



## **MEA ESP Conference**

JUNE 20-21, 2025

MEA HEADQUARTERS • EAST LANSING, MI

## ESP CONFERENCE PURPOSE

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

Jennifer Shelito — Chair

Ray Carr

Sue Federico

Kecia Jackson Jones

Martin McDonough

Antonella Piccirilli

Jeff Wilson

## FOR FURTHER INFORMATION

MEA Director of ESP: Gezelle Oliver [goliver@mea.org](mailto:goliver@mea.org)

Conference Coordinator: Heather Traxler [htraxler@mea.org](mailto:htraxler@mea.org)

Phone: (800) 292-1934 (517) 332-6551

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

### ME A ESP CAUCUS EXECUTIVE BOARD PRESIDENT

---



As ME A ESP Caucus President, it is my pleasure to invite you to attend our ESP Conference on June 20-21, at ME A Headquarters in East Lansing. Education Support Professionals are always going the extra mile to insure we provide a safe and clean environment to learn.

**General Opening Session** (Friday at 12 p.m) — As we kick off our 2025 conference, we will begin by welcoming conference attendees; introducing everyone to your ME A ESP Caucus Executive Board, ME A Leadership and Staff; touching on a few key issues ahead of us as union members in 2025.

**ESP Giving Back** — Our ESP Caucus Executive Board celebrates the eighth year of our Community Connections Project. This year we are proudly supporting Capital Area Response Effort (CARE), located in Lansing.

Friday Night is our ESP Banquet and Leon A. Brunner Award Ceremony. This is the highlight of our conference where we come together with our ESP colleagues, family, friends and ME A Staff to honor the 2025 recipient of the ESP Caucus' highest honor. Our Leon A. Brunner Award will immediately follow our Community Connections presentation.

Saturday at our luncheon, we will close with our PAC prize drawing.

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

Along with my fellow ESP officers and our ESP Caucus Executive Board, I am looking forward to seeing you in East Lansing as we celebrate and honor our professions as ME A Education Support Professionals.



Roy Freeman

ME A-ESP Caucus President

# ESP CONFERENCE SCHEDULE

---

## FRIDAY JUNE 20

10 a.m.-12 p.m.	Registration — MEA 1350 building, 3rd floor
12:30-5 p.m.	Registration — MEA 1350 building, 1st floor
12-12:30 p.m.	Opening General Session
12:30-1:30 p.m.	Maryland Bill of Rights Presentation
1:45-3 p.m.	100 Conference Sessions
3:15-4:30 p.m.	200 Conference Sessions
4:45-6 p.m.	300 Conference Sessions
6:15-6:45 p.m.	Registration — Okemos Conference Center
6:45 p.m.	Dinner — Okemos Conference Center
	Welcome — Roy Freeman, MEA ESP Caucus President
	Leon Brunner Award — Jim Sparapani, Chair

---

## SATURDAY JUNE 21

Breakfast available at Comfort Inn for those staying at the hotel.

7:30-8:30 a.m.	Registration — MEA 1350 building, 1st floor
8:30-10 a.m.	400 Conference Sessions
10:15-11:45 a.m.	500 Conference Sessions
Noon-12:45 p.m.	Luncheon
1-2:30 p.m.	600 Conference Sessions
2:45-3:30 p.m.	700 Conference Sessions



CARE is a Regional Domestic Violence Post Arrest Response Team and the only post-arrest response team for victims/survivors of domestic violence in Lansing, Lansing Township, Meridian Township, East Lansing and on the campus of Michigan State University.

A staff member or a team of two volunteers responds to victims at their homes or places of employment, the hospital, or local police department to provide crisis intervention, safety planning, and information about area resources. CARE is available Monday through Sunday from 8 a.m. to 1 a.m.

A staff member responds to calls received between 1 a.m. and 8 a.m. the following day.

## Helping Our Communities

This year's charity, chosen by the Conference Committee is Capital Area Response Effort (CARE). Below is a list of items we will be collecting at the ESP Conference. If you choose to participate in the collection, you will receive a ticket and be entered into a drawing for wonderful prizes.

Items collected will be donated to survivors of intimate partner violence.

