2020 Region 2 Leadership Conference – Home Edition!
Workshop Descriptions – Subject to Change

101 Ways to Energize Your Members
With 101 different examples of how union members have built strength through new ideas and initiatives, you will leave with lots of ideas that you can incorporate at your site as soon as you get back to work! No longer will your members say “been there, done that” because there will be new ways to engage your membership as well as talking points on how to ensure you can implement changes for the better. With so many ideas in 90 minutes, get ready to take notes because the ideas are going to be non-stop!

Date and Time: Thursday, October 1; 4:30 p.m. – 6:00 p.m.
Presenter(s): La Nita Dominique-Tate, CTA Regional UniServ Staff
              Karmen Ortloff, CTA Regional UniServ Staff

Action Network and Hustle: Get Your Campaign Running and Off the Ground!
In this training, you will learn about the nuts and bolts of using Action Network and Hustle for internal and external communications to support the organizing work of chapters. A digital approach is always a strategic component of a strong contract campaign organizing plan. Our current working conditions give us an opportunity to focus on using digital tools and technology to support building union power to win for our members, students, and communities. We will discuss tools to amplify your chapter’s message, recruit members and activists, and increase your culture of participatory union democracy.

Date and Time: Saturday, October 3, 10:30 a.m. – 12:00 p.m.
Presenter(s): Laura Kurre, CTA UniServ Staff – C4OB Organizational Development Specialist
              Gabriella Landeros, CTA Communications Consultant

Adult Bullying and Harassment: What Can We Do?
Bad behaviors in the workplace can impact all classifications of school employees as well as students at the affected site(s). In this session, participants will identify the differences between bullying and harassment, review current legislation, and learn techniques and advocacy strategies to protect themselves and improve the work environment.

Date and Time: Thursday, October 1; 4:30 p.m. – 6:00 p.m.
Presenter(s): Jamye Merritt, CTA Regional UniServ Staff (Emeritus)
              Carol Reichert, CTA Regional UniServ Staff

An Exploration into SOGI: Sexual Orientation and Gender Identity in Schools
Do you have LGBTQ+ students and/or colleagues? Do you have the courage to create a safe environment that fosters bravery to explore sexual orientation, gender identity, and expression? This workshop is a transformative experience into privilege, identity, laws, and terms as it applies to SOGI. It may be of particular interest to those who want to foster positive relations and support LGBTQ+ students and colleagues.

Date and Time: Saturday, October 3; 8:30 a.m.-10:00 a.m.
Presenter(s): C. Scott Miller, CTA Cadre Trainer – Human Rights
Bargaining Team Resources, Research, and Contract Assessment

What does your contract say about your organization? Does it truly reflect the priorities of your members? Do your surveys always elicit the same responses so you learn nothing new? Do you know how your salaries and benefits compare? Do you know what your district can really afford? This session provides an overview of the many resources CTA offers to bargaining teams to make the picture clearer and to help you better prepare for bargaining.

Date and Time: Saturday, October 3; 8:30 a.m.-10:00 a.m.
Presenter(s): Brian McNally, CTA Regional UniServ Staff
Mary McNulty, CTA Regional UniServ Staff

Blueprint for Bargaining

This session will provide participants with tools to help prepare their chapters to support negotiations. These tools, coupled with facilitated discussion on chapter readiness for bargaining and strategic planning, will assist you in preparing your chapter and team for bargaining.

Date and Time: Saturday, October 3; 10:30 a.m.-12:00 p.m.
Presenter(s): Michelle Johnson, CTA Regional UniServ Staff
Kelly Kohtz, CTA Regional UniServ Staff

Building a Stronger Union through Site-Based Member Engagement

Looking for suggestions to overcome apathy and increase union participation? This interactive workshop will provide practical tips for engaging members at your school site. You’ll walk away with simple strategies to implement right away, whether you’re coming from a large, small, urban, suburban, or rural chapter. There will also be an opportunity to share ideas and approaches that have been effective.

