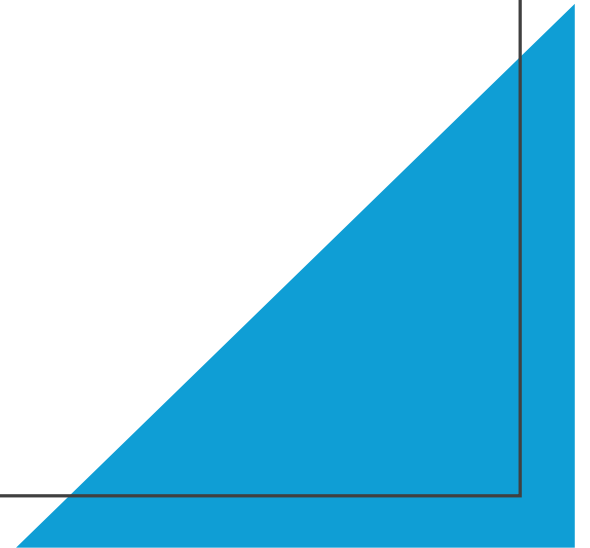


# **Power of Labor Overcoming Oppression**



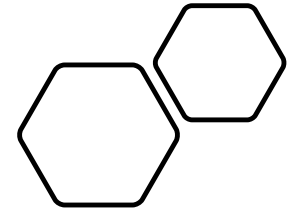
# Union





# **Pullman Porters**





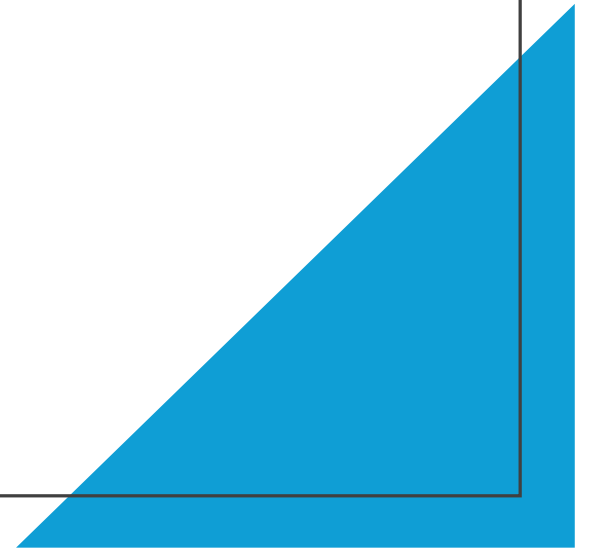


# **Brotherhood of Sleeping Car Porters and Maids**

---



# **Power of Labor Overcoming Oppression**

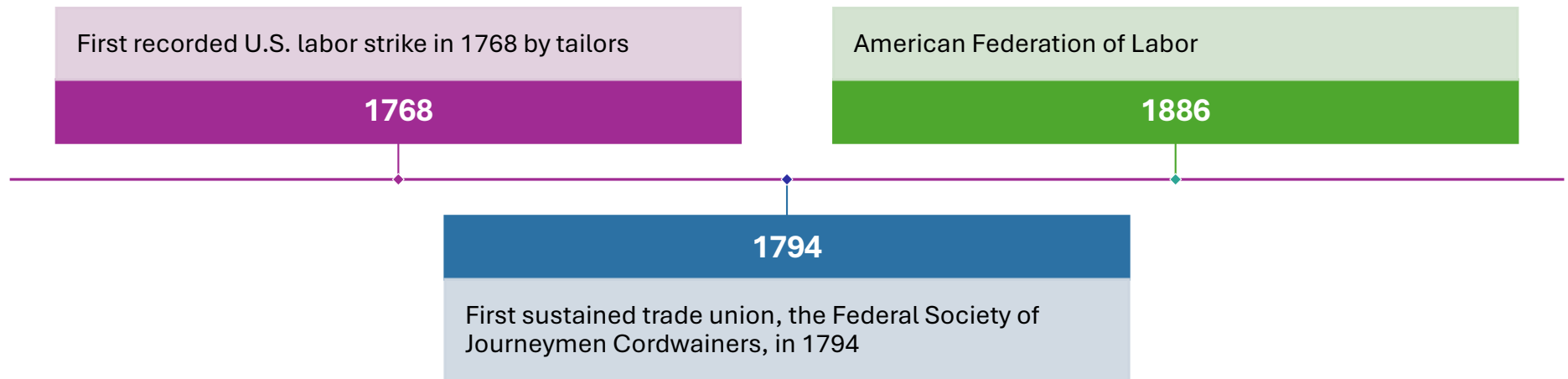




**Created A Middle Class**



# Key Times



# Mine Wars

**United Mine Workers**

**Mother Jones**

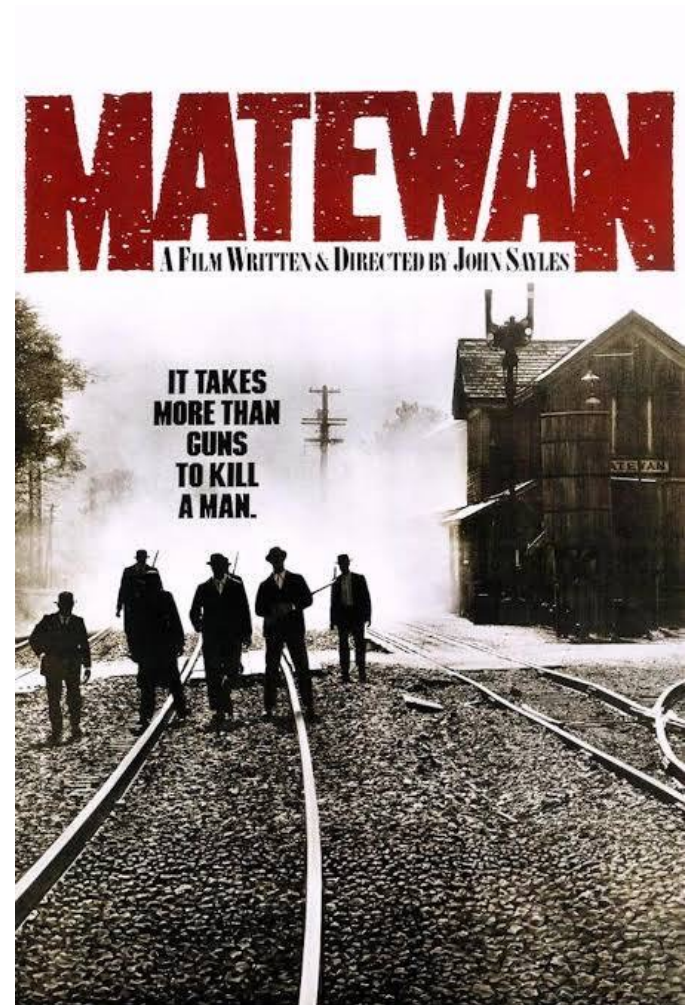
# Battle of Blair Mountain

Largest Labor Demonstration  
Largest Military Event Since the  
Civil War



# Matewan

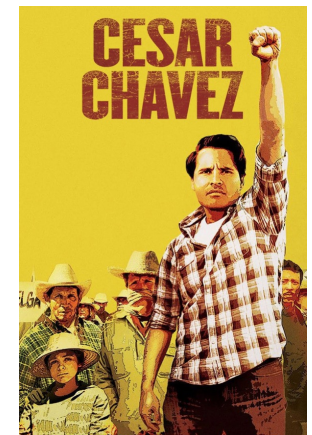
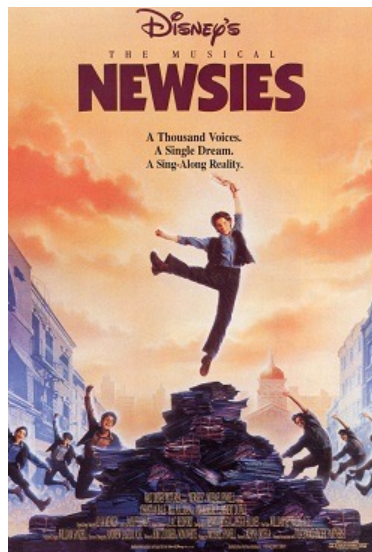
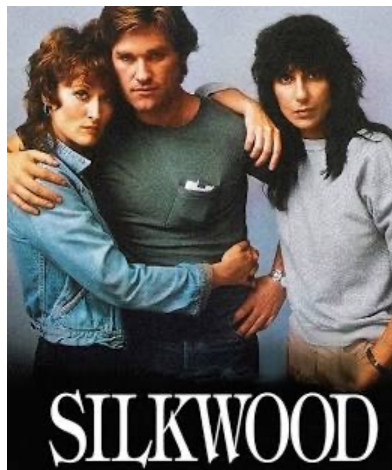
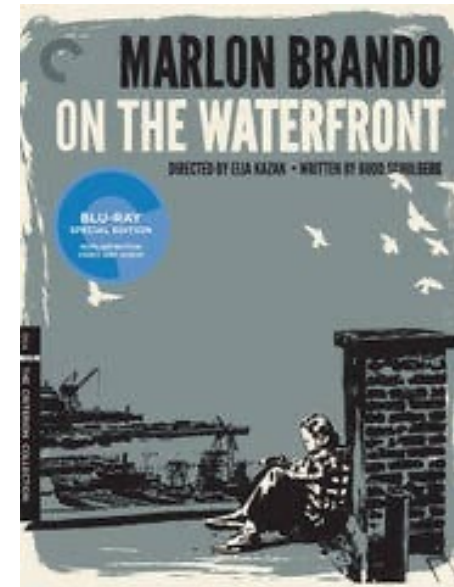
Sid Hatfield, Matewan Chief  
of Police  
Defended the Miners

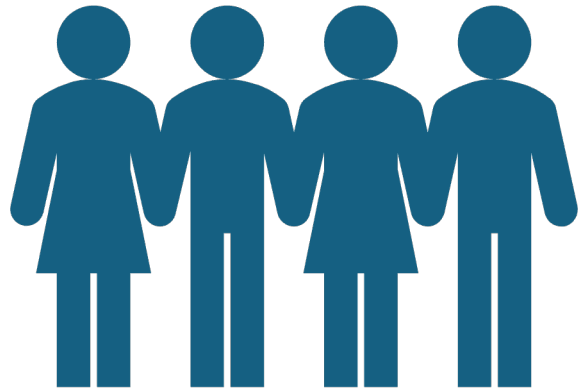




# You Stand on Their Shoulder

- Samuel Gompers
- Peter J. McGuire
- Albert and Lucy Parsons
- Eugene V. Debs
- Joe Hill
- Frances Perkins
- John L. Lewis
- Walter Reuther
- César Chávez
- Philip Murray
- George Meany
- Bayard Rustin
- Albert Shanker

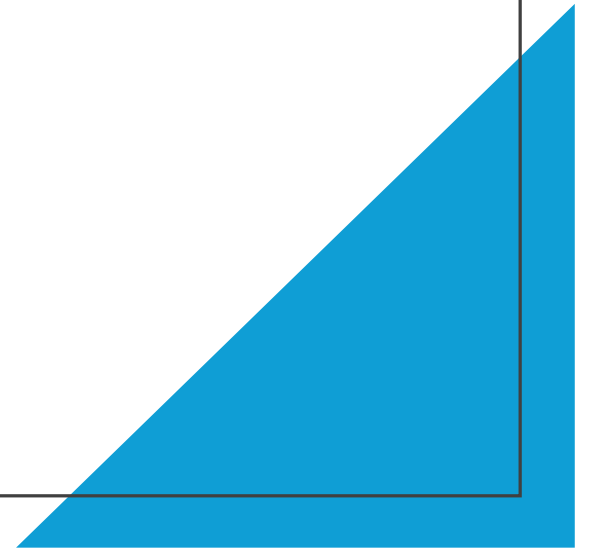




# **School Administrators Unions**

**Started in 1960s**  
**Widespread in 1970s**

# Urban Schools



ED248569

U.S. DEPARTMENT OF EDUCATION  
NATIONAL INSTITUTE OF EDUCATION  
EDUCATIONAL RESOURCES INFORMATION  
CENTER (ERIC)

X This document has been reproduced as  
received from the person or organization  
originating it.  
Minor changes have been made to improve  
reproduction quality.

- Points of view or opinions stated in this document do not necessarily represent official NIE position or policy.

THE UNIONIZATION OF SCHOOL ADMINISTRATORS\*

A Study of Public Policy-Making and Labor Relations



*History is made as George Meany (fourth from right), then president of the AFL-CIO, presents the national charter to the School Administrators and Supervisors Organizing Committee (SASOC) in 1971. SASOC becomes AFSA in 1976.*

# **Your History?**

- **Who**
- **What**
- **When**
- **Why**
- **How**





# **Engaging Members**



**Building Your Power....**





**....One Conversation at a Time**



**For gains to be made, this work must  
be systematic and consistent.**





# Understanding Wants and Needs

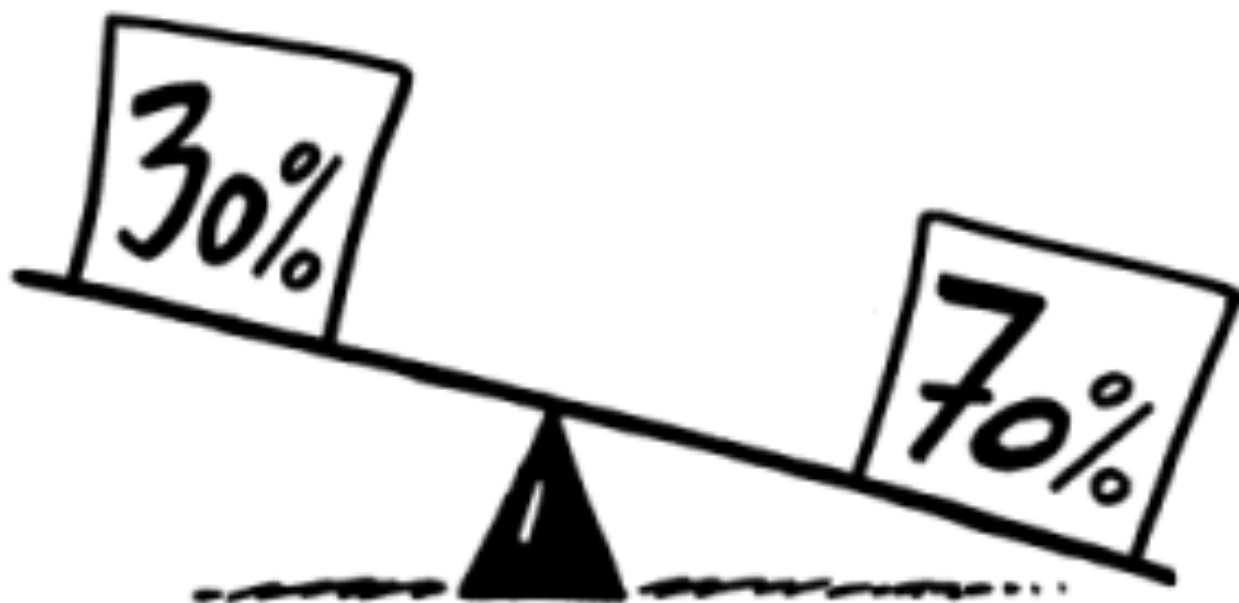
---





**Great Leaders  
Listen First**

