

**Organizing For Action:
Winning the Schools
Educators & Students Deserve**

2024 NCUEA Summer Meeting



**Cecily Myart-Cruz, United Teachers Los Angeles President
Deb Gesualdo, Malden Education Association President**

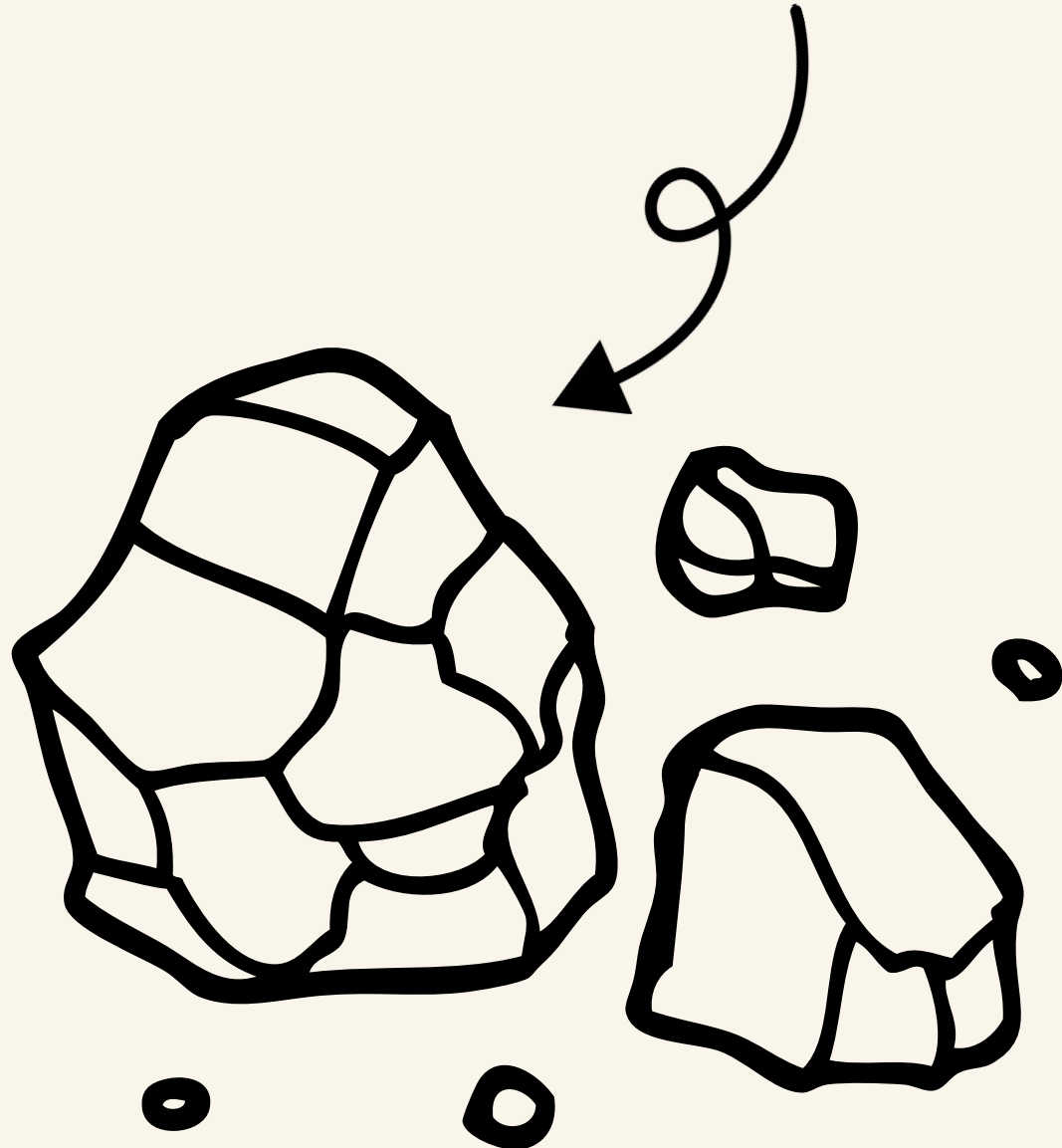
How the
Boss
Keeps Us
Disorganized



YOU



APATHY



Your local CAN
organize and WIN!



Who's who on your worksite bullseye?

Bullseye groups:

- ***Core: the action heroes;***
- ***Activists***
- ***Supporters;***
- ***Disengaged: the meh crowd; and***
- ***Hostile: the cranky-pants***



A large, light pink illustration of a hand holding a pencil, positioned in the background. The hand is open, with the pencil held between the thumb and index finger. The pencil is oriented vertically, with the tip pointing upwards. The background is white with red brushstroke accents in the top-left and bottom-right corners.

ORGANIZING CONVERSATIONS





**WHAT MAKES A GOOD
LEADER/ORGANIZER?**



POWER Mapping

- Our power lies with our people...
- Know who is in your building, where they are, and what their strengths are



TURNING UP THE HEAT/CAMPAIGN MOUNTAIN



Remember, you can't climb the campaign mountain alone...people = power!



**PEOPLE
=
POWER**

**ALWAYS REMEMBER
THAT WHERE THERE'S
PEOPLE THERE'S
POWER...**

**YOU HOLD THE
POWER..**

**NO MATTER WHAT
THE BOSS OR THE
STATE
SUPERINTENDENT
THROW AT YOU...**



**BECAUSE YOU HAVE
THE ABILITY TO
ORGANIZE PEOPLE TO
TAKE ACTION!!!!**