- Deodorant
- Baby wipes
- Body Wash
- Baby Wash
- Lotion
- Toilet Paper
- Shampoo/Conditioner for all hair textures and curl patterns
- Cleaning Supplies (paper towels, household cleaners, dish soap, disinfecting wipes)

### Capital Area Response Effort (CARE)

(517) 272-7436

[care.program@lansingmi.gov](mailto:care.program@lansingmi.gov)

[facebook.com/capitalarearesponseeffort](https://facebook.com/capitalarearesponseeffort)

# ESP CONFERENCE REGISTRATION INFORMATION

## MEAL DESCRIPTIONS

### FRIDAY DINNER BUFFET

Held at the Okemos Conference Center (attached to the Comfort Inn)

Balsamic Chicken (gf, df) — grilled and roasted balsamic chicken thighs with blistered cherry tomatoes

Chickpea Piccata (vegan, gf) with seared cauliflower, chickpeas, and arugula in olive oil, lemon, garlic, and capers

Roasted Red Skin Potatoes (v, gf) — paprika, thyme, olive oil

Chef's seasonal vegetable medley (v, gf)

Green garden salad (vegan, gf) — romaine, field greens, radish, tomato, cucumber, carrot

Assorted Desserts

### SATURDAY BREAKFAST

Available at the Comfort Inn if you are staying there.

### SATURDAY LUNCH — BOXED LUNCH

Assorted sandwiches, chips and dessert

Assorted salads and dessert

# ESP CONFERENCE REGISTRATION INFORMATION

TYPE OF REGISTRATION	COST	DEADLINE
<b>EARLY REGISTRATION</b>		<b>May 31, 2025</b>
<b>Full conference</b> (includes Friday conference, Friday banquet, Saturday conference, Saturday lunch)	\$25	
<b>Saturday only</b> (includes Saturday conference, Saturday lunch)	\$15	
<b>LATE REGISTRATION/ON-SITE REGISTRATION</b>		<b>After May 31, 2025</b>
<b>Full conference</b> (includes Friday conference, Friday banquet, Saturday conference, Saturday lunch)	\$40	
<b>Saturday only</b> (includes Saturday conference, Saturday lunch)	\$25	

Individual meal tickets will be sold at on-site registration.

## ONLINE REGISTRATION

To register online:

- Go to <https://netforum.mymea.org/members>
- Find the conference registration information under Upcoming Events.
- Online registrations must be paid with a credit card.
- **Online conference registration deadline: May 31, 2025.**
- Online registration will no longer be available after midnight on May 31, 2025.

## TO MAIL IN OR FAX YOUR REGISTRATION FORM

- The conference is available to all MEA members in good standing.
- Select your first, second and third choice for each of the session series. This is to assure that if some sessions are filled before your registration request is processed, you will be assigned sessions that interest you.  
**PLEASE NOTE:** Some sessions continue into the next time block (e.g., 111-211); please check for conflicting times.
- If you do not plan to attend a session during a time slot or a meal, write in "Not Attending." **PLEASE DO NOT LEAVE ANYTHING BLANK.**
- Payment in full must accompany the registration form.
- Make check or money order payable to Michigan Education Association and mail with the completed registration form to:  
  
Michigan Education Association  
ATTN: Heather Traxler  
PO Box 2573  
East Lansing, MI 48826-2573
- **Credit card registrations:** mail to the above address.
- **Early registration deadline is May 31, 2025.** Registrations must be postmarked no later than May 31, 2025 to receive the reduced rate.
- After **May 31, 2025** registrations must be done on-site.
- All cancellations must be in writing. No refunds will be made for cancellations postmarked after **May 31, 2025.**

**REGISTRATION IS LIMITED — FIRST COME, FIRST SERVED.**

# ESP CONFERENCE REGISTRATION FORM

JUNE 20-21, 2025 | MEA HEADQUARTERS, EAST LANSING

**Registrations must be postmarked by May 31, 2025.**

Please complete the **ENTIRE** registration form. All information is required to process the registration.  
ALL payment information must accompany this registration form. **PRINT clearly.**

Member's Name: Last \_\_\_\_\_ First \_\_\_\_\_

Name to Appear on Name Tag: \_\_\_\_\_

Previous/Maiden Name: \_\_\_\_\_ Last 4 digits of Social Security Number: \_\_\_\_\_

Member Information: ☐ MEA member ☐ MEA-Retired ☐ Student MEA ☐ MEA Staff

Profession: ☐ EA Instructional ☐ EA Non-Instructional ☐ ESP Instructional ☐ ESP Non-Instructional ☐ Higher Ed

Current Occupation: Refer to codes on back, enter as many as applicable

1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_

School District: \_\_\_\_\_

Home Address: \_\_\_\_\_

Local/Unit: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

School Phone: \_\_\_\_\_

Home/Cell Phone: \_\_\_\_\_

**Email you would like used to send registration confirmation:** \_\_\_\_\_

REGISTRATION TYPE	REGISTRATION FEE	DEADLINE
Full conference — Early	\$25	May 31, 2025
Saturday ONLY — Early	\$15	May 31, 2025
Full conference — Late/on-Site	\$40	After May 31, 2025
Saturday ONLY — Late/on-Site	\$25	After May 31, 2025

