



LOCAL ASSOCIATION GUIDE TO MEMBERSHIP & ENGAGEMENT

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INTRODUCTION

MEMBERSHIP & ENGAGEMENT TOOLKIT



The purpose of this toolkit is to help local associations grow their membership so, together, we can fulfill our mission to advocate for the rights and interests of DSEA members and outstanding public education for all students.

Having a strong membership plan helps build active members who are ready to engage in collective action that benefits us all.

This toolkit will help your association along your membership path. A solid growth and membership engagement plan will help your local association grow. This toolkit gives you everything you need to get started today!

DSEA Membership Resources & Materials

DSEA membership materials are available in both print and digital versions. Materials can be viewed at the link below. Printed materials can be requested through the UniServ assigned to the local association or by request to membershipsupport@dsea.org. This guide and supporting resources can also be located at there as well. Membership ID is required to sign up for full access to the website.

Website access: [DSEA.org](https://www.dsea.org)- Membership Resources



DSEA Membership Leaders EdCommunities Group

NEA edCommunities is an open professional learning network created for educators. The “group” feature allows virtual spaces to be created to allow the exchange of ideas and resources. Local leaders are invited to join the group “**DSEA Membership Leaders**” to keep up to date with membership and data updates and news. Visit <https://www.mynea360.org/> to create your profile or request to join DSEA Membership Leaders. For questions or support, email dseamembershipleaders@dsea.org.



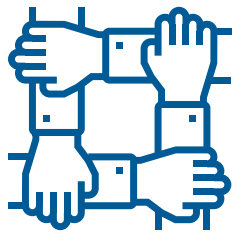
LOCAL ASSOCIATION

LOCAL SELF ASSESSMENT

Use this assessment to identify areas of strength and opportunity around the five key strategies and to develop a **Growth and Member Engagement (G.A.M.E.) plan** that includes a year-round strategy focused on membership growth and engagement. G.A.M.E. plan templates and grant applications can be found on [DSEA Member Resources](#).



	Critical	Foundational	Power-Building	Agenda Driving
Key Strategy #1: Membership Team	Membership Chair (MC) is vacant. New hires may not be aware of the union and are not asked to join.	Membership Chair position is filled. Chair manages new hire outreach.	Every building has a designated representative who reaches out to new hires to make a 1:1 ask to join.	Most/all members actively engaged in outreach and recruiting, and work in concert with the building reps and the chair to invite new members to belong.
Key Strategy #2: Data and Lists Management	Local membership data is not actively accessed to ensure accurate membership lists in the local.	Membership Chair provides membership lists at least twice a year, asks building reps to review for accuracy, and reports changes to DSEA. Local makes members aware of the annual campaign for members to update their personal contact information.	MC and local leaders have access to membership data. MC provides frequent lists and regularly manages changes and updates including roles and committees. Local engages members in annual campaign to update personal contact information. Local collects YRO Survey cards from all new hires and returns them to DSEA.	Local leaders, chairs and building representatives have access to membership data and use the system to regularly manage changes and updates to all available data. Local includes members in the ongoing management of personal contact information. Local ensures each new hire completes a YRO Survey Card, enters the data into the system, and uses the data to make decisions.
Key Strategy #3: Ask Every New Hire to Join	New Hires are not asked to join in any systematic way.	Local has a process that minimally makes new hires aware of the union and includes an ask to join. This may include a formal New Hire Orientation.	Local has a year-round process to ensure every new hire is asked to join. It includes defined roles and responsibilities. A New Hire Orientation is run by the local and includes an aspirational ask to join. YRO Surveys are incorporated into the NHO.	Local has a year-round process to ensure every new hire is asked to join. It includes defined roles and responsibilities and an accountability system. YRO Survey are collected from each New Hire. Local leaders and representatives are engaged in New Hire Orientations ensuring that small group conversations are included after the aspirational ask to join.
Key Strategy #4: Engage Every New Hire in a 1:1 Conversation	One-to-one conversations never take place.	Local has a plan to hold a follow-up one-to-one conversation with each new hire that did not join.	Local has a plan to utilize member organizers to hold a follow up one-to-one conversation with each new hire. The plan includes conversation and data tracking.	All leaders and building reps are engaged in holding follow-up conversations with all new hires. Conversations and data are tracked.
Key Strategy #5: Invite New Hires to Member Engagement Events	New Hires are not engaged.	Local association invites new hires to at least one member engagement event.	Local association holds several member engagement events that include a face-to-face invitation to new hires made by other union members.	Local uses survey data to plan member engagement events, targeting new hires and including a face-to-face invite. Local also uses data and events to invite new members into union work.