Date and Time: Saturday, October 3; 8:30 a.m.-10:00 a.m.
Presenter(s): Lisa Edelheit, CTA Regional UniServ Staff
Michael Flores-Castaneda, CTA Regional UniServ Staff

CalSTRS Retirement Essentials

You are never too young or old to learn about your CalSTRS and CalPERS benefits, programs, and services. There will be materials and discussion of the CalSTRS and CalPERS retirement benefit formula, CalSTRS Defined Benefit Supplemental Program, survivor benefits, legislative changes, and Social Security offsets.

Date and Time: Saturday, October 3; 8:30 a.m.-10:00 a.m.
Presenter(s): Mitch Olson, CTA Regional UniServ Staff – C4OB

County Office: Bargaining, Funding, Governance, and Workplace Issues

Our members in County Office of Education chapters have unique issues, including the type of programs, funding, and organizing across large areas. This session will focus on a discussion of the latest state budget updates, bargaining issues and strategies, and organizing ideas for our COE chapters.

Date and Time: Wednesday, September 30; 4:30 p.m.-6:00 p.m.
Presenter(s): Brian Breslin, CTA Regional UniServ Staff – C4OB
Equity in the Classroom and Beyond...

Equity in the classroom can be described as meeting the needs of all students. Equity cannot be achieved without conversation. When instructors listen to students and respect is mutual, a productive learning environment is created. Join with your colleagues to discuss strategies and pitfalls to avoid in order to ensure equity in your classroom structure.

Date and Time: Saturday, October 3; 10:30 a.m.-12:00 p.m.
Presenter(s): Jamye Merritt, CTA Regional UniServ Staff (Emeritus)
Carol Reichert, CTA Regional UniServ Staff

Everything a Site Rep Needs to Know

An effective, competent Association site representative is just as important as a strong president - perhaps even more so. You are the vital link between Association leadership and membership at the school site. In this session, you will learn how to be a more efficient, less stressed site representative. Bring your questions - leave with answers!

Dates and Times: Thursday, October 1; 4:30 p.m.-6:00 p.m.
Saturday, October 3; 10:30 a.m.-12:00 p.m.
Presenter(s): Sandy Menezes, CTA Regional UniServ Staff
Rose Tapp, CTA Regional UniServ Staff

Executive Board Coordination of Leadership Teams to Build a Stronger Local

Is your Local effective? Are you having internal issues around lack of knowledge or communication within your Local? Who is making the decisions, and who should be making the decisions? This session will provide recommendations for creating a strong and effective Local as a result of coordinating the actions/interactions of your Executive Board and Bargaining, Organizing, Grievance, and Membership committees.

Date and Time: Thursday, October 1; 4:30 p.m.-6:00 p.m.
Presenter(s): Jon Halvorsen, CTA Regional UniServ Staff
Jennifer Tarabochia, CTA Regional UniServ Staff

Executive Board Roles and Training (So it's Not All on the President)

Is your Local engaged in long-range planning? Are you working as a team to serve your members? Come to this training and leave with answers and resources for these and many other issues faced by executive boards.

Date and Time: Saturday, October 3; 10:30 a.m.-12:00 p.m.
Presenter(s): Mark Leach, CTA Regional UniServ Staff
Steve Miller, CTA Regional UniServ Staff

Financial Narrative: Telling the Story of District Finances

There are many tools CTA provides for analyzing your district’s financials, but data is not what wins strong contracts. The key to winning is making sure your members, school board, and community allies understand the district’s financials in depth. In this workshop, you will learn how to personalize your district’s financials into a comprehensive, easy to understand presentation that will not only mobilize your membership, but educate your district board members and galvanize community allies. With a clear financial message, your Association will be able to organize winning contract campaigns.