Number of registrations included with payment \_\_\_\_\_ of \_\_\_\_\_

**PAYMENT must accompany registration form.**

TOTAL PAYMENT: \$ \_\_\_\_\_

## PAYMENT METHOD

☐ Check (payable to MEA) Check # \_\_\_\_\_

Received from \_\_\_\_\_

☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Printed Name of Authorized Signer \_\_\_\_\_

Authorized Signature \_\_\_\_\_

## MAIL FORM AND PAYMENT TO:

MICHIGAN EDUCATION ASSOCIATION  
ATTN: HEATHER TRAXLER  
1216 KENDALE BLVD., PO BOX 2573  
EAST LANSING, MI 48826-2573

## Registration Coordinator:

Heather Traxler  
(800) 292-1934 ext. 5580  
htraxler@mea.org

For Accounting Use Only

ESP Conf

Conference information at [mea.org](http://mea.org)

SESSION AND MEAL REGISTRATION NEXT PAGE ➡



# ESP CONFERENCE REGISTRATION FORM

NAME \_\_\_\_\_

Please complete this page for Meals and Session Selections.

## SESSION REGISTRATION

Write in the **NUMBER** of the session you would like to attend in each series. (Many sessions continue for two or more time slots. Please sign up for the entire series.) **Please provide 1st, 2nd and 3rd choice for each session.**

<b>SERIES Selection</b>	<b>100</b> Friday 1:45-3 p.m.	<b>200</b> Friday 3:15-4:30 p.m.	<b>300</b> Friday 4:45-6 p.m.	<b>400</b> Saturday 8:30-10 a.m.	<b>500</b> Saturday 10:15-11:45 a.m.	<b>600</b> Saturday 1-2:30 p.m.	<b>700</b> Saturday 2:45-3:30 p.m.
1 <sup>st</sup> Choice							
2 <sup>nd</sup> Choice							
3 <sup>rd</sup> Choice							

## MEALS (MARK IF ATTENDING OR NOT ATTENDING)

Friday dinner — Okemos Conference Center — **6:45 p.m.** ☐ Yes ☐ No – NOT attending  
(attached to the Comfort Inn)

Saturday lunch — **Noon-12:45 p.m.** ☐ Yes ☐ No – NOT attending

## OCCUPATION CODES

### CUSTODIAL

C909 Custodian  
C918 Freight, Stock & Materials Handler  
C021 Groundskeeper  
C923 Laborer  
C927 Maintenance Repairer/General Utility

### FOOD SERVICE

F907 Cook/Food Preparer  
F908 Cook Manager  
F911 Dietitian  
F917 Food Service Director/Supervisor  
F944 Food Service Worker

### HEALTH & STUDENT SERVICES

H2007 Dormitory Personnel  
H384 Nurse – Registered  
H388 Physician  
H801 Athletic Coach  
H804 Behavioral Management Specialist  
H809 Curriculum Specialist  
H810 Grant Developer  
H813 Non-Instructional Program Coordinator

H814 Personnel Officer/Specialist

H816 Public Relations/Informational Officer

H817 Rehabilitation Counselor

H818 Research & Development Specialist

H900 Athletic Trainer

H915 Family/Community Support Coordinator

H946 Student Support/Health Services

H949 Student Activity Advisor/Non-Athletic Coach

H959 Volunteer Coordinator

### MAINTENANCE

M912 Electrician  
M914 Facilities Maintenance Worker  
M920 Graphic Artist  
M935 Painter & Paperhanger  
M938 Plumber  
M939 Printer  
M945 Skilled Craft

### MEDIA & TECHNICAL SERVICES

L805 Computer Operator  
L806 Computer Programmer

L807 Computer Technician

L811 Librarian/Media Consultant

L812 Network Administrator

L819 Statistician

L820 Technology Coordinator

L910 Data Entry Clerk

L929 Media Technologist

L937 Photographer

### OFFICE PERSONNEL

O800 Accreditation  
O802 Attendance Officer  
O803 Auditor – School  
O902 Bookkeeper/Accountant  
O906 Clerical/Secretarial  
O916 File Clerk  
O919 General Office Clerk  
O926 Mail Clerk  
O931 Office/Clerical/Administrative Support  
O941 Purchasing Agent  
O942 Receptionist  
O943 Records Clerk  
O947 Secretary  
O951 Switchboard/PBX Operator