Key Strategy #1:



Membership Team

Having a strong membership team that focuses on increasing membership will greatly impact your local's ability to impact educator working conditions, which we know are student learning conditions.

Before you begin, make sure to check the local association bylaws to determine if there is a specific process that must be followed to create or fill a membership chair position and/or membership committee.

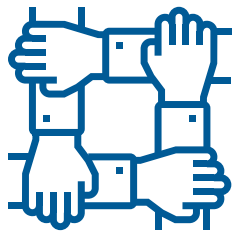
Membership materials are available digitally at dsea.org/membership-resources. Printed materials are available by request through the UniServ assigned to the local association or by contacting membershipsupport@dsea.org.

Membership Cards are available to each member at www.dsea.org. Membership ID's are required to sign in and view membership cards. ID's can be located on the back of the NEA Today magazine mailed to each member, in the "My Profile" section at www.mynea360.org, by emailing membershipsupport@dsea.org or by calling either DSEA office: Dover (866) 734-5834 or Newark (302) 366-8440.

Resources to help you achieve your goals:

- **Membership Chair Job Description**
- **Building Representative Job Description**
- **6 Fun Ways to Recruit New Members and Bring Attention to the Union**
- **Answering Tough Questions During a Membership Ask**
- **Membership Resources on DSEA.org**





Key Strategy #1: Membership Team



Membership Chair Job Description

The local membership chair works with the rest of the membership committee or leadership team, including building representatives, to plan the annual membership campaign. Although the membership chair's responsibility is to ensure the plan is developed and shared, the entire team shares in the responsibility to implement the plan—Membership is everyone's business! The membership chair should provide current data and membership reports at local union meetings to keep the whole team on track throughout the membership year.

Developing and Implementing the Membership Plan

With the leadership team and/or membership committee:

- Use all available data to set attainable membership goals for the year
- Create a yearlong calendar of membership events to engage members in the Union. Consider when to invite potential members to these events to help them understand the value of the Union.
- Set deadlines for key items, like the first membership ask, early enrollment, etc.
- Use the resources in this toolkit to help you attract new members and retain existing members.

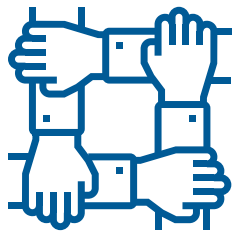
REMEMBER:

- New employees who were members in another district will need to join again when they begin their new employment. Membership does not transfer between districts.
- Members who change positions within their district that cause a change in the local association will need to join again.
- Members who change position, but not local associations may need to have their union dues adjusted depending on the change.
- For questions about these changes, please use the following email: dseamembershipleaders@dsea.org.

Ongoing Responsibilities

- Attend training to receive a NEA360 license to access the local association membership data.
- Provide worksite member and potential member lists at local union meetings.
- Promote current Member Benefits & Discounts that give added value to union membership. You can access these benefits at [DSEA Member Benefits](https://dsea.org). For questions or more information, contact memberbenefits@dsea.org.
- Report changes in data to dseamembershipleaders@dsea.org. Per DSEA Policy, this should be done at least twice a year, including in October.
- Join the [DSEA Membership Leaders edCommunities Group](#) to keep up to date on DSEA Membership news, information, and incentives and to connect with other membership leaders.
- Attend DSEA's quarterly membership leader meetings. Registration information is posted in the [DSEA Membership Leaders edCommunities Group](#).