Date and Time: Saturday, October 3; 10:30 a.m.-12:00 p.m.
Presenter(s): Karmen Ortloff, CTA Regional UniServ Staff
Kenya Spearman, CTA Regional UniServ Staff
Funding Classroom Projects in a COVID-19 Budget Crisis

This session will provide an overview of how the Institute for Teaching’s (IFT) strength-based approach has empowered CTA members to transform their classrooms, their schools, and their school communities utilizing IFT resources. Over the last 11 years, IFT grants have provided over $4.8 million dollars in resources to fund the passions that our members feel for their work and their students. The IFT awards grants ranging from $5,000 to $20,000 for classroom or school site projects.

Date and Time: Wednesday, September 30; 4:30 p.m.-6:00 p.m.
Presenter(s): Anita Benitas, CTA Regional UniServ Staff – IFT

Get on the Right Track with CTA/NEA Member Benefits

All Aboard! Looking for new ways to connect with and engage your members? We’ll share great strategies to add variety to your Association’s member engagement and retention platforms. Member Benefits staff will provide you with the Leader Pocket Guide and tips on how to use Member Benefits in your member organizing strategies, from one-on-ones to chapter events. Also, to assist with building member appreciation and loyalty, an overview of all Member Benefits will be provided including information on the CTA Retirement Savings Plan. Join us and learn how to use one of the many tools available to you when demonstrating the value of membership.

Date and Time: Wednesday, September 30; 4:30 p.m.-6:00 p.m.
Presenter(s): Henry Ahn, CTA Member Benefits Specialist

Grievances: Issues, Advocacy, and More

This advanced session is designed to help you move grievances beyond the site level. Topics will include: investigating the issues and preparing for grievance presentations, making decisions about which grievances to take to the next level (particularly considering the Association’s Duty of Fair Representation), member communications and organizing around grievances, and the first steps in preparing for arbitration. This session will also include a discussion of official complaint procedures as an alternative to grievances and organizing as it pertains to grievances.

Dates and Times: Thursday, October 1; 4:30 p.m.-6:00 p.m.
Saturday, October 3; 10:30 a.m.-12:00 p.m.
Presenter(s): Paul Chambers, CTA Regional UniServ Staff
Bruce Saathoff, CTA Regional UniServ Staff

Grievances: The Basics

This session is targeted for site reps and will focus on the basics of the grievance process. Site reps will receive training to strategically determine whether filing a grievance is the best approach and if so, how to be confident when doing so. Learn to: differentiate between a grievance and a gripe; conduct effective grievance meetings with the site administrator; hone your skills in identifying, framing, and filing grievances; build confidence doing advocacy work; strategically frame the issues involved in a grievance; and establish parity and respect in a grievance meeting. Then, file a Level One grievance with confidence.

Date and Time: Saturday, October 3; 8:30 a.m.-10:00 a.m.
Presenter(s): Mark Leach, CTA Regional UniServ Staff
Jennifer Tarabochia, CTA Regional UniServ Staff
How to Fund the Public Schools our Students Deserve

This session will explore the impact of economic and political inequality on our personal and professional lives. We will discuss the importance of the “public good” and the economic and tax changes that must occur if we are to ever optimally fund public schools. We will also challenge the notion that public education is failing in America and talk about the message we need to deliver as educators to create the public schools that all students deserve.

Date and Time: Wednesday, September 30; 4:30 p.m.-6:00 p.m.
Presenter(s): Angela Su, CTA Regional UniServ Staff – C4OB School Finance

Leadership Styles and Engaging in Effective Conversations

Your leadership style has a direct influence on your chapter’s culture and organizational capacity. This session will provide an interactive exploration of leadership styles and practice utilizing effective decision-oriented conversations as you engage in organizing. This session is tailored towards understanding what organizational leadership exists in your chapter, why dissenting opinion is vital, and how leaders can engage in protocols geared towards getting decisions right prior to launch.

Date and Time: Wednesday, September 30; 4:30 p.m.-6:00 p.m.
Presenter(s): Edward Burgess, CTA Regional UniServ Staff

Legal Strategies to Increase Your Bargaining Leverage in the Current Climate

Is your chapter proactively involved in the decision-making process before decisions are made? How does your chapter respond to unilateral changes (i.e., cease and desist letters, demands to bargain/consult, and file Unfair Labor Practice charges)? Through facilitated dialog and examples, this session will provide participants with an understanding on how to respond to unilateral changes, with a focus on how chapters may include a legal strategy to increase member and community support around contract or issue bargaining.

