



Educators  Excellence

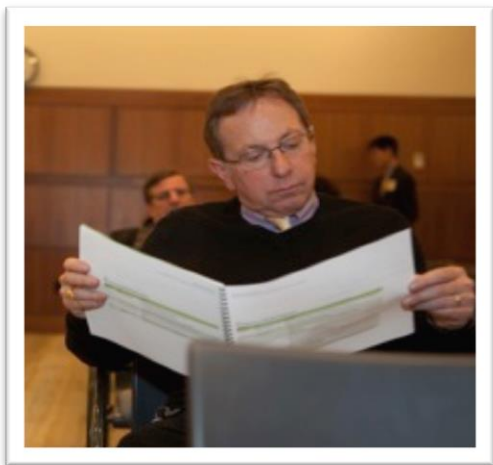
Agenda

- What is E4E? (2 min)
- Collective Action – A Story about Saul (5 min)
- What is power and why is it important? (3 min)
- How do we know who to target and how to influence them? Power mapping (10 min)
- Example 1 (5 min)
- Your Turn (15 min)
- Closing (5 min)

Yet for far too long, education policy has been created without a critical voice at the table – the voice of classroom teachers.

Educators 4 Excellence (E4E), a teacher-led organization, is changing this dynamic by placing the voices of teachers at the forefront of the conversations that shape our classrooms and careers.

What We Do



Learn

E4E Weekly Update

Educators4Excellence.org

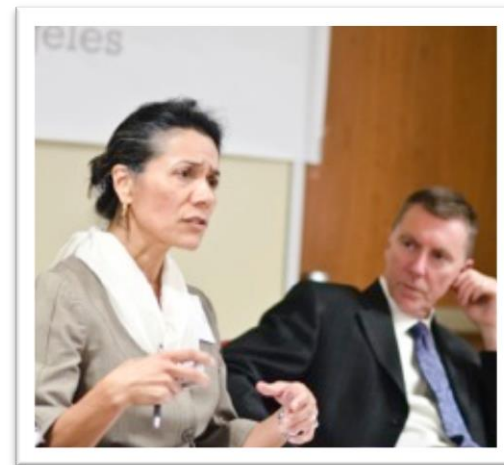


Network

Panel discussions

Networking events

School Captains



Take Action

Policy Teams

Issue-based campaigns

Collective Action



What I learned...

- To create change you need influence and change requires some friction
- Influence comes from having “power” that can be used to apply pressure on decision makers to change their position
- When I showed up alone, I had very little power
- Once I showed up with an organized and aligned group of people we had enough power to influence the principal to do the right thing
- If that hadn’t worked, we could of tried to organize more power by reaching out to the local superintendent or others who had more influence over the principal