Key Strategy #1: Membership Team



Association/Building Representative Job Description

Building/Association Representatives (BRs or ARs) are key to a local association's internal two-way communication system making sure members receive information from the local association and local leaders receive information from members on a regular basis. ARs are also the initial advocate for members in the building.

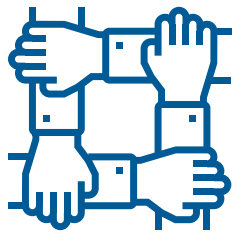
Successful building representatives, during a membership campaign, work with the membership chair and membership committee to:

- Build the membership recruitment plan including creating a plan and team of members to have one-on-one conversations with every potential member
- Educate potential members on their rights, benefits and supports provided to them by being a union member
- Maintain an active, up-to-date list of members and potential members in the building. This list is referred to as the "worksite roster". Changes to worksite rosters should be communicated to the membership chair on a regular and recurring basis

Use this Calendar Checklist to help you plan out your involvement in the membership plan

- **May-July:** Plan for and work with leaders on back-to-school membership and new hire orientation engagement
- **August:** Attend New Hire Orientation to introduce yourself to the new hires in your building
- **September:** Update local union bulletin board
- **September-October:** With the help of the membership committee members in your building, ask all potential members to join by engaging in conversations to learn more about each potential member and their interests
- **October:** Review worksite roster and report any updates to the membership chair
- **October-November:** Encourage members to participate in the Stay Connected Campaign which asks members to log into NEA360 edCommunities to update or confirm their addresses and contact information
- **March:** Work with leaders on an early enrollment membership plan
- **April- end of the year:** Identify employees who are not yet members and ask them to join during Early Enrollment (no dues are paid until September 1 of the following school year)





Key Strategy #1: Membership Team



6 FUN Ways to Recruit New Members and Bring Attention to the Union

There are many things you can do to attract new members. People join organizations for many reasons: they want to get involved, meet people, learn how to advocate for their students and increase their voice. The Union always needs new members because they bring new ideas and talents, in addition to replacing members who have resigned or retired.

Below are some approaches you can use to help grow your local association:

1. Host a “Get to know your Union Breakfast”

Share bagels and benefits of belonging and end the breakfast with an “ask” to join.

2. Have a reward program

People are often motivated by competition, so as an incentive have a reward program for those who recruit new members. Create a friendly competition, complete with prizes, for the existing members who get the most members to join.

3. Display a thermometer

In each worksite, display a thermometer that shows progress towards your local association's membership goal.

4. Develop a “welcome” letter

Have the local association send each new hire a welcome letter/email. Having an initial point of contact from the Union to potential members sends a strong message of the Union's presence in the local and gives a new hire an immediate point of contact if they have questions or need help. Feel free to use the sample letter as your guide.

5. Recognize new members

It's critical to keep new members in the loop of your Union activities, and to make them feel like they belong. Recognize these new members in your local newsletters/emails.

6. Member Recognition

Publicly recognize members. Giving a small gift for members only sometimes brings awareness to those potential members who believe they are already members but are not-yet. Consider an item with your local association logo to promote union pride.

7. Union Bulletin Boards

Display Union news and information in spaces where employees can see it frequently. Be sure to include building representatives' contact information and ways to join the union.

Sample Welcome Letter for New Hires

Dear _____,

Welcome to the _____ School District, where you will make a difference in the lives of students every day. The [local Association] is driven by dedicated educators, just like you, who advocate for students, the profession, our classrooms and our community.

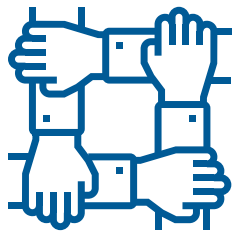
With the [local Association], you're never on your own. When you join us, you are also a member of the Delaware State Education Association and the National Education Association, where 3 million educators across the country share your passion for public education.

