



PRESIDENT'S ONLINE UPDATE

April 7, 2017

Good Morning CEA Members! Some items of interest in the Week ahead:

TEACHER OF THE YEAR

I would like to congratulate all of the Teacher of the Year candidates from all schools in Calvert County. We have the finest teachers in the State and you are the examples of quality EDUCATORS for all of our students. Thank You!

Calvert County Public Schools **Kelly Raby** from Windy Hill Elementary School is the 2017 Teacher of the Year.

The 2017 Educational Support Person of Year for Calvert County Public Schools is **Terri Franklin** from Northern Middle School.

MSEA GRASSROOTS ORGANIZING (GO) TEAMS

MSEA is kicking off a new program to develop a statewide network of member grassroots organizing (GO) teams to meet the increasing communication, legislative, and political demands on our association. GO Teams will receive face-to-face training, staff-support, and resources from MSEA. See the attached for a more detailed program description.

GO Teams will be organized by legislative district and chosen through an application process. Meighan Davis will be reaching out to local presidents and UniServ directors for feedback and more information on the application process.

Contact: Meighan Davis, 443/433-7303

MSEA NIGHT AT CAMDEN YARDS

Join us for the third annual MSEA Night at Camden Yards on Saturday, May 6 at 7:05 p.m. to see the O's take on the Chicago White Sox! The first 20,000 fans get a free Orioles tote bag. MSEA members and their families can purchase discounted seats by visiting <http://www.orioles.com/tix/msea>. Please spread the word to your members and feel free to distribute the attached flyer promoting the event.

Contact: Adam Mendelson, 443/433-3630

Protect Our Schools Act:

We did it! Thanks to your advocacy, today the Maryland General Assembly overrode Gov. Hogan's veto of the Protect Our Schools Act. It's now the law—meaning that **Maryland is officially leading the fight to protect public education from the Betsy DeVos privatization agenda.**

You sent more than 50,000 emails—5,000 in the 24 hours after Gov. Hogan vetoed the bill—and made more than 4,000 phone calls urging legislators to pass this bill. More than 400 educators joined the March to Protect Our Schools and hundreds more lobbied their legislators during session.

Maryland is now positioned to have the smartest, most transparent school accountability system in the country that truly invests in and improves our schools.

Representative Assembly:

- *Monday April 10, 2017 CSM Building A Room 119*

Board of Education Meetings for April:

- *Thursday April 20, 2017 BOE Business Meeting 7:00 pm*

I hope to see some of you at the meetings.

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AT

“CALVERT EDUCATION ASSOCIATION CEA

Center for Public Affairs GO Team Member Organizers

Background

In the next two years, we anticipate significant attacks on public education from the Trump administration. While we will be playing defense on the federal level, there are several strategic opportunities to advance a less testing, more funding, and no privatization agenda through ESSA implementation and the Kirwan Commission. We cannot let MSDE and the Hogan administration drive future education policy without MSEA members at the table.

2018 will be a critical mid-term election where Republican incumbents will be more vulnerable if President Trump's approval rating continues to flounder. Governor Hogan's approval rating has begun to sink, but we anticipate that millions of dollars in out-of-state donations and ad buys will require a heavily organized opposition to effectively and successfully challenge his re-election. To increase organizing capacity and create the right climate for a serious challenger, we must escalate our campaign tactics over the next legislative session.

This increased political and legislative workload cannot be hastily passed on to UniServ staff to deliver turnout as a top priority with their current caseload and local responsibilities. Therefore, we will develop a new role within MSEA that the Center for Public Affairs can support with training, communication, and campaign resources.

Objective

Create a statewide Grassroots Organizing (GO) network of member organizers based on the 47 state legislative districts. GO Teams will have three functions:

- **Communications Support:** Write letters to the editor, digital activism, organize VAN phone banks, and utilize the hustle app for texting campaigns in their district.
- **Legislative Support:** Serve on planning committee for statewide mobilizations (rallies, day of actions etc.), develop relationships with their legislators, organize a lobby night, plan and execute days of action at their worksites.
- **Political Support:** Hold house meetings in district with members and community to discuss 2018 elections, run PAC drives at their worksites, plan and execute phone banks/canvasses for statewide candidates.