### PARAPROFESSIONAL & AIDES

P403 Instructional Aide – Special Ed  
P404 Aide – Special Ed  
P901 Bilingual Aide  
P904 Bus Monitor/Crossing Guard  
P905 Instructional Aide – Chapter 1  
P913 Extra-Curricular Activity Aide  
P922 Instructional Aide – not Special Ed or Chapter 1  
P924 Library Aide  
P925 Library Media Aide  
P928 Media Center Aide  
P933 Cashier  
P936 Paraprofessionals  
P952 Teaching Assistant  
P953 Teaching Intern  
P954 Teaching/Classroom Aide  
P957 Tutor

### SECURITY/GUARD

G815 Police Officer  
G948 Security Guard

### TRANSPORTATION

T934 Other Vehicle Operator  
T956 Transportation/Bus Driver  
T958 Vehicle Mechanic

PLEASE REVIEW FORM FOR COMPLETENESS PRIOR TO MAILING

# ESP CONFERENCE HOUSING & PARKING

Conference attendees are invited to reserve accommodations directly with the conference hotel, the Comfort Inn.

Comfort Inn  
2187 University Park Drive  
Okemos, MI 48864

MEA Group Rate: \$99 + taxes  
Group Name: MEA

Breakfast is included with the room rate.

In order to receive the MEA group rate, individuals must identify themselves as a member of the group. Currently, a 6% state tax and 6% local tax is applicable (subject to change without notice).

**The Comfort Inn must receive reservations by May 29, 2025.** Reservation requests received after the cut-off date will be offered at the group rate based on availability; otherwise, the best available rate will be offered.

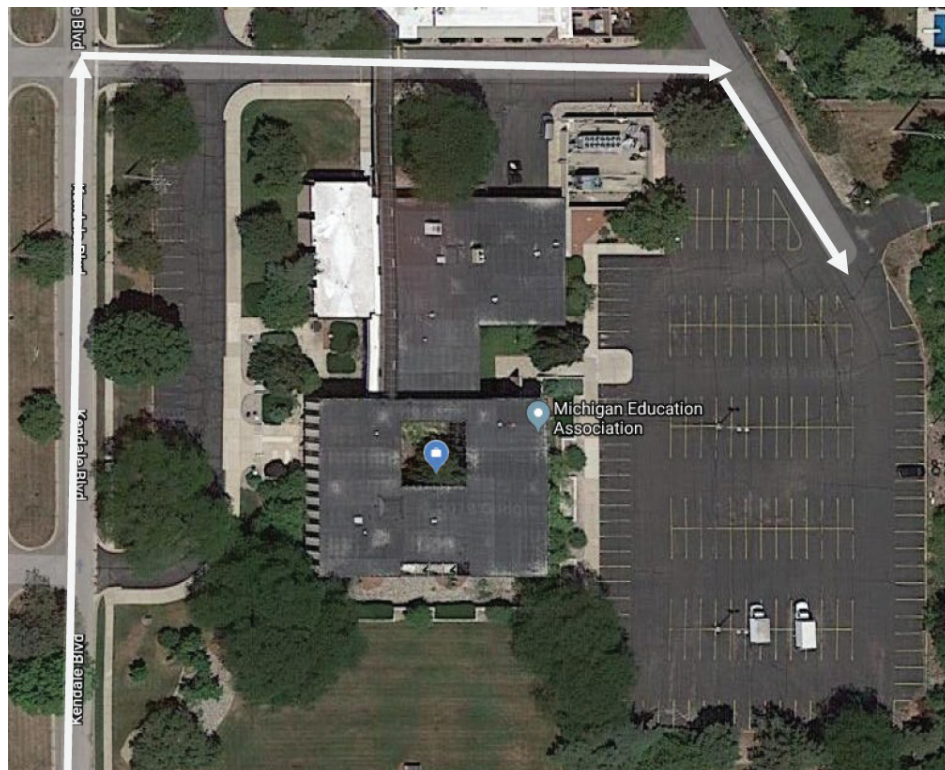
Reservations can be made by calling the hotel directly at (517) 347-6690 or by using the following booking link: [choicehotels.com/reservations/groups/SD13Z6](https://choicehotels.com/reservations/groups/SD13Z6)

## CONFERENCE LOCATION

MEA Headquarters — 1350 Building  
1350 Kendale Blvd.  
East Lansing, MI 48823

## PARKING

Please park behind the MEA 1216 building. **DO NOT** park in the lot directly across the street from the MEA. This lot belongs to First National Bank and your vehicle will be towed. Overflow parking is located behind the 1216 building in the church lot or in the MESSA building lot at 1475 Kendale Blvd.





