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## **MEMO**

**TO:** Delegates to the 2020 NEA Representative Assembly

**FROM:** Lily Eskelsen García, President  
National Education Association

**DATE:** June 1, 2020

**RE:** NEA Media Campaign Fund

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Attached is the annual report on the NEA Media Campaign Fund for the 2019 - 2020 NEA fiscal year as required in Bylaw 2-7n.

The annual membership dues of Active members of the association, as computed pursuant to Bylaw 2-7.a, includes \$20 which is allocated to the Ballot Measure/Legislative Crises and Media Campaign Fund. Sixty percent of the dues were allocated to the Ballot Measure/Legislative Crises Fund and are available to assist state affiliates in dealing with ballot measures and legislative crises, and 40 percent are available for national and state media campaigns.

The NEA Media Campaign Fund includes two components. The first provides funding for national campaigns to advance the cause of public education and publicize the role of the association and its affiliates in improving the quality of public education. The second provides funds for grants to NEA state affiliates for communication campaigns created and directed by state associations.

This report provides a summary of fund activity since the 2019 NEA Representative Assembly.

Attachment

# NEA MEDIA CAMPAIGN FUND

## ANNUAL REPORT

JUNE 2020

### SUMMARY

The NEA Media Campaign Fund is allocated into two separate funds, a national campaign fund and a state affiliate campaign assistance fund. The promotional efforts supported by these funds have helped to positively position NEA and its affiliates as leaders in the cause of providing a high-quality public education for every student, regardless of ZIP code. Administration of the funds falls under the responsibilities of the NEA Center for Communications (CFC).

### NATIONAL BRAND PROMOTIONS

This year, the brand campaign focused on lifting the work of our educators during the novel coronavirus pandemic. In particular, the campaigns reached parents, opinionmakers and members to send messages to decision makers about supporting educators, funding public schools and ensuring solutions addressed issues of inequity that long plagued systems. Ads were placed on TV in target markets, online and on social media platforms

### PUBLIC AND MEMBER ENGAGEMENT AND ADVOCACY

The CFC team partnered with the Center for Advocacy (CFA) on several projects to promote public education initiatives and defend against attacks on public schools and our members.

We have used the National Media Fund for our SWAT program, where we partner with state affiliates to support strategic communications campaigns that work promote and protect public education. The SWAT program provides remote and on the ground communications support in through an expert campaign communicator. Opportunities to engage with states come in many forms, but our goal is to increase the short- and long-term capacity of an affiliate while providing strategic and tactical support when they are presented with threats and opportunities.

As part of our Strong Public Schools campaign, we utilized the National Media Fund to help educate the public about what is at stake for students and public education in the 2020 election. We launched paid campaigns aimed at education activists to engage them with content NEA produced around the presidential campaign, including the candidate comparison and two NEA-sponsored national forums where the candidates publicly discussed their vision for public education.

The Media Fund was also utilized to produce the “Fire DeVos” campaign, which utilized paid media to engage members and education activists. This campaign identified nearly 60,000 new activists to our work in pushing back against Betsy DeVos and her agenda to privatize education.

National media funds supported prominent positioning for NEA in May at the 2019 Education. The Center for Communications’ team supported the **Educator Voice and Professional Supports** work by focusing on expanding the breadth and format of content on [neaToday.org/school-me](http://neaToday.org/school-me) to position NEA as a leading resource of professional supports for early career educators. We also support this goal by providing counsel and tips for new and early career educators, especially through having more experienced educators generate content for their less-experienced peers. We’ve promoted this content via digital and social media advertising and the creation and successful launch of a Pinterest board for educators in the first five years of their professions.

We've also used funds to update the **MySchoolMyVoice** web presence, drive traffic to the Opportunity Checklist, and create content to encourage ESSA activists to complete the Opportunity Checklist. In addition, we produced video content to highlight policy platforms that are essential to support well-resourced schools.

NEA continues to partner with **ParentsTogether** to engage and mobilize parents. We have successfully partnered with them to engage parents to sign petitions and contact leaders on a wide range of NEA priorities, and help us expand our digital capabilities.

For the 2019-2020 **NEA's Read Across America program**, national media funds were used to produce a **print and digital resource calendar**, free to all NEA members and the public, to promote the program and "Celebrate a Nation of Diverse Readers" with reading resources.

The National Media Fund also supports the association's efforts to rebrand the **Read Across America program** to be more inclusive and not tied to one specific partner. The rebranding visually demonstrates the association's emphasis on the need for diverse books by diverse authors in public schools nationwide. The new brand was carried into the updated digital calendar and website <https://www.readacrossamerica.org/>

## NEW EDUCATOR PROGRAM

In 2019, National Media funds supported the continuation of the New Educator Digital Journey; an important component of the New Educator Field Program. The Digital Journey was created not just to give new educators an online home and resources, but also to compliment the field component of the New Educator program by developing a means to build a relationship with new educators online. More than 115,800 new educators went into the 2019-2020 New Educator Digital Journey in 2019. National Media Funds also supported the expansion of the New Educator digital journey to include a track of personalized content for our Higher Ed Members coming in through the New Ed data cards.

## ADVANCE RACIAL JUSTICE IN EDUCATION

NEA's Center for Communications worked to support our priority work in Racial Justice in Education through **Artist collective series** with a number of artists producing content for use across centers to engage the members our allies, parents and members with diverse visuals. Additional activations and artist driven project were put on hold because of the emergence of COVID-19. This work has now been adjusted and now under way addressing the disproportionate effect of COVID-19 communities of color.

