 CHAT WITH THE MEA EXECUTIVES

3-4:30 pm – Platform will open at 2:45 pm

*This is a repeat of Session 101.*

Meet with the MEA Executive Director, Mike Shoudy, and MEA Associate Executive Director, Marcy Kamienecki, to discuss current initiatives and share your ideas and thoughts for moving the organization forward.

**Presenters:** Marcy Kamienecki  
Mike Shoudy



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## 506 GO AHEAD BRAG A LITTLE, WE WON'T TELL....

3-4:30 pm – Platform will open at 2:45 pm

This training is geared towards empowering local associations to identify, document, and communicate the work to improve working conditions for public education. We will introduce the NEA BRAG sheet, which will help you visualize the collective action taken by locals, and then to plan the next steps to communicating and tracking association 'wins', both large and small. This is an invaluable tool for developing messaging to effectively communicate the value of membership to prospective members.

**Presenters:** Mary Aldecoa  
Capalene Howse  
Eric Kennedy  
Linda LaVictor  
Mike McGee  
Bill Milligan

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## 507 TEACHER EVALUATION: USING THE THOUGHTFUL CLASSROOM MODEL & DANIELSON MODEL

3-4:30 pm – Platform will open at 2:45 pm

Attendees will learn how the Thoughtful Classroom and the Danielson Model evaluation tools are used to improve the teaching and learning experiences in their classrooms, as well as learn how to efficiently demonstrate effective classroom practice specific to the tool and utilize the resources available from the MDE.

During this presentation we will also talk about effective ways to advocate for yourself and other teachers in your building leading up to and including the evaluation process.

**Presenters:** Terese Fitzpatrick  
Christine King

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## 508 THE MESSA DIFFERENCE

3-4:30 pm – Platform will open at 2:45 pm

MESSA is your state association's unique health benefit, providing MEA members with the exceptional health benefits and unmatched personal service they've earned. In this session, you'll learn why Michigan teachers, higher education professionals and education support professionals have trusted their families' health to MESSA for over 60 years.

**Presenters:** Grace Benedict  
Viola Collin  
Andrew Lavendusky

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## 509 MINE - MICHIGAN NEW EDUCATORS: SUPPORT AND NETWORKING FOR EARLY CAREER EDUCATORS

3-4:30 pm – Platform will open at 2:45 pm

In a year unlike any other, early career educators are feeling more stress and facing more challenges than ever, MEA is here to help with a network of early career educators creating a support system and programming for these members. This session will provide leaders and members with information regarding the MEA Early Career Educators program. Statewide coordinators of MiNE (Michigan New Educators) will outline their recruitment and retention plan to engage new educators and future leaders. These coordinators work in regional hubs currently and are looking to expand the program and its offerings.

**Presenters:** Danielle Baranowski  
Jordan Baines  
Anthony Barnes  
Colin Campbell  
Annette Christiansen  
Amanda Henderson  
Skye Kapinus  
John Lennon

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## 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.