# Michigan ESP Center for Professional Learning ESP Certificate Program

---

## PROCEDURES FOR RECEIVING MECPL CREDIT

If you would like to receive MECPL credit for attending approved sessions at the 2025 MEA ESP Statewide Conference, here are a few things you will need to do.

**TIMING IS CRITICAL** — The MECPL program requires that you attend each approved session for the full amount of time allotted (be on time and do not leave the session early).

**SIGNATURES ARE REQUIRED** — You will receive an ESP Conference Session Attendance form in the registration packet you pick up at the MEA registration desk. Ask the presenter or facilitator to sign your form at the end of each approved session that you attend. These signatures must be obtained **BEFORE LEAVING** the session.

Return your completed form to the registration area at the end of the conference or before you leave the conference. The forms will no longer be accepted via U.S. Mail after the conference.

## ESP CERTIFICATE PROGRAM ELIGIBLE SESSIONS

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

### CORE — COMMUNICATIONS

Session 105-205	Reasons Why a Communication Plan is Doomed
Session 203	Building Bridges, Not Barriers: How Communication Fuels Unity
Session 301	Raise Your Voice — Storytelling to Make Our Message Heard
Session 403	EA & ESP Units Always Together: The Next Chapter*

### CORE — LEGAL/ETHICAL

Session 302	Legal Issues in Higher Education
Session 402	Navigating the Laws on Medication Administration*

### ELECTIVE — MEDICAL HEALTH

Session 402	Navigating the Laws on Medication Administration*
-------------	---------------------------------------------------

### ELECTIVE — TECHNOLOGY

Session 202	ESP Employees in the Age of Artificial Intelligence*
Session 401	Organizing your Organization for Greater Communication

### ELECTIVE — WORK ENVIRONMENT/SCHOOL ORGANIZATION

Session 202	ESP Employees in the Age of Artificial Intelligence*
Session 403	EA & ESP Units Always Together: The Next Chapter*

### ELECTIVE — OTHER (PARAPROFESSIONAL SPECIFIC)

Session 601	I'm a Paraprofessional. Now What!?
-------------	------------------------------------

### ELECTIVE — OTHER (JOB CLASSIFICATION SPECIFIC)

ALL 700 Level Sessions

**\*Sessions 202, 402, 403 are eligible for TWO Core/Elective credit categories — you may select ONE**

If you have any questions about the MECPL program or what is required of you, please email Paul Helder at [phelder@mea.org](mailto:phelder@mea.org).

**PLEASE NOTE: ALL ESP CERTIFICATION FORMS MUST BE TURNED IN BEFORE LEAVING THE CONFERENCE.**

# ESP CONFERENCE SESSION LISTINGS

Friday	12-12:30 P.M.	GENERAL SESSION
	12:30-1:30 P.M.	MARYLAND BILL OF RIGHTS PRESENTATION

Friday	1:45-3 p.m.		3:15-4:30 p.m.		4:45-6 p.m.
101	Financial and Fiduciary Responsibilities for Local Leaders	201	Getting Your Local PACtive: Engaging in Legislative & Political Action	301	Raise Your Voice — Storytelling to Make Our Message Heard
102	Organizing: 1-1 Conversations	202	ESP Employees in the Age of Artificial Intelligence: Challenges, Opportunities, and Implications for Social Justice	302	Legal Issues in Higher Education
103	The Influence of Organizing for ESP Growth and Power	203	Building Bridges, Not Barriers: How Communication Fuels Unity	303	MESSA Insurance Fundamentals
104-204	Bargaining Basics			304	Using MEA/NEA Member Benefits to Recruit Membership
105-205	10 Reasons Why a Communications Plan is Doomed				

Saturday	8:30-10 a.m.		10:15 a.m.-11:45 a.m.		1-2:30 p.m.
401	Organizing Your Organization for Greater Communication	501	Secrets of a Successful Organizer — One on Ones	601	I'm a Paraprofessional. Now what!?
402	Navigating the Laws on Medication Administration and Other Health Services in Schools	502	The Psychology of Bargaining	602	Making Gains
403	EA & ESP Units Always Together: The Next Chapter	503	Grow In Your Career and Leadership with the MEA LearnCenter	603	Updating Your Local Governance Documents

Saturday	2:45-3:30 p.m.
701	Paraprofessional/Aides Forum
702	Media/Technical Services Forum
703	Transportation Forum
704	Secretarial/Clerical Forum
705	Food Service Forum
706	Higher Education Forum
707	Custodial/Maintenance Forum

New Sessions

# ESP CONFERENCE SESSIONS

## GENERAL SESSION

FRIDAY 12-12:30 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.

## MARYLAND BILL OF RIGHTS PRESENTATION

FRIDAY 12:30-1:30 P.M.