As trusted professionals, educators are best equipped to make school and classroom decisions to ensure student success. It's our mission to ensure educators have a seat at the table. As members of the Association, we have a powerful voice in creating education policies that enrich the lives of the students. Being an educator isn't a job, it's a calling. It's also personally rewarding and professionally demanding. That's why the Association strives to provide you with the support you need to be great at what you do.

Finally, if you just joined, welcome to our union! If you haven't yet, you can join here: bit.ly/join-dsea. Your building representative(s) is/are: _____. Please let any one of us know if you have any questions.

Join Today!

Sincerely,
Jill Doe
First Vice-President for Membership,
Anytown Education Association
English, Haller Middle School
Email@hotmail.com



Key Strategy #1: Membership Team



Answering Tough Questions During a Membership Ask

Asking someone to spend money on anything is not an easy task. There are some effective ways to help make that membership ask. A simple process to follow is to first: **Affirm: Let them know you're listening, you understand, and their feelings are valid.**

The second step is: **Answer: Give a truthful, concise answer to the question.** Do not be evasive or your entire message will be lost. If you don't know the answer, don't guess. Tell them you'll find out and get back to them. Make sure you follow through, to maintain trust.

The third step to dealing with a tough question is: **Redirect: Once you've answered the question, don't get bogged down in too much back-and-forth about it.** Instead, be ready with a question that brings the conversation back to your message.

Below are some simple answers to tough questions. You can use these or other answers you feel are more appropriate, but follow the process of affirm, answer and redirect.

QUESTIONS	AFFIRM	ANSWER	REDIRECT
Dues Costs: "I don't think it's worth being involved since dues are so expensive."	I understand why you would be concerned about dues.	The dues are _____ per pay period. The way our dues work is _____.	Joining us adds your voice to thousands of educators here in Delaware. Together we can accomplish things we can't alone. When we join together, we can make significant changes. [Give example of a win that is important to the potential].
Free Riders: "Why do I have to join? Because I do get the benefits without paying for it."	I can understand why you would feel that way.	Currently, (% of members) of our colleagues pay dues to have a voice in our union.	We are trying to solve (insert issue here) this year and our association is working hard to make sure we are able to function as professionals in our work. Since we agree on that, we need everyone involved to win this fight. Will you join?
Bad/Lazy Workers: "Unions have members who are lazy or bad. Why would I be involved with a union that is just going to protect bad educators?"	I can understand your concern.	A union can't protect anyone that is unable or unwilling to do their job. It is simply about having a fair set of rules that apply to everyone.	There is a process of handling those unable or unwilling to do their job. It is a distraction to talk about the union protecting lazy workers rather than the issues that concern us. (Specify an issue you have heard.)
Futility "Why should I be involved with the union? They can't do anything about classroom size."	I can understand your concern.	Classroom size can be a challenging issue to address.	Right now that is a decision that is solely up to management. As a union if we fight together we can have a voice in decisions around classroom size. We deserve to be a part of the process.
Self-Interested: "I've heard teacher unions care more about themselves than their students. I care about the kids, I'm not selfish."	I can understand your concern.	The attempts to discredit educators have gone on for year. Humans make mistakes, but no teacher got into this profession for the fame or fortune.	Educators get involved in their unions because they do care and know that their working conditions affect the ability for their students to learn. When educators come together and act as a strong voice for public schools, they are able to push for things like more funding and adequate resources for struggling children.
Too Political/Liberal: "The association should stay out of politics. I'm a Republican, not a Democrat."	That's a completely valid feeling.	Because every decision about public schools is made by elected officials, we do endorse candidates and get involved in many political issues at the federal, state, and local level.	However, these decisions are made by members and any endorsement is based on a candidate's support of public education and educators. We also legally can't use member dues dollars for PACs and you are free to support whomever you think is best for education.



Key Strategy #2:



Data and Lists Management

Having accurate and up to date membership data is key to identifying members and potential members and understanding who comprises the bargaining unit your local association represents. The state and local associations work together, along with members, to keep membership data up-to-date and as accurate as possible.