Date and Time: Saturday, October 3; 10:30 a.m.-12:00 p.m.
Presenter(s): Jacob Rukeyser, CTA Staff Attorney
Laura Schultz, CTA Regional UniServ Staff

Listening to Our Conservative Voice

CTA members and the communities in which they work are characterized by a myriad of political perspectives and affiliations. It can be challenging to effectively communicate and campaign on many of our issues when the electorate in a district leans Republican or is strongly conservative. This session will focus on tools, methods, and examples of overcoming barriers to effective relationships, organizing, and political campaigns in such districts.

Date and Time: Thursday, October 1; 4:30 p.m.-6:00 p.m.
Presenter(s): Susan Savage, CTA Regional UniServ Staff – Political Organizer (Emeritus)

Local Chapters and Service Center Human Rights Contacts Training

This workshop focuses on social justice, equity, diversity, and the role of our contact teams. Participants will learn how to effectively engage our members and recruit volunteers and gain greater support through the use of one-on-one conversations and communication strategies. This workshop will also assist the equity teams in designing and implementing a chapter’s equity plan and program.

Date and Time: Wednesday, September 30; 4:30 p.m.-6:00 p.m.
Presenter(s): Donnell Jordan, CTA Human Rights Consultant
Membership Engagement Around Worksite Issues

CTA members’ working conditions are our students’ learning conditions. This has always been true, but never more so than now! This practical session will cover: how to identify a good organizing issue, design a credible plan to win on meaningful issues, and the various enforcement mechanisms available to site leaders.

Date and Time: Saturday, October 3; 10:30 a.m.-12:00 p.m.
Presenter(s): Mark DeWeerdt, CTA Regional UniServ Staff – C4OB
Caroline Gonzales, CTA Regional UniServ Staff – C4OB

New and Continuing Chapter Presidents: What You Need to Know

Presidents will be given information to develop skills, behaviors, practices, and procedures to help create and maintain a strong, effective, and organized chapter.

Date and Time: Saturday, October 3; 8:30 a.m.-10:00 a.m.
Presenter(s): Kara Hoines, CTA Regional UniServ Staff
Jason Thompson, CTA Regional UniServ Staff

Public Speaking and Building Relationships with the Media

Nervous when you get in front of a crowd other than your students or unsure of how to get the local media to cover the good work of your Association? This session will cover tips for getting your message across effectively when speaking on-camera or to a group, developing and growing contacts with the local media, and how to be an effective interviewee when dealing with the press. Having effective public speaking and media relations is vital for chapters, and we will make sure you leave with strategies to share your stories.

Date and Time: Saturday, October 3; 8:30 a.m.-10:00 a.m.
Presenter(s): Josh Kob, CTA Regional UniServ Staff
Gabriella Landeros, CTA Communications Consultant

Restorative Justice: Alternative to Zero Tolerance Policies

What is an educator to do? Zero tolerance policies haven’t worked in resolving behavioral issues with students in the classroom. These policies do not provide the misbehaving student an opportunity to learn and better engage with peers. What alternative to discipline is working to meet the objectives for student learning and creating a community among students and educators? This workshop will highlight "Restorative Justice" as an alternative to zero tolerance practices. Participants will receive practical tools and learn the best practices in implementing a "Restorative Justice" program in your school.

Date and Time: Wednesday, September 30; 4:30 p.m.-6:00 p.m.
Presenter(s): Kenya Spearman, CTA Regional UniServ Staff
Martin Thompson, CTA Regional UniServ Staff

Retirement: Changes and the Future

In recent years, California public retirement systems have undergone major changes. In this session, we will discuss the changes that impact brand new CalSTRS and CalPERS members, changes which impact "veteran" CalSTRS and CalPERS members, and the future of public education.