Maryland State Education Association (MSEA) members are nearly two years into the union's ESP Bill of Rights campaign for a living wage, fairness, and respect. The movement continues to gain traction across Maryland and beyond. MSEA has developed a model that has assisted other NEA affiliates as they develop their own state's ESP Bill of Rights Campaigns. We are honored to have a team from MSEA join us to discuss how they started their campaign, how it has developed, and what challenges and successes they have had.

## 100 SESSIONS

FRIDAY 1:45 P.M.

---

### SESSION 101 — FINANCIAL AND FIDUCIARY RESPONSIBILITIES FOR LOCAL LEADERS

1:45-3 p.m.

Financial and Fiduciary Responsibilities for Local Leaders focuses on common needs and questions for treasurers and is simply a resource for you to use as a guide. It may not address every situation, but it does address the majority of the financial situations you will encounter while serving in this capacity to your organization.

**Presenter:** Aaron Eling, MEA Secretary Treasurer

**New**

---

### SESSION 102 — ORGANIZING: 1-1 CONVERSATIONS

1:45-3 p.m.

Join us for a dynamic 75-minute workshop on "Conducting One-on-One Conversations for Organizing." This session will equip union leaders with essential skills to engage members through effective communication techniques, including active listening, empathy, and open-ended questioning. You'll have the opportunity to practice these skills in interactive role-playing activities and learn how to handle objections and create follow-up plans. Whether you're new to organizing or looking to enhance your existing skills, this workshop will empower you to strengthen connections and drive our organizing efforts forward. Don't miss out on this chance to elevate your leadership!

**Presenter:** Allison Dollison, MEA UniServ Director

**New**

---

### SESSION 103 — THE INFLUENCE OF ORGANIZING FOR ESP GROWTH AND POWER

1:45-3 p.m.

Have you heard about the 5 Keys of Year Round Organizing? In this session, the newly released NEA key strategies, Number 6 & 7 will be introduced to build local organizing campaigns. The 7 Keys of Organizing will help you implement any organizing campaign, including Membership Building, Issue and Community Organizing, as well as the ESP Bill of Rights. Attend this session to find out what the new strategies are to put your local at the top of its game. Hear from other ESP Leaders and their ideas and uses for The Keys of Year Round Organizing.

**Presenters:** Linda LaVictor, MEA Organizational Specialist  
Andy Borrelli, MEA UniServ Director  
Willow Cramer, Lowell CFMOP

---

## SESSION 104-204 — BARGAINING BASICS

1:45-4:30 p.m.

*NOTE: This is a 2½-hour session which continues into the 200 series. Participants signing up for this session must attend the entire time.*

The goal of this session is to give a bargainer from any educational employee group the tools, knowledge, and resources to be an effective bargainer for their group. This ½ day session will encompass all bargaining basic information and resources regarding essential topics for a bargainer. These will include building a bargaining team and bargaining team member roles, 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. A discussion of possible public relations & bargaining support activities (i.e., crisis) will also be included in this presentation. At the end of this training session, a bargainer will have a footprint for beginning and completing a successful bargain.

**Presenters:** Terese Fitzpatrick, MEA UniServ Director  
Kim Abel, MEA UniServ Director  
John Creasey, MEA UniServ Director



---

## SESSION 105-205 — 10 REASONS WHY A COMMUNICATION PLAN IS DOOMED

1:45-4:30 p.m.

*NOTE: This is a 2 ½-hour session which continues into the 200 series. Participants signing up for this session must attend the entire time.*

In this interactive session, we will discover why a communication plan is doomed and share strategies and tools to ensure that your local is on a path to a better communication plan.

Topics to be covered:

- The foundations of effective communication and effective communicators
- Get introduced to "power words". Words to use and not use to make your communication more powerful
- Techniques and strategies to improve your communication and inspire others to action.

**Presenter:** Dolores Weaver, MEA Organizational Development Specialist

**200 SESSIONS**

**FRIDAY 3:15 P.M.**

---

## SESSION 201 — GETTING YOUR LOCAL PACTIVE: ENGAGING IN LEGISLATIVE & POLITICAL ACTION

3:15-4:30 p.m.

Education decisions are political decisions because they're made by elected leaders. Learn how your local can make a difference, from legislative councils to PAC drives to recommending candidates — and why it's critical to become PActive!

**Presenters:** Doug Pratt, MEA Director of Communications & Public Engagement  
Jessica Lumbreras, MEA Member & Political Organizer  
Andy Neumann, MEA Lobbyist  
David Michelson, MEA Lobbyist



---

## SESSION 202 — ESP EMPLOYEES IN THE AGE OF ARTIFICIAL INTELLIGENCE: CHALLENGES, OPPORTUNITIES, AND IMPLICATIONS FOR SOCIAL JUSTICE

3:15-4:30 p.m.

