

SECOND SEMESTER SURVIVAL

Suggestions from the 2013 NEA Student Program Connections Conference



IDEAS FROM FUTURE EDUCATORS FOR SUCCESSFUL LEADERSHIP

At the November NEA Student Program Connections Conference, future educators from all across the country came together to “debunk” the reasons why chapters see declines in membership come the second semester of the year. Together local and state leaders shared ideas for activities and successful ways they have motivated current and new members to be engaged in their organizations in the spring-time. Below is a compiled list of their suggestions and other successful ideas. So this spring, show members the real value for being involved; try something new in your organization, spread the ideas, and share what works!

ACTIVITIES AND EVENTS TO RECRUIT MEMBERS

- **Snack Packs** Hand out snacks or gift bags along with information about upcoming meetings or events
- **Make it personal!** Introduce yourself to new potential members with a personal story. Why did you join?
- Ice cream socials or cupcake socials
- **Movie Night Event or Social**
 - Show an documentary on the education profession, suggestion: *Go Public or Teach*
 - Show another motivational documentary
 - Show a motivating popular film, example: *Freedom Writers, Pay It Forward*, etc.
 - Show a fun, popular film. Example: childhood favorite, 80s favorite, etc.



Local leaders try to recruit new members at their campus activity fair at Kent University.

- **Movie with Panel Discussion**
 - A panel that relates to the viewed film
 - 2 for 1 event: have an education policy or issues panel after a film, not necessarily related
- **Advertise!** Get your name out there. Post flyers around campus, utilize on-campus televisions, campus radio stations, university newspapers, etc.

Have Your Own Expo!

- Set up tables with various information (events, offices, mission, etc.) and have students go around to collect information
- As participants go around, they can collect a stamp or some type of notification from each table
- When they have visited all of the tables, participants can receive food, gift bags, prizes, etc.

- **Make a “Wordle”**
 - Make a wordle to advertise your organization
 - Involve members to contribute or create a wordle during a meeting or an event
 - Have new education students write one reason why they chose to pursue a degree in education
 - Write positive things about your organization
 - “What is your purpose as an educator?”
 - “Why do you want to teach?”
- **Mentor or Tutoring Programs**
 - Reach out to the local community and provide tutoring to students
 - “Someone Like Me” Program – Summer mentoring group for underprivileged students (provided by KSU-KY)

Point System, example “Apple Points”

- Members can earn points for attending meetings and events
- Reward points for carpooling other members to events
- Reward points for contributing Box Tops for Education
- Officers can reward members who have a high scores by the end of the semester/year
- Have an end-of-the-year banquet or celebration to reward high participation

- **Local Associations** Get involved with your local association.
- **Collaborate!** Collaborate with other on-campus organizations. Talk to other clubs about NEA.
- Create a public service announcement



Members in the Connecticut Student Program always look forward to the annual academic carnival. Talking about it year after year, interests many new members.

- Community Service Events
- **Raffles** Give out raffle tickets and prizes for involvement during an event or even just a meeting
- Information table at club fairs on campus
- Social Justice Campaign
- Education Spotlight
- **In-class Visits**
 - Education classes, both undergraduate and graduate
 - Freshman entry-level courses
 - Promote your organization by talking about why they should join.



- Recruitment at freshman orientation
- **Sponsor Events to Incorporate Recruitment** Look at everything you already have planned for the spring and discuss how you can organize the activity/event to include a strong membership recruitment component
- **Plan Interesting Meetings**
 - Ice-breakers
 - Games
 - Activities
 - Hands-on projects
 - Themes
 - “Share your story” time
- Gifts for graduating seniors
- Evaluations for your organization
- Ask members what they want to do
- **Get members involved!**
 - Delegate small tasks
 - Assign every member a position
 - Establish committees
- Community Service Projects
- Use community service projects to promote the positive side of the Student Program
- Spring Kick-off Celebration
- Plan a full week for recruitment
- **Bring A Friend** Have every member bring a friend to a meeting who is not a member
- Set-up Volunteer Opportunities
- Curriculum Nights
- **School of Ed Emails** Ask your

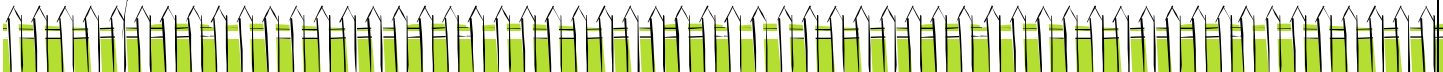


university if you can send information about events and activities across the College of Education email listserv

- **Go Beyond the Traditional Ed Programs** Reach out to some programs that might be housed outside the College of Education, like music ed, art ed, psychology majors, school health majors, social work, etc.
- QR Codes for Cell Phones
- SMART Board Trainings
- Partner with high schools that have future teacher clubs
- “Pizza with Professors”

- **Send a strong message!** Example: “We work to stop bullying. Don’t you want to help?”
- **Deliver a message that triggers an emotional response!** Example: “We work to give every child the opportunity to have a great public education. Don’t you want every child to have a great public education?”

- Talks or presentations at local high schools about perusing a degree in education
- Make a fun video about your organization
- **Discounts on Event Fees for Members** Host an event (like a professional development day/conference) where it is really cheap for members to go but expensive for non-members to attend. This will encourage students to join to be a part of the great experience.



The “Second Semester Survival” breakout session at the 2013 NEA Student Program Connections Conference was led by: Emily Oaks (CT), Marisa Manocchio (OH), and Dillon Beard (IN)

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