Every local association is granted two local leader licenses to access the membership database. Local associations can purchase additional licenses for \$15 annually. Users must complete training to access the database. At a minimum, membership chairs will need to be able to access the database to fulfill their duties. It is recommended to have at least one other licensed user in the local association.

Membership chairpersons should provide member and potential member worksite list on a regular and reoccurring basis to building representatives at local association meetings. Building Representatives should review and report any changes to the membership chair. All changes to worksite lists should be reported to dseamembershipleaders@dsea.org.

Resources:

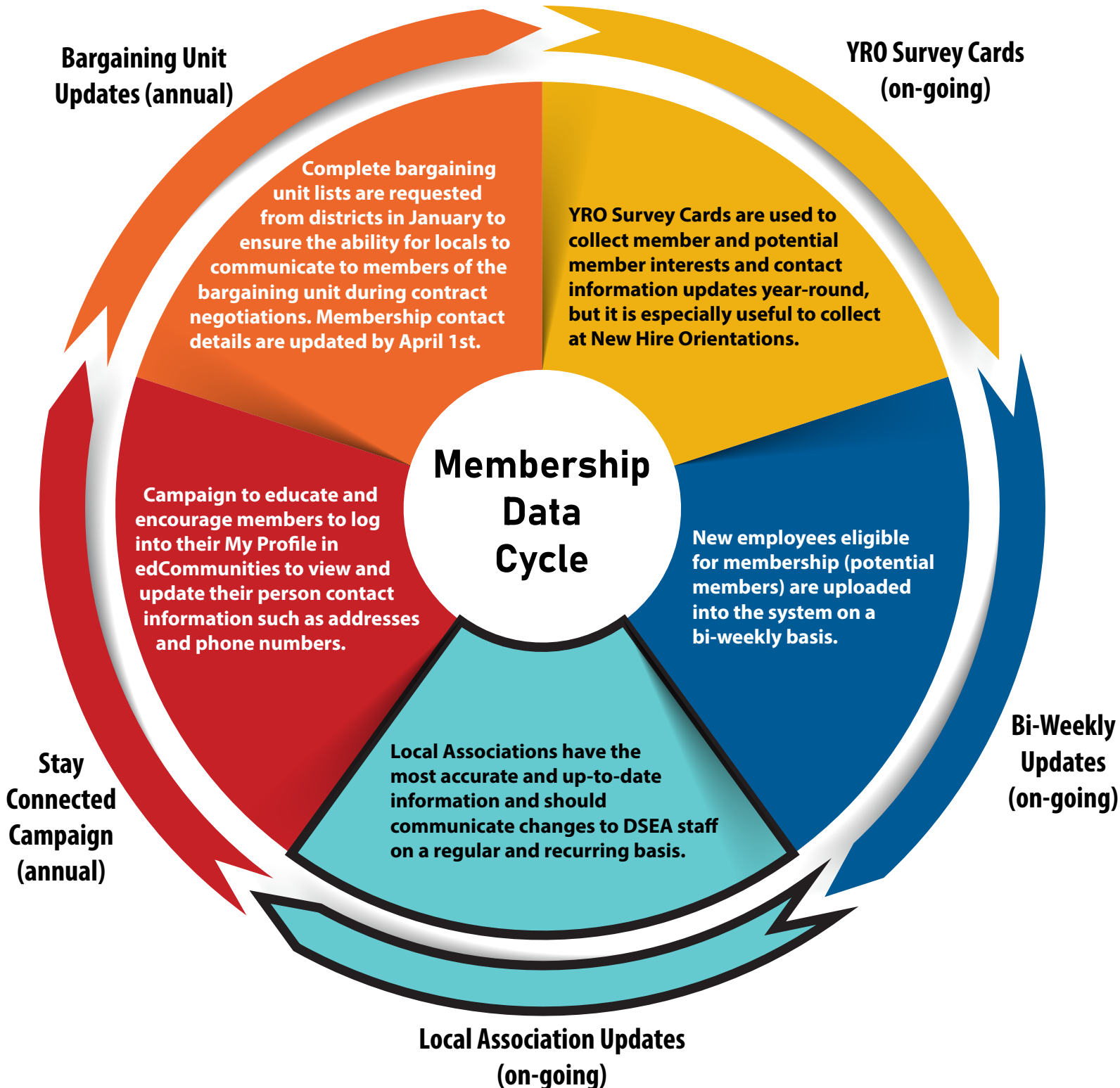
Year Round Organizing Survey Cards: YRO Survey Cards are an integral part of collecting data about members' interests and is another tool to check that our system has the most up-to-date personal contact information. This is especially important during the back-to-school/New Hire Orientations. Collecting YRO Survey cards during this time gathers critical information about new employees that local associations can use to help with follow-up contact and engagements planned for new employees. Survey cards are available by request through the UniServ assigned to the local association or by emailing membershipsupport@dsea.org.