Date and Time: Wednesday, September 30; 4:30 p.m.-6:00 p.m.
Presenter(s): Mitch Olson, CTA Regional UniServ Staff – C4OB
School Safety and Crisis Intervention: The Association's Role
Safe schools are conducive to successful schools. Safe learning environments protect members, students, and communities. Many California schools have had to deal with traumatic events that have provided learning opportunities on how to deal with such events. Learn how Associations can ensure safe environments and work toward the ability to deal with potential and/or actual school crises. CTA has resources for your chapter and members to develop, bargain, grieve, and respond to school safety issues. This session will provide information and resources for your chapter and members.

Date and Time: Thursday, October 1; 4:30 p.m.-6:00 p.m.
Presenter(s): Curtis Lyon, CTA Regional UniServ Staff
Gina Parish, CTA Regional UniServ Staff

School Site Council Reboot
School Site Councils (SSCs) play an important role in empowering and engaging schools and communities during this unprecedented COVID crisis. SB 98 replaced the annual LCAP for the 2020-21 school year with the Local Continuity and Attendance Plan. Districts were required to submit a plan by September 30th describing specific actions and expenditures they were taking to address the impact of COVID-19 and provide continuity of learning. SSCs are required to develop and approve the site’s School Plan for Student Achievement (SPSA) which is directly connected to the district’s Local Continuity and Attendance Plan. SSCs are also required to develop the Comprehensive Safety Plan that outlines procedures to protect the health and safety of its students and staff in case of emergencies or executive orders. Come and learn more about the importance of School Site Councils.

Date and Time: Saturday, October 3; 8:30 a.m.-10:00 a.m.
Presenter(s): Adam Ebrahim, CTA Regional UniServ Staff – IPD
Marlene Fong, CTA Regional UniServ Staff – IPD

Small Rural Chapters in a COVID-19 World
Frustrated that your chapter is not like other chapters in California? Is your chapter dealing with declining enrollment, teacher layoffs, decreases in support staff, and shrinking budgets? With the COVID-19 crisis as our new reality, you will be able to discuss the needs of rural chapters with other educators from like chapters. This session will specifically address small rural chapter issues of: Responsibility – so few members, so much to do; Respect – parity with the district and community; and Resources – where and how to get ideas, support, and financial advice.

Date and Time: Thursday, October 1; 4:30 p.m.-6:00 p.m.
Presenter(s): Lori Adams, CTA Regional UniServ Staff
Tamara Conry, CTA Regional UniServ Staff

Special Education Issues: Rights and Responsibilities
In this informative session, chapter leaders and members will familiarize themselves with the impact and implications of state and federal special education laws based on current statistics and information regarding special education issues. Bargaining strategies and language is embedded throughout this training. The topics of the training will focus on an environmental scan of special education in California, special education issues, rights of educators in IEP meetings, rights of educators to discipline special education students, and resources for chapter leaders to address special education issues. This session will enlighten and empower chapter leaders and members to clarify misconceptions about special education.

Dates and Times: Wednesday, September 30; 4:30 p.m.-6:00 p.m.
Thursday, October 1; 4:30 p.m.-6:00 p.m.
Presenter(s): Karen Taylor, CTA Regional UniServ Staff – IPD
State Budget Update
This presentation will feature an overview of the state budget and bargaining implications.

Date and Time: Thursday, October 1; 4:30 p.m.-6:00 p.m.
Presenter(s): Angela Su, CTA Regional UniServ Staff – C4OB School Finance

Strengthen Your Local – A Leader’s Guide to Membership
All Local leaders, membership chairs, and site reps play a crucial part in recruiting, engaging, and maintaining membership for your Local. Attend this fast-paced session to get familiar with the important role you fulfill regarding Local membership management. Learn how to communicate the value of membership, answer the tough questions, understand your role in member retention, and how to easily keep records current. You will learn about the apps and resources available to you locally. We will also introduce you to all the various ways to sign up new members, including the brand-new online enrollment. Take this course to energize and organize your membership efforts.