The purpose of this session is to address the social inequities within the realm of access, use, and messaging surrounding the use of various AI tools. To advocate for social justice through recognizing and addressing disparities in AI to prepare students and train current employees for the changing workforce. Session attendees can expect to be engaged in discussions and collaborative sharing of experiences. Everyone will have an opportunity to consider implementing strategies introduced and reflect on the social justice implications of working with AI tools.

**Presenter:** Marcia Mackey, Professor





---

## SESSION 203 — BUILDING BRIDGES, NOT BARRIERS: HOW COMMUNICATION FUELS UNITY

3:15-4:30 p.m.

Effective communication is the lifeblood of a strong, unified union. In this session, we will delve into the essential communication strategies that help build lasting connections with new members, from onboarding to ongoing engagement. Learn how to create tailored communication chains that meet the diverse needs of your members, ensuring they receive the information they need in the way they best understand. We'll explore best practices for onboarding new members, sharing timely updates, celebrating wins, and keeping the lines of communication open and effective. Discover how to use communication as a tool for unity, empowering members to stay informed, engaged, and inspired throughout their journey. Let's break down barriers and build a foundation of trust and collaboration that fuels long-term success.

**Presenter:** Danielle Baranowski, MEA Anti-Privatization Organizing Consultant

**300 SESSIONS**

**FRIDAY 4:45 P.M.**



---

## SESSION 301 — RAISE YOUR VOICE — STORYTELLING TO MAKE OUR MESSAGE HEARD

4:45-6 p.m.

Without a compelling story, facts and figures don't change minds. That's why it's essential that ESP 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:** Doug Pratt, MEA Director of Communications & Public Engagement  
Brenda Ortega, MEA Editor

---

## SESSION 302 — LEGAL ISSUES IN HIGHER EDUCATION

4:45-6 p.m.

This session will address unique legal issues impacting higher education employees as well as general issues such as social media, Title IX and immigration.

**Presenter:** Suzanne K. Clark, MEA UniServ Director

---

## SESSION 303 — MESSA INSURANCE FUNDAMENTALS

4:45-6 p.m.

Become an expert in MESSA health plans so you can bargain the best benefits available for your group. You'll learn how MESSA's medical and prescription plans can be combined to ensure your members have a choice of options to fit every need and every budget. You'll also learn about the ancillary coverage MESSA offers, including dental, vision, long-term disability, and supplemental plans for injuries, illnesses and hospital stays. You'll leave this session with all the information you need to bargain a strong contract that ensures your members are cared for and supported by an exceptional MESSA health plan.

**Presenters:** Mark Middlewood, MESSA Field Services Representative

---

## SESSION 304 — USING MEA/NEA MEMBER BENEFITS TO RECRUIT MEMBERSHIP

4:45-6 p.m.

You gain a vast array of savings and discounts as a MEA/NEA member. But what are they? How do you access them? Join this session to find out about these benefits and how to use them to recruit new members.

**Presenters:** Deb Larson, MEA UniServ Director  
Hans Wienke, MEA UniServ Director  
Kurt Murray, MEA UniServ Director

New**SESSION 401 — ORGANIZING YOUR ORGANIZATION FOR GREATER COMMUNICATION**

8:30-10 a.m.

In this session, we will learn about the use of google platforms to organize your local; a place for all of your files from the past, membership, non-membership. This conceptual plan will give you a foundation to organize your local to maximize communication with members and non-members. Set yourself and your local up for right now and the future. If possible please bring a device as this can be a step-by-step guide with you leaving with a structure and a plan.

**Presenter:** Gabriel Snyder, MEA UniServ Director

New**SESSION 402 — NAVIGATING THE LAWS ON MEDICATION ADMINISTRATION AND OTHER HEALTH SERVICES IN SCHOOLS**

8:30-10 a.m.

This session will cover the laws around the administration of medication in schools as well as providing other health related services to students. Participants will learn what the law requires and will be given bargaining tips and resources to understand their obligations as a school employee and ways to advocate for themselves, other staff and the students.

**Presenter:** Anita Szczepanski, MEA Staff Attorney/Arbitration Specialist

**SESSION 403 — EA & ESP UNITS ALWAYS TOGETHER: THE NEXT CHAPTER**

8:30-10 a.m.

Many districts contain many locals. Communication between units is important to make sure everyone's voices are heard and information is shared consistently. We will guide you through a multi-year effort to build the communication and relationship between EA & ESP groups for the betterment of all members and students while helping you develop your strategy to work together, as one union family, across all locals in your district.