*Member organizers will work in conjunction with association representatives, PAC captains, and government relations committees where local presidents deem appropriate.

Program Description

In order to meet the increased political and legislative demands, the Center for Public Affairs will take on the responsibility of recruiting, training, and cultivating these member organizers. We will utilize our experience from developing PAC captains at the NEA and MSEA Representative Assemblies.

Recruitment: The success of this program is dependent on finding the right members who will increase the organizing capacity of MSEA and local associations. We will create an online application and interview process with local presidents and UniServ directors from each district. A blast email will be sent to all members announcing the program. Names submitted by local presidents and UniServ directors will receive a personalized email and phone call from MSEA urging them to apply.

We are open to multiple member organizers based on district size. There will be an option on the application for members to choose the desired district they wish to organize (for members who live and work in different counties).

Member organizers will receive a \$500 public advocacy grant for their work each semester, including reimbursement for food/mileage to attend meetings and trainings. Based on the union leave policy in their contracts, MSEA will reimburse up to five days each year.

Member organizers' terms will be based on two-year election cycles with the option to continue in the position based on association needs.

Training: Member organizers will primarily be trained during the three-day Summer Leaders Conference. We will also host day-long meetings, conference calls, and webinars based on campaign needs.

Communication: The MSEA political action specialist, with MSEA lobbyist assistance when necessary, will be the primary points of contact with member organizers.

After member organizers have been selected, their first activity will be one-on-one meetings with legislators, local leaders, and UniServ directors in their districts. Member organizers will be asked to submit a monthly report on their activities to MSEA. Member organizers will develop a more comprehensive campaign plan during their Summer Leaders training. Local presidents and UniServ directors will receive a description of upcoming campaign activities in their districts beforehand.

Timeline

April 2017

Online application launched (2-3 week application deadline)
Blast email sent
Names submitted by UniServ directors and local presidents

May 2017

Applications reviewed
Interviews

Member organizers finalized

July 2017

Summer Leaders Conference

August 2017

One-on-one meetings with legislators, local leaders, staff in their district
PAC drive at their school

September 2017

Host their own house meetings

October 2017

Train someone to host house meeting

November 2017

Virginia Gubernatorial field trip

December 2017

Legislative Session Planning Meeting

January 2018

Lobby Night

February 2018

Legislative Day of Action

March 2018

Statewide Rally

ID/Persuasion canvassing and phone banking

April 2018

ID/Persuasion canvassing and phone banking

May 2018

ID/Persuasion canvassing and phone banking

June 2018

GOTV

Primary Election

July 2018

Summer Leaders Conference

August 2018

PAC drive

September 2018

ID/Persuasion canvassing and phone banking

October 2018

ID/Persuasion canvassing and phone banking

Early Vote GOTV

November 2018

GOTV

December 2018

Campaign evaluation meeting



Maryland State Education Association Night

Saturday, May 6th at 7:05 p.m. vs. Chicago White Sox
Orioles Tote Bag presented by MLB Network (1st 20,000 Fans 15 and over)

Terrace Box Outside Bases (Sections 1-17, 55-65): \$25*

Left Field Lower Box (Sections 66-86): \$25*

Lower Reserve (Sections 7-17, 55-87): \$15*

Upper Reserve (Sections 306-364): \$13*

*There is an additional 10% service charge per ticket.

For any questions or accessible seating, please call 888.848.BIRD (2473) and ask for the Ticket Services team.

FOLLOW THE STEPS BELOW TO PURCHASE TICKETS

1. Click on the link below
2. Select a quantity of tickets
3. Create a Baltimore Orioles ticket account
4. Purchase and print your tickets

<http://www.orioles.com/tix/msea>

Tickets posted for re-sale are subject to cancellation. Offer is NOT valid at the Box Office.