NEA edCommunities: Members can take charge of keeping their personal contact information up to date at any time creating a profile and logging into www.myn360.org. Members can visit the "My Profile" tab and click on "edit personal info".





Key Strategy #2: Data and Lists Management





Key Strategy #3:



Ask Every New Hire to Join

Making sure every new hire is made aware of the union and is asked to join is a key strategy to keeping the union strong and increasing your power so that together, we can make the changes we want for public school educators and students. New Hire Orientations play a key role in welcoming new employees at the beginning of the year. However, the strongest strategy includes a process that ensures every new hire is asked to join year-round and an accountability system to keep everyone on track.

Introduction to New Hire Orientations

Making a good first impression matters. The best time to do this is during back-to-school orientation.

New Educators never forget the friendly face on orientation day who made them feel welcomed. Make that face someone with the Union!

This guide offers step-by-step planning and some research-based best practices for putting together a successful orientation, either at the district or building level, that sets the stage for growing and strengthening the union.



✓ **Objective 1: Gain Access to New Hire Orientations**

✓ **Objective 2: Build a Potential Member List**

✓ **Objective 3: Prepare for Orientation Day**

✓ **Objective 4: Debrief and Follow Up**



Key Strategy #3: Ask Every New Hire to Join



Objective 1: Gain Access to New Hire Orientations

1. Work with the district or administration

Ask for time on the orientation agenda to give a presentation. If not already in the contract, consider bargaining time for a New Hire Orientation.

2. Buy more time with breakfast or lunch

Some districts give more time to the Association at the orientation if a meal is provided.

3. Create your own orientation

If time on the District's agenda is not available, don't let that stop you! Plan a union new hire orientation outside the workday.

What if my school, campus or system leadership doesn't have an orientation for ESPs?

All employees deserve a helpful orientation – so make sure that includes ESPs. If ESPs do not already have an orientation, which is often the case, schedule one in partnership with the district or hold your own. ESPs are hired throughout the year, so a process for continuous onboarding is essential.

Objective 2: Build a Potential Member List

Reach out to your district for a new hire list

Districts hire new employees throughout the summer, often right up to and after the new hire orientation. Getting a new hire list from the district and having a sign-in sheet at the NHO will help with tracking which new hires were present and what follow-up is needed.





Key Strategy #3: Ask Every New Hire to Join



Objective 3: Prepare for Orientation Day

1. Prepare a Welcome Kit

Develop a high-quality, polished kit that includes a welcome letter (sample provided), DSEA Recruitment Flyer with QR code to the online application, contact information for local leaders, information of how new members can stay up to date with their new union (edComms group, e-newsletters, etc.) and a calendar of upcoming union-sponsored professional learning opportunities or events.

2. Choose diverse member organizers

Select a positive, upbeat and diverse group of member organizers in terms of race, gender, age, worksite location, and job category who know how to talk about the value of union membership from personal experience. Recruit as many early career educators as possible to share their commitment to the Association. Potential members need to hear from them. Consider inviting multiple or diverse presenters to join the president for the presentation.