Date and Time: Thursday, October 1; 4:30 p.m.-6:00 p.m.
Presenter(s): Steve Perry, CTA Assistant Executive Director – Business Services

Stressed?
As educators we must learn what stress is, what it does to our bodies, and how we can control it so that we can accomplish our personal, professional, and Association goals. This session examines how to effectively manage stress through lifestyle and behavioral changes.

Date and Time: Saturday, October 3; 8:30 a.m.-10:00 a.m.
Presenter(s): Alyson Brauning, CTA Cadre Trainer – Human Rights

The California Way: School Planning, School Site Councils, and Everything Else
California experienced a dramatic and historic perspective shift when the schools were closed in March 2020. It would be a mistake to imagine the school reopening process without acknowledging something fundamental has taken place in our world. Any plan for reopening or re-starting school must take into account how all students’ needs will be met. This session will explore “The California Way” as the frame for school change in this new reality.

Date and Time: Wednesday, September 30; 4:30 p.m.-6:00 p.m.
Presenter(s): Gina Parish, CTA Regional UniServ Staff
Patricia Rucker, CTA Legislative Advocate

The Intersectionality of Organizing
In a strong Local, the strengths of the diverse members are utilized. Reaching out and involving the membership is valued. Diversity among members and students is viewed as a benefit. Furthermore, understanding Intersectionality can assist a chapter in creating an all-inclusive, high participating Local. Participants will look at how intersectionality can be used in organizing and advocacy for public education. There are successful strategies that have been used by chapters to promote cross-cultural understanding among members, students, and their families. These approaches support effective learning environments and greater advocacy for public education. This session will outline ideas and resources for developing on-going equity programs and greater involvement in your chapter.

Date and Time: Saturday, October 3; 10:30 a.m.-12:00 p.m.
Presenter(s): David Hernandez, CTA Regional UniServ Staff
Tweets, Stories, and Photos!

Before you can use social media to address your goals, you have to understand how to use the tool. This fast-paced session dives into Twitter and Instagram and gives you the lingo and best practices you need to know. Leave this session understanding the importance of a rockstar Twitter and Instagram bio, learn the difference between an Instagram post vs. story, and tweet at least once! Technical requirements: it is recommended participants come to this session with Instagram and Twitter apps already downloaded to a phone or tablet and accounts created in order to participate effectively.

**Date and Time:** Saturday, October 3; 8:30 a.m.-10:00 a.m.

**Presenter(s):** Samantha DeMuro, CTA Communications Consultant/Digital Editor
Terry Ng, CTA Multimedia Specialist

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Using Campaigns to Expand Activism and Build Power in Your Chapter and Community

Participants will review proven organizing tools to assist chapters in using their local campaigns (e.g., contract, LCAP, site issue, or political action) to build site-based structures that include identifying and recruiting leaders to move unit members into action. We will discuss how every chapter campaign is an opportunity to engage more unit members, build relationships with parents, reconnect with coalition partners and community members, help attain goals, and continue to build momentum now and in the future.

**Date and Time:** Saturday, October 3; 8:30 a.m.-10:00 a.m.

**Presenter(s):** Paul Barragan, CTA Regional UniServ Staff
John Borsos, CTA Regional UniServ Staff

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Working Together While Apart – Organizing Through Technology with CTA’s Membership Tools

Get trained on CTA 360Pro and the CTA 360 app, CTA’s Membership tools for Local leaders. Bring your device and follow along to learn to mobilize your membership with the CTA 360 app. In this interactive session we will show you how to more effectively manage your membership data, update contact information, assign chapter and site roles, and have all your membership data at your fingertips as you plan your organizing efforts. You’ll learn how to enroll new members via the app – no paper form required. We will show you how to access detailed membership reports and identify potential members. Upon completion of this class and an online authorization form, you will receive access to both tools.

**Date and Time:** Wednesday, September 30; 4:30 p.m.-6:00 p.m.

**Presenter(s):** Rosanne Hugo, CTA Data Analyst
Gabrielle Reilly, CTA Data Analyst