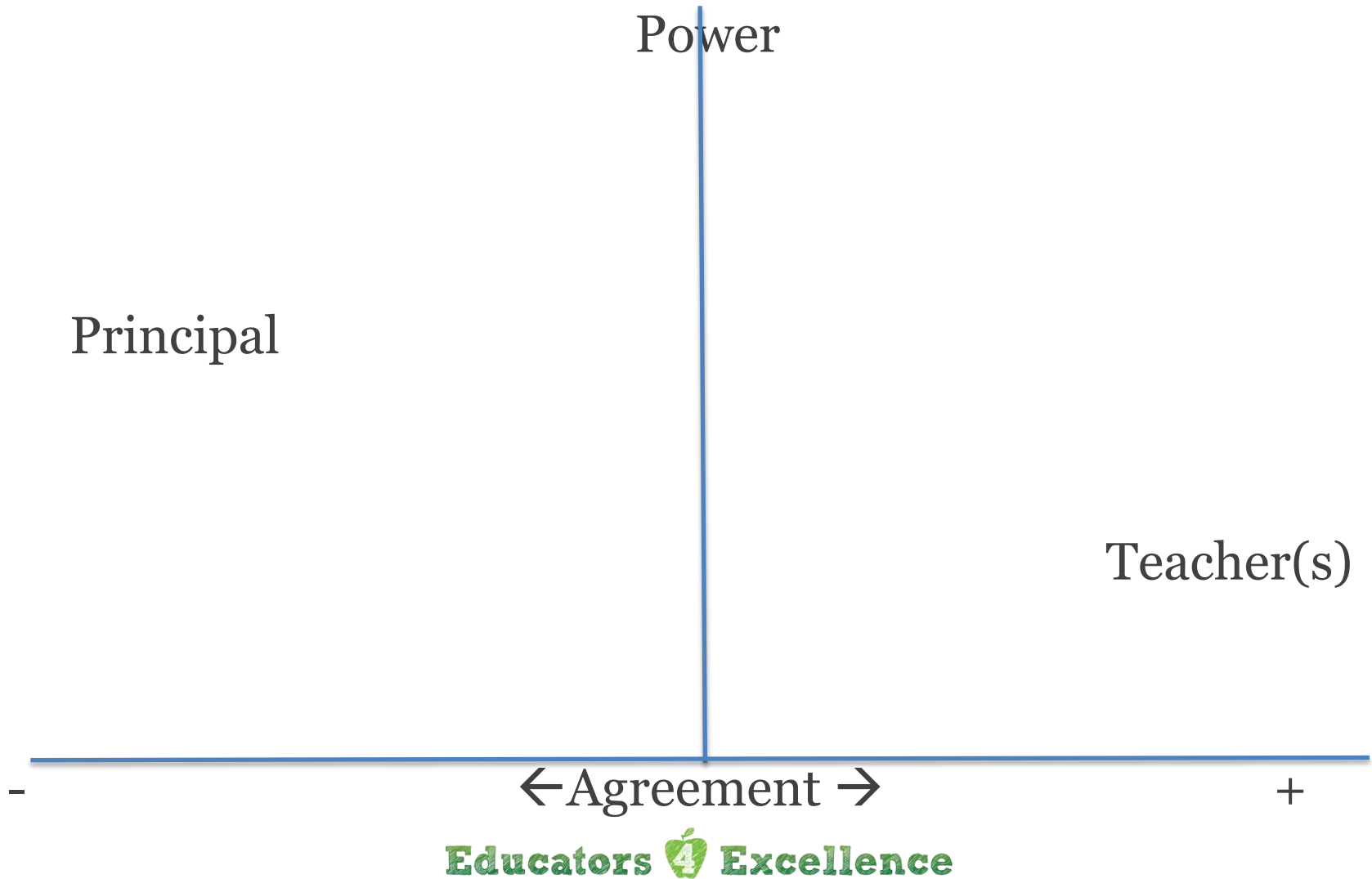
What is Power

“Organized people or resources
that can exert influence”

(Saul Alinsky)

It is important to know who to target and how to influence them so that you can organize the right people and resources.

Power mapping



What is power mapping

- 1) Identifying stakeholders who agree and disagree with your position
- 2) Analyzing how much power to influence the decision maker each of those influencers has
- 3) Creating a plan to do one of the following things:
 - Increase the power to influence of those that agree
 - Decrease the power to influence of those that don't agree
 - Find ways to move those who have lots of influence to agree
- 4) To do any of these things, the first step is to GET ORGANIZED

Example – Increasing early childhood funding for high quality providers

1) Who is the decision maker?

– Board of Education

2) Who are important stakeholders that could exert influence on the decision maker?

Who Agree:

- Parent Groups
- Teachers Unions/Associations
- Early Childhood Providers
- United Way
- Others...