3. Bring a membership team to orientation, then give them a job to do

Bring in enough members to have one-on-one conversations with every potential member (about a 1-to-10 ratio.).

Whether presenting at the front of the room, welcoming people at the door, sitting at a specific table to talk to the potential members, or asking potentials to join, give members a specific job to do.

4. Track the day with data

Have members keep track of who they talked to, what they said their interests are, and if they made a membership ask that day (the answer to the last one should always be yes!) Knowing what potential members need will give you the opportunity to have a follow up conversation about a specific topic you already know they're interested in. YRO Surveys are a great way to track data and gather personal contact information for new hires.

5. Write a strong agenda

Stay on time and offer interesting and helpful content.

Sample Agenda

3.1: Sample Orientation Agenda

1. Introduce your union and its mission

- Use "we" and "your union" to emphasize that we're all in this together. Share how your Association is a solutions-based group that meets the needs of the district's students and educators.
- Provide context for members to understand their relationship to the local, state and national Associations.

2. Talk about the power of collective action

- Talk about how to deal with issues at work, i.e. when to call the Association.
- If there is time, explain key pieces of your collective bargaining agreement: salary schedule, leaves (including medical, personal), health and retirement benefits, work day, safe working conditions, etc.

3. Highlight opportunities for professional growth through the Association

4. Ask for membership

"I am here today to ask you to join us. As an Association, we have developed the resources and support you need to thrive because we have been there. Every one of us has had a first day. It can be isolating, but there's power in numbers. When we come together through the Union, we get closer to getting the schools our students deserve."

5. Invite members to get involved outside the workplace

- Professional development opportunities, local association events planned, etc.

6. Allow time for questions in small groups at tables

7. Breakfast/Lunch hosted by the Local Association

Use the sample shown above



Key Strategy #3: Ask Every New Hire to Join



Objective 4: Debrief and Follow Up

What are the next steps?

Debrief with your membership team who helped at orientation. What went well? Who were your potential leaders? How can you improve next year? What themes came up during conversations? What are the next steps?

Follow Up To-Dos

- Provide building representatives and membership committee with topics that came up during the orientation conversations to support their follow up conversations.
- Share a list of new hire attendees with your worksite leaders. Have them welcome new members and follow up with those that did not join.
- Plan to visit worksites where there are no building representatives.



Objective 5: Continue Asking New Hires to Join Year-Round

Employees will continue to be hired year-round so your local should have a process to make sure each new employee is made aware of the Union and asked to join.

The most successful year-round recruitment plans include:

- A welcome letter or email that introduces the Union, provides contact information on association representatives, and includes an invite to join with a link to the online application.
- A follow-up, in-person visit from an association or building representative to welcome the new hire to the district and union and answer any questions they may have.
- A YRO Survey Card that is collected from the new hire within the first 30 days of employment.
- An accountability system that is in place to ensure that new hires are receiving a welcome and in-person contact. The monthly local association meeting is a good opportunity to review worksite lists, new hires, and track which new hires have been contacted. Don't forget to celebrate the wins!





Key Strategy #4:



Engage Every New Hire in a One-to-One Conversation

How will you know what is important to union members and who is willing to become engaged in the union's work? One-to-One conversations are a key strategy to use to establish, build and maintain relationships among union members.

There are three types of one-to-one conversations to consider: recruitment, maintenance, and escalation. For new employees, it is important to make sure you establish their relationship with the union with a recruitment one-to-one. Even if a member joined at New Hire Orientation or with the first ask, it is important for a union representative to take the time to get to know them too.

In this first conversation, you are looking to understand what is important to the member or potential member, connect what their interests are to union wins or plans to work on the issue, and make an ask—whether that is to become a member or become more involved.

An important part of holding one-to-one conversations is tracking and data collection. Tracking who has had a one-to-one conversation can help ensure you reach your goals and engage every new hire. Collecting conversation data will help the local association look at overarching issues of new hires, help with planning engagement events and help grow new union leadership. The YRO Survey Card is an effective tool to collect data during a one-to-one conversation.

