

STRATEGIC PLAN  
Approved 1994 Amended December 2008

STRATEGIC OBJECTIVE #1: **NSEA shall promote equal access and defend the basic right to a quality public education and work to secure its adequate and equitable funding.**

Strategy 1.1 – Secure broad-based support for adequate and equitable funding of quality public education.

1.11 Legislative Activity

Secure support for adequate and equitable school funding by advocating NSEA's policies, positions, and legislative issues to state and federal policy makers including the Nebraska Department of Education, the Nebraska Unicameral, the State Executive Branch and the U.S. Congress.

1.12 Political Action Activity

Maintain a program which recruits, recommends, and provides election and financial assistance to candidates for political office who support issues consistent with NSEA's legislative agenda for public education.

1.13 Train and Coordinate Member Volunteers to be Political Activists.

Recruit, train, and coordinate members who will provide election assistance to NSEA's recommended candidates and support NSEA-recommended ballot issues and legislative agenda.

1.14 Political Action Support Materials

Design, produce, and distribute materials that communicate issues to the members and general public concerning NSEA's positions.

1.15 Political Involvement

Train members to present to and be involved in Nebraska's state and local political parties NSEA's views concerning taxation, economic development, and school funding.

1.16 Coalitions

Work with other organizations interested in finding permanent solutions for adequate and equitable funding of public education.

Strategy 1.2 – Heighten awareness of the purposes and successes and enhance the quality of public education.

### 1.21 Promote the Successes of Public Education

Develop an ongoing public relations program to celebrate the successes of public education and promote the quality of public education and educational professionals.

### 1.22 Promote Sound Teacher Certification Standards and Accredited Teacher Training Institutions.

Promote rigorous teacher education and profession certification standards which are consistent with sound educational practices.

Strategy 1.3 – Develop and implement strategies to address the efforts of those who seek to undermine public education.

### 1.31 Work to Oppose Attacks on Public Education

Monitor activities of radical organizations and develop proactive responses to attacks on public education.

**STRATEGIC OBJECTIVE #2: NSEA shall promote school/community partnerships where educators and citizens share in the responsibility and decision-making process necessary to ensure quality public education.**

Strategy 2.1 – Promote the development of partnerships and coalitions in areas affecting public education.

### 2.11 Parent Involvement Program

Develop and implement parent involvement training programs to strengthen teacher – parent relationships.

### 2.12 Staff Development Training

Create a skill base for involving parents in public schools.

Strategy 2.2 – Strengthen the link between public education, educators, and the community through development of strategies that encourage mutual involvement.

### 2.21 Community Group Partnerships

Work with established outside groups to build coalitions and promote issues in public education.

Strategy 2.3 – Promote opportunities for educators and citizens to share in the decision-making process in the public schools.

### 2.31 Citizen Participation

Promote involvement of citizens in the decisions made by public schools

STRATEGIC OBJECTIVE #3: **NSEA shall advance the professional and economic interests of its members.**

Strategy 3.1 – Communicate the value of professional educators to the communities in the state of Nebraska.

3.11 Promote the Professional Image of Educators

Provide media coverage for members that receive state and national educational awards.

Strategy 3.2 – Assist local affiliates in promoting the professional image of NSEA members in the community.

3.21 Public Relations Assistance for Locals

Assist local associations in promoting their members and their issues at the local level when requested.

Strategy 3.3 – Develop a strategy to obtain a comparable compensation level for educators.

3.31 Public Relations Aspects of Bargaining

Assist locals in shaping and delivering a bargaining message within their local community.

3.32 Bargaining and Advocacy Assistance

Develop and train NSEA staff to deliver ongoing training programs to local associations.

3.33 Nebraska Public Employee Retirement System

Lobby for passage of legislation which will achieve NSEA's goals for the Nebraska Public Employees Retirement System.

3.34 Advocacy Training

Design and deliver advocacy training for local leaders to enhance bargaining goals and strategies.

3.35 Legal Support for Collective Bargaining

Maintain a legal support system for collective bargaining to resolve negotiation disputes.

3.36 Health Insurance

Work to maintain a statewide health insurance pool for education employees.

**STRATEGIC OBJECTIVE #4: NSEA shall promote equity and work to eliminate discrimination and other barriers to public school employment and learning.**

Strategy 4.1 – Develop and implement strategies to advance equity for all education employees.

4.11 Minority Affairs

Maintain an ongoing program for the recruitment and ongoing training of minority members.

4.12 Member Employment Security

Provide staff and legal assistance to individual members whose continuing employment and/or certification is threatened.

Strategy 4.2 – Promote public awareness of all forms of discrimination and methods of eliminating such discrimination.

4.21 Member Rights Awareness

Provide information concerning member rights and employment issues.

Strategy 4.3 – Support legislation and programs for attainment of equitable treatment and elimination of discrimination.

4.31 Promotion of Ethnic Diversity

Develop and maintain a resource base and provide training opportunities for promoting ethnic diversity.

4.32 Rights Legislation

Review the need for legislation which promotes equitable treatment of students and employees within the public school setting.

**STRATEGIC OBJECTIVE #5: NSEA shall build its capacity to recruit, retain, and represent members in all membership categories.**

Strategy 5.1 – Promote and implement an organizational system to recruit and maintain a diverse membership.

5.11 Membership Campaign and Materials

Plan and implement an ongoing membership campaign designed to increase membership.

#### 5.12 Constituency Group Organizing

Develop and implement special organizing training and provide assistance to unify sub-groups within the membership.

#### 5.13 Professional Development of Leaders

Plan and deliver a comprehensive leadership training program designed to strengthen the leadership skills of district and local association leaders.

#### 5.14 Professional Development of Beginning Teachers

Develop and deliver a training package for local association leaders designed to provide ongoing support for beginning teachers.

Strategy 5.2 – Establish an ongoing structure for determining the service and program needs of current and future members.

#### 5.21 Membership Services Assessment

Design formal and informal surveys for local association leaders and members to determine membership service needs.

Strategy 5.3 – Strengthen the linkage between the needs of individual members and the services, programs, and training provided.

#### 5.31 Periodic Publications

Provide a communication link to members through the VOICE.

#### 5.32 Electronic Communication

Utilize technology to advocate and inform members about NSEA issues.

STRATEGIC OBJECTIVE #6: **NSEA shall maintain a member-directed organizational system which is dedicated to achieving its vision, mission, and core values.**

Strategy 6.1 – Maintain a governance structure which insures member involvement in the development and communication of Association policy.

#### 6.11 Delegate Assembly

Plan for and facilitate an annual Delegate Assembly to adopt resolutions, new business items and other policy statements which shall determine the overall policy direction of the organization.

#### 6.12 NSEA Board of Directors

Provide for regular meetings of the Board of Directors and their committees.

Strategy 6.2 – Maintain a structure which insures members' involvement in the implementation and delivery of Association programs and services.

6.21 NSEA Committees

Provide funding for committees of the Association.

6.22 NSEA Districts

Maintain a system of governance districts that link the state Association with the local associations. The districts shall serve as a focal point for mobilizing members to participate in and support NSEA's political issues, recommended candidates, and legislative agenda.

Strategy 6.3 – Provide a staff structure which supports local associations and their members in the delivery of services.

6.31 NSEA Staff

Employ staff to provide services to members.

6.32 Corporate Expenses

Provide for sound financial practices and policies necessary to support a strong organization.

Strategy 6.4 – Provide adequate physical facilities for the Association.

6.41 Equipment and supplies

Provide the necessary materials and supplies necessary to support NSEA's programs.

6.42 Maintenance of Building and Grounds

Maintain the building and grounds to meet the needs of the Association.