We produced a Census and Communities of Color Keynote and visuals by Marka\_27 for NEA's Vice-President Becky Pringle for the SXSW that was canceled because of COVID-19.

In the mist of our new normal, the team have come up with several creative and compelling engagements that are currently in production that will uplift the racial framework guidance and advocacy and GOTV that are explicit in in talking about issues affecting people of color.

## STATE AFFILIATE ADVERTISING ASSISTANCE PROGRAM

When the NEA Representative Assembly established the NEA Media Campaign Fund, 20 percent of the available funds were earmarked for grants to state associations for advertising initiatives and/or expanding the reach and activities of existing state advertising efforts.

The NEA Representative Assembly also established a broad-based advisory group to decide how funds are spent and to create guidelines and criteria for making those decisions.

### State Affiliate Advertising Assistance Advisory Group

- Christine Sampson Clark, NEA Executive Committee member, New Jersey
- Rudolph Burrus, NEA Board of Directors, Pennsylvania
- Rachella Dravis, NEA Board of Directors, Iowa
- Megan Tuttle, president, New Hampshire
- Maddie Fennell, executive director, Nebraska
- Nancy Andrews, communications consultant, Connecticut
- Sarah Antonacci, SEAComm President Proxy, Illinois
- Kyle Leyenberger, communications specialist, Arkansas
- Michele Prater, communications consultant, Ohio
- Ramona Oliver, senior director, NEA Center for Communications (Advisory Group chair)

Criteria, guidelines, and application forms are distributed annually to state association presidents, executive directors, NEA Board members, and state Association communications directors. At the request of NEA state affiliates, the NEA State Media Advisory Group considers and approves grants in the NEA fiscal year in which the grant will be provided.

For the 2019 - 2020 NEA fiscal year, the Advisory Group reviewed 9 competitive grant applications submitted by 12 NEA state affiliates. Fund requests totaled \$2.625 million; \$3.223 million was available.

After careful review and a full debate, the Advisory Group fully or partially funded 6 proposals, totaling \$1.543 million. These funds were made available to state affiliates during the 2019 - 2020 NEA fiscal year. The remaining balance will carry over to next year.

NEA state affiliates that have received funding during the 2019 - 2020 budget year are:

CONNECTICUT EDUCATION ASSOCIATION	<b>\$250,000</b>
HAWAII STATE TEACHERS ASSOCIATION	\$400,000
KANSAS NEA	\$345,000
MONTANA FEDERATION OF PUBLIC EMPLOYEES	\$300,000
THE SOUTH CAROLINA EDUCATION ASSOCIATION	\$20,000
WEST VIRGINIA EDUCATION ASSOCIATION	\$228,000
<b>TOTAL APPROVED for FY2019 - 2020</b>	<b>\$1,543,000</b>

*\* After the printing of this report but before the conclusion of the 2019-2020 fiscal year, applications requesting \$1.680 million are scheduled to be reviewed. Approvals will be recorded in the next report.*

*After the 2019 report was printed, 12 applications, with requests totaling \$3.059 million, were reviewed for Round 2 of the 2018-19 budget year. The following nine states received \$1.660 million in partial or full funding:*

NEA ALASKA	\$250,000
CONNECTICUT EDUCATION ASSOCIATION	\$340,000
ILLINOIS EDUCATION ASSOCIATION	\$95,000
IOWA STATE EDUCATION ASSOCIATION	\$270,000
NEW JERSEY EDUCATION ASSOCIATION	\$122,000
NORTH DAKOTA UNITED	\$210,000
PENNSYLVANIA STATE EDUCATION ASSOCIATION	\$250,000
UTAH EDUCATION ASSOCIATION	\$58,000
WISCONSIN EDUCATION ASSOCIATION COUNCIL	\$65,000
<b>TOTAL APPROVED FOR 2ND ROUND FY2018 - 2019</b>	<b>\$1,660,000</b>

## ENTERPRISE OPERATIONS

### Digital Tools

A key priority of the Enterprise Operations team is to identify and operationalize digital organizing tools that will allow us to effectively and efficiently leverage data to strengthen, personalize and scale our communication with members and the public alike around the value and the necessity of the Association in their lives. As such, the Center for Communications' team supports several Enterprise digital tools, including **Action Network**, **EveryAction Sprout Social**, **Hustle** and **Salesforce Marketing Cloud**. Each of these platforms are offered to state affiliates to support their efforts to grow and strengthen the connection members, potential members and education activists have with the union online.

### REDESIGN OF [NEA.org](https://www.nea.org)

Nea.org is our most powerful digital asset. Improving the presentation and utility of this platform is an untapped opportunity to demonstrate the value of membership, serve as a unifying voice for public educators, set a clear agenda for members, and position the union as a relevant and vital organization in the fight for public education. Beginning in January 2019, NEA began looking for a partner to transform the presentation of our multiple website presences to more accurately represent our mission and our diverse membership, and ultimately engage members, potential members, and the public in ensuring the success of every student. The NEA.org is scheduled to launch in August 2020.

## MEMBER RESEARCH

NEA continued to support state affiliates in listening to members' needs and support. This year, we supported more than two dozen state affiliates in member research. In addition, NEA fielded national member, parent, student and activist surveys (including member surveys in 30 states) amidst the novel coronavirus pandemic.



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