2013 ESP STATEWIDE CONFERENCE

APRIL 14, 2013

Workshop Descriptors

The Power of Organizing: Overcoming FEAR FACTOR

Oftentimes Local leaders and advocates fear retaliation because they are involved in Association work. In this workshop the participants will learn about the importance of power and learn ways to use power to gain victories and build local capacity in their Local Association.

Presenters: Jeannette Garcia-Avila/Patrick Harvey

Building Long Lasting Coalitions/Partnerships

Neighborhood Advocacy Can Advance Your Agenda!

Let's talk frankly about effective community advocacy. We mean your ability to make an impact on your local government and other community groups that are influential and may have the power to help you advance your agenda.

For a meaningful neighborhood advocacy program, you'll need an identifiable group that is perceived as active.

Presenter: Yolanda Gonzales- Barrera

Stages of Organizing: The Successful Campaign

Do you want to inject energy into your local association? Are employees in your district hot about an issue? Are you ready to lead and inspire? If so, it's time for direct action organizing. Collective action efforts inspire, empower, and can deliver stunning results.

This session will guide you through the planning and execution of direct action campaigns with a special focus on the living wage issue and what a successful living wage campaign looks like.

Presenter: Jason Wylie

RESPECT: Making Changes in Policies

How do you achieve RESPECT through school board policy? This workshop will demonstrate how to access district polices and build a campaign to make policy changes. The workshop will discuss some of the policy changes that have taken place that have assisted in improving the working conditions of ESPs.

Presenter: Susan Salinas