**Presenters:** Sarah Garrett, Battle Creek O  
Anthony Pennock, NEA Director, MEA Board, Battle Creek E

New**SESSION 501 — SECRETS OF A SUCCESSFUL ORGANIZER: ONE ON ONES**

10:15-11:45 a.m.

Labor Notes has provided a great book that provides great tools to successfully organize your workplace and bring your coworkers to action to make important changes and build power. This workshop will provide opportunities to practice skills to make their conversations successful to move people from apathy to action.

**Presenter:** Tim Russ, MEA UniServ Director

New**SESSION 502 — THE PSYCHOLOGY OF BARGAINING**

10:15-11:45 a.m.

This session is meant to improve bargaining outcomes at the table. We will discuss the role of cognitive bias, communication breakdowns, and how the baggage we bring to the table influences contract outcomes. Participants will see how the connections between the pre-frontal cortex, hippocampus, and the amygdala during the bargaining process cause failure or success. We will provide specific strategies for bargainers to take back to the table.

**Presenter:** Brian Makowski, MEA UniServ Director



---

## SESSION 503 — GROW IN YOUR CAREER AND LEADERSHIP WITH THE MEA LEARNCENTER

10:15-11:45 a.m.

Join us for “Grow In Your Career and Leadership with the MEA LearnCenter”, a professional learning session designed specifically for school support professionals. Discover how MEA’s online professional learning portal, the LearnCenter, can help you strengthen your leadership skills within the Association and open doors to new opportunities within your school district. Explore a variety of courses tailored to help you grow your influence, enhance your skill set, and take the next step in your career — all at your own pace. Learn how you and your members can learn, lead, and succeed with the MEA LearnCenter.

**Presenter:** Chad Williams, MEA UniServ Consultant — Professional Issues Organizer

**600 SESSIONS**

**SATURDAY 1 P.M.**

---

## SESSION 601 — I’M A PARAPROFESSIONAL. NOW WHAT!?

1-2:30 p.m.

In this comprehensive class, we equip paraprofessionals with the essential skills and knowledge necessary to excel in their crucial support roles within educational settings. From adeptly managing documentation to fostering positive interactions with students and staff, participants will gain invaluable insights and strategies to navigate the multifaceted aspects of their profession.

Through a combination of interactive discussions, case studies, and practical exercises, participants will leave this class equipped with the skills, knowledge, and confidence to thrive as valued members of the educational community.

**Presenter:** Kecia Jones, Pontiac P  
Fred McFadden, Pontiac P



---

## SESSION 602 — MAKING GAINS

1-2:30 p.m.

The session will provide ideas and examples regarding ways to improve Association organizing and member engagement of its members. The presentation will provide embedded examples by way of presentation and discussion, through adult learning methods. The group will also utilize these examples to illustrate and create locally defined options that participants can take back to their own locals.

**Presenter:** Christopher Pratt, 7A Executive Director

---

## SESSION 603 — UPDATING YOUR LOCAL GOVERNANCE DOCUMENTS

1-2:30 p.m.

Bring your local’s constitution and bylaw documents and learn the steps and requirements necessary to make sure your local is operating in compliance with MEA and NEA requirements.

**Presenters:** Jennifer Shelito, Tuscola ISD COPT President, Governance Review Committee

---

**ESP CLASSIFICATION FORUMS**

2:45-3:30 p.m.

Each classification will have at least one ESP Caucus Director in attendance to facilitate an open forum discussion around any topic related to the duties, responsibilities and any other items presented for discussion. Please select the classification you want to attend from below:

---

**SESSION 701 — PARAPROFESSIONAL/AIDES**

---

**SESSION 702 — MEDIA/TECHNICAL SERVICES**

---

**SESSION 703 — TRANSPORTATION**

---

**SESSION 704 — SECRETARIAL/CLERICAL**

---

**SESSION 705 — FOOD SERVICE**

---

**SESSION 706 — HIGHER EDUCATION**

---

**SESSION 707 — CUSTODIAL/MAINTENANCE**

---



# **Michigan Education Association**

1216 KENDALE BLVD, PO BOX 2573, EAST LANSING, MI 48826-2573 • (517) 332-6551 OR (800) 292-1934 • MEA.ORG

CHANDRA MADAFFERI, PRESIDENT & CEO • BRETT R. SMITH, VICE PRESIDENT  
AARON ELING, SECRETARY-TREASURER • ERIK EDOFF, SENIOR EXECUTIVE DIRECTOR

**The mission of the MEA is to protect, advocate and advance the rights of all education professionals to promote quality public education for all students.**