When you are ready to create a goal to have a one-to-one conversation with each new hire, reach out to your UniServ Director for assistance in creating a plan to track conversations and data.

Resources

- **Transformational Recruitment Conversations Training:** To increase member engagement, and therefore our power to achieve the change we want to see in public education, we need our colleagues to do more than just sign-up for membership. It all begins with how we ask them to join. Instead of asking employees to join to get something, we need to ask them to join us in creating change. Increase your membership teams' confidence with this training that helps shift the membership ask from transactional to transformational. To schedule this training, contact the UniServ assigned to your local association.
- **B.R.A.G Sheets:** The B.R.A.G sheet is a pivotal tool for membership teams. The form helps identify all the benefits, resources, achievements, and goals for your local to help recruiters match employee interest to their union! [Download B.R.A.G. sheets here](#)
- Using NEA360 to Track and Report Conversation Data (contact DSEA for more information at membershipsupport@dsea.org or 302-734-5834).





Key Strategy #5:



Invite New Hires to Member Engagement Opportunities

Reconsider local association member engagement events as opportunities to invite new hires to experience membership. Locals could even hold an engagement event just for new hires! Data from YRO Survey Cards completed by new hires can be accessed and used to identify an event that would interest that target group. Remember new hires who receive face-to-face invitations to events are more likely to attend. Make sure to include an ask to join at each event!

Resources

Professional Development Opportunities

Professional development opportunities, as well as access to the DSEA/NEA micro-credential portal and DSEA's online learning portal are accessible to members through our website. Visit [DSEA Professional Development](#) for more information.

1. **Power Up! Party**

A great way to engage new hires and current members is by holding **Power Up!** Parties. Locals can even invite potential members to this event. Participants will complete DSEA's online course in the basics of union membership during the workshop. Attendees can boost their knowledge of what it means to be a member of NEA, DSEA and your local association! Learners will first build foundational knowledge about unions and our union structures. Next, members will learn about the responsibilities of every member that makes our union strong. Finally, learners will explore their employee rights and collectively bargained contract. This is the course every union member should complete to build our collective strength! Participants of this in-person workshop will receive a free DSEA t-shirt upon completion, while supplies last.

2. **Micro-credential Cohorts**

Micro-credentials are short, competency-based recognitions that allows an educator to demonstrate mastery in a particular area. NEA offers over 175 micro-credentials. DSEA offers facilitation for cohorts of learners who wish to support one another as they complete requirements for a particular micro-credential. Locals are invited to host the cohorts and even join with other local associations who may have members working to complete particular micro-credentials. The DSEA/NEA micro-credential portal can be accessed through the PD section of DSEA's website.

3. **Wellness/Self-Care Workshops**

DSEA can tailor wellness/self-care workshops based on the needs and interests of your members. Your local can host a book study cohort using Elena Aguilar's *Onward: Cultivating Emotional Resilience in Educators*. Each participant receives a copy of the book at no cost. If you're looking for a shorter workshop, DSEA offers "Learning Self-Care through Wellness Kits" sessions. This workshop focuses on providing some quick, practical strategies to enhance personal wellness and relieve the stress of the educator. The hands-on workshop allows educators to assess their levels of burn out and provides them with strategies for combating stress. Each participant receives a wellness kit at no cost through generous grant funding.

Member Benefits Engagement Events

Host a member benefits engagement event to help educate your members about the variety of ways they can use their DSEA and NEA member benefit opportunities to save money. Visit [Member Benefits- Local Planning](#) for more information.

B.R.A.G.

BENEFITS



*What are the advantages of being a union member?
e.g.: collective voice*

RESOURCES



How can/does the union support me in my work and professional life?

ACHIEVEMENTS



*What have we achieved that makes a difference in my professional life and the lives of the students I work with?
What is the local/affiliate proud of?*

GOALS



What are we/should we be working to accomplish that will make a difference in my professional life and the lives of the students I work with? What is the local/affiliate working on?