Neutral:

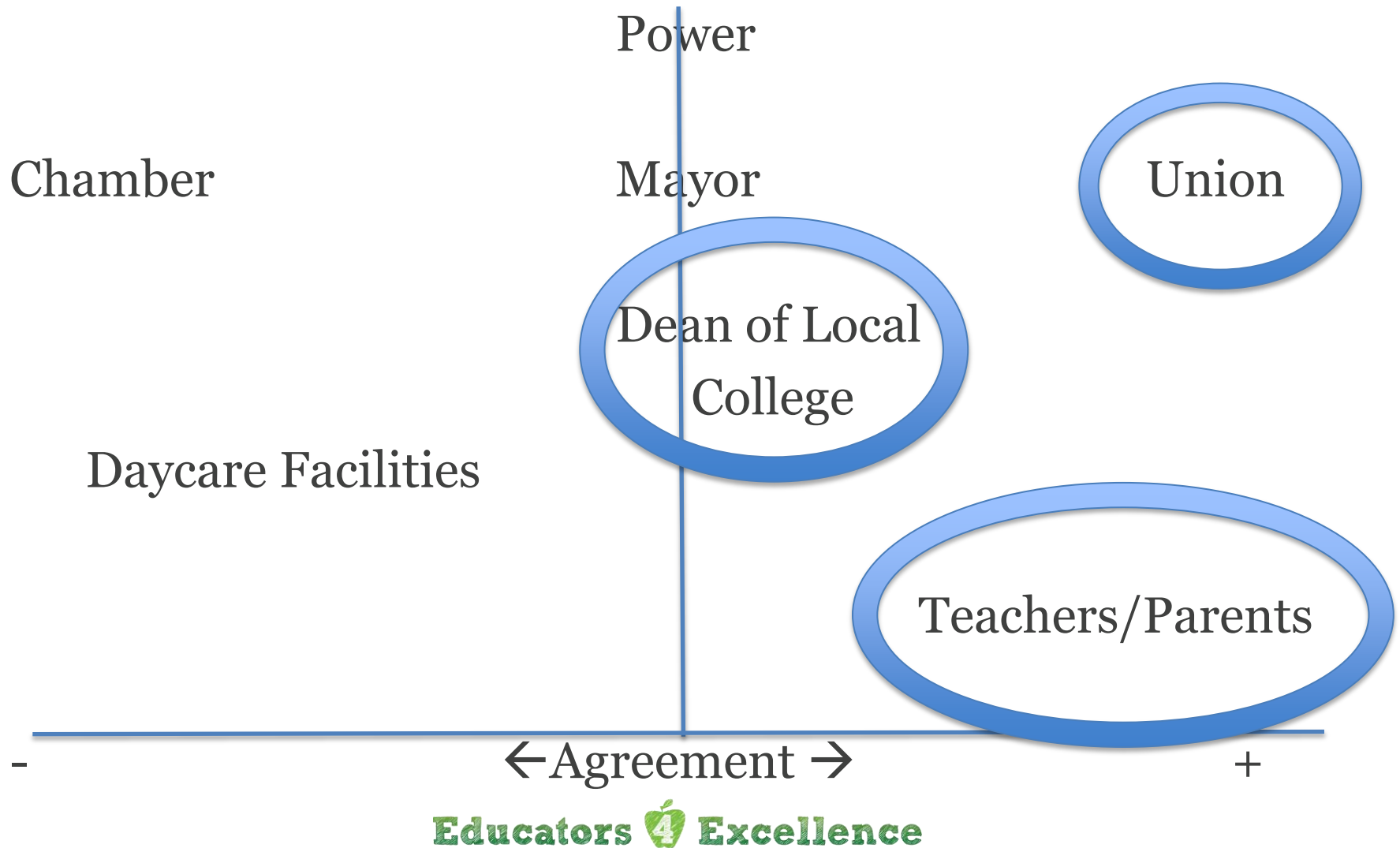
- Mayor
- Higher Education
- Speaker of the City Council
- Local community group focused on school safety

Who Disagree:

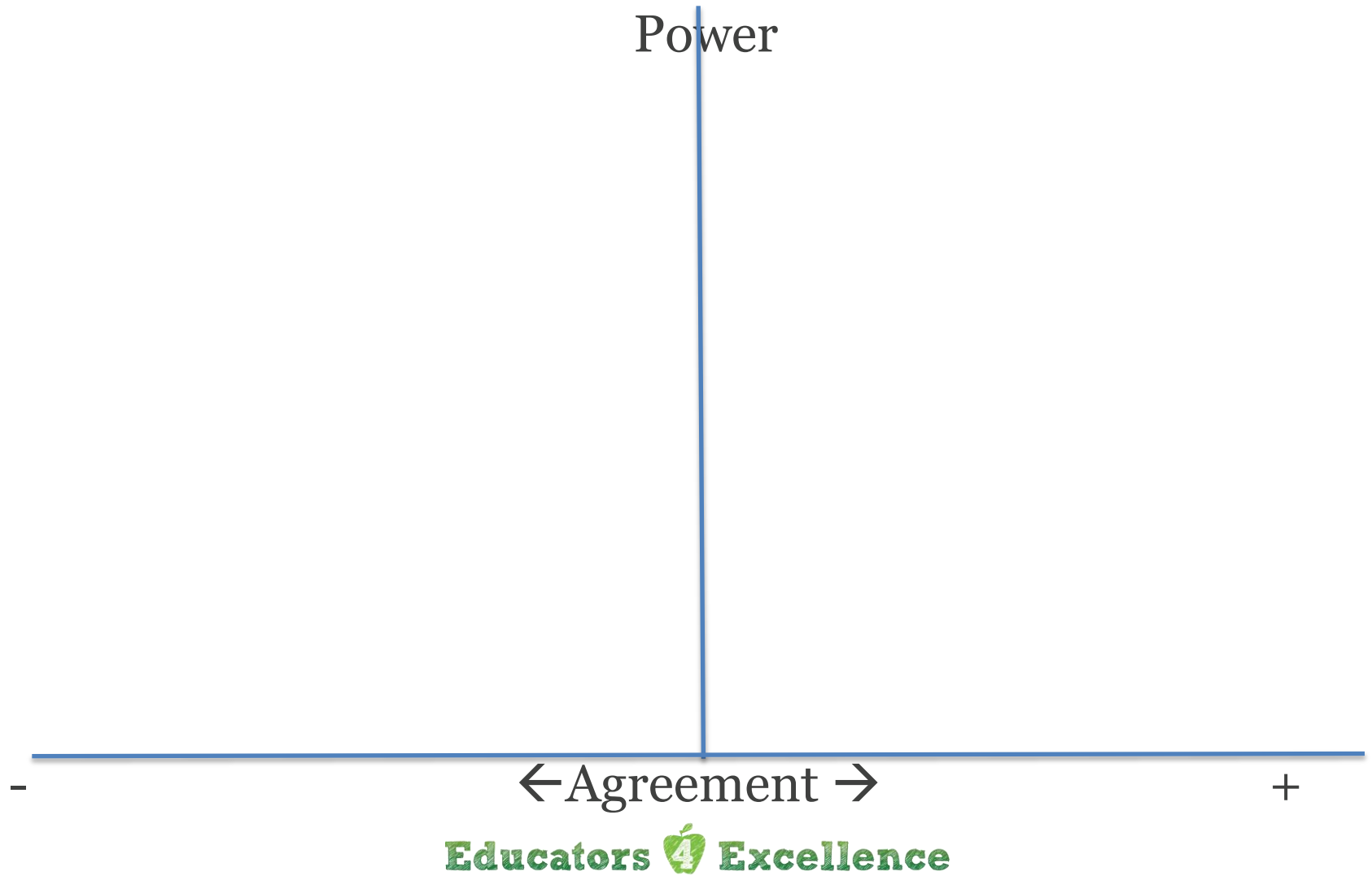
- Chamber of commerce
- Some tax payers
- Adult education programs
- Daycare facilities

3) Who do you have access to or influence with?

Power mapping



Common Core



Closing

“For far too long teachers have been subjects of change. We need to flip that dynamic on its head, so that teachers are agents of change”

Educators Excellence

Learn more at Educators4Excellence.org