

Capacity

TSTA's Leadership Development Curriculum emphasizes a content that creates the capacity of the local association to engage in the actions and the activities that move it to full capacity and make it vehicle for meaningful change in the educational community. Whereas the content focuses on knowledge and skills, capacity refers to the application of that knowledge and skills. Capacity is reflected in eight (8) distinct tracks.

7000 Series

- **7100 Series: Advocacy**

The Advocacy track provides the necessary training for locals to build the capacity of the local association to advocate on behalf of its members in different venues to resolve individual or collective issues.

Target: Grievance Chairs, Member Advocacy Team (MAT) Members, ARs who have experience helping members resolve issues at the worksite level, School Board Contact Team Members

- **7200 Series: Communication**

The Communication track provides the necessary training for locals to establish and maintain an effective communication system with its members and the larger education community, including working with the media, and utilizing technology and social networks as a means to educate and inform.

Target: Communication Chairs, members interested in helping their local develop and maximize internal and external capacity and coordinating a sustained communication plan in the local association

- **7300 Series: Culture of Membership**

The Culture of Membership track provides the necessary training for locals to respond to the needs and interests of members apart from the grievance process. This includes creating a culture where members are engaged in the work of the association, know how to find and access resources, and are able to respond to the needs of members/potential members at worksites. This track also reflects the capacity of the local to organize around issues to generate resolution that benefits members.

Target: Membership Chairs, Vice-Presidents, AR Coordinators, ARs, Community/Instructional Advocacy Committee members

- **7400 Series: External Partnerships**

The External Partnerships track provides the necessary training for locals to develop and maintain coalitions to promote quality public schools in the local school district. This also includes establishing relationships with key decision-makers within the school community and identifying potential partners around critical issues.

Target: School Board Contact Team members, Vice-Presidents, Members who can or have demonstrated engagement or involvement within the larger community

- **7500 Series: AR Structure and Development**

The AR Structure and Development Track provides the necessary training for locals to develop, implement, and sustain an effective structure and system of ARs, including the capacity to engage in ongoing identification and training of ARs.

Target: AR Coordinators, Vice-Presidents, ARs with two or more years of active experience as an AR

- **7600 Series: Finance and Budget**

The Finance and Budget track provides the necessary training for locals to build the capacity to monitor and maintain a financial accounting system that reflects the program the local wants/needs to implement to achieve full capacity. It also reflects the capacity of the local to maintain accurate records relative to membership growth and retention.

Target: Treasurers, Secretaries, Budget Committee Chairs

- **7700 Series: Legislative and Political Action**

The Legislative and Political Action track provides the necessary training for locals to engage in the legislative process via lobbying school board members, elected officials at the state and national level, and to effectively articulate political and legislative issues. It also reflects the capacity of the local to mobilize members to help elect TSTA/NEA-endorsed candidates.

Target: LPAC members, School Board Contact Teams, Vice-Presidents, ARs/members who are engaged with a political party in their community

- **7800 Series: Internal and External Governance**

The Internal and External Governance Track provides the necessary training for locals to create and sustain an effective leadership structure and the capacity to work with local association leaders as well as leaders at the TSTA and NEA level. It also includes the

capacity to establish effective leadership development at the local level that includes training and experiential opportunities for ongoing leadership growth.

Target: Vice-Presidents, TSTA Standing Committee members, TSTA/NEA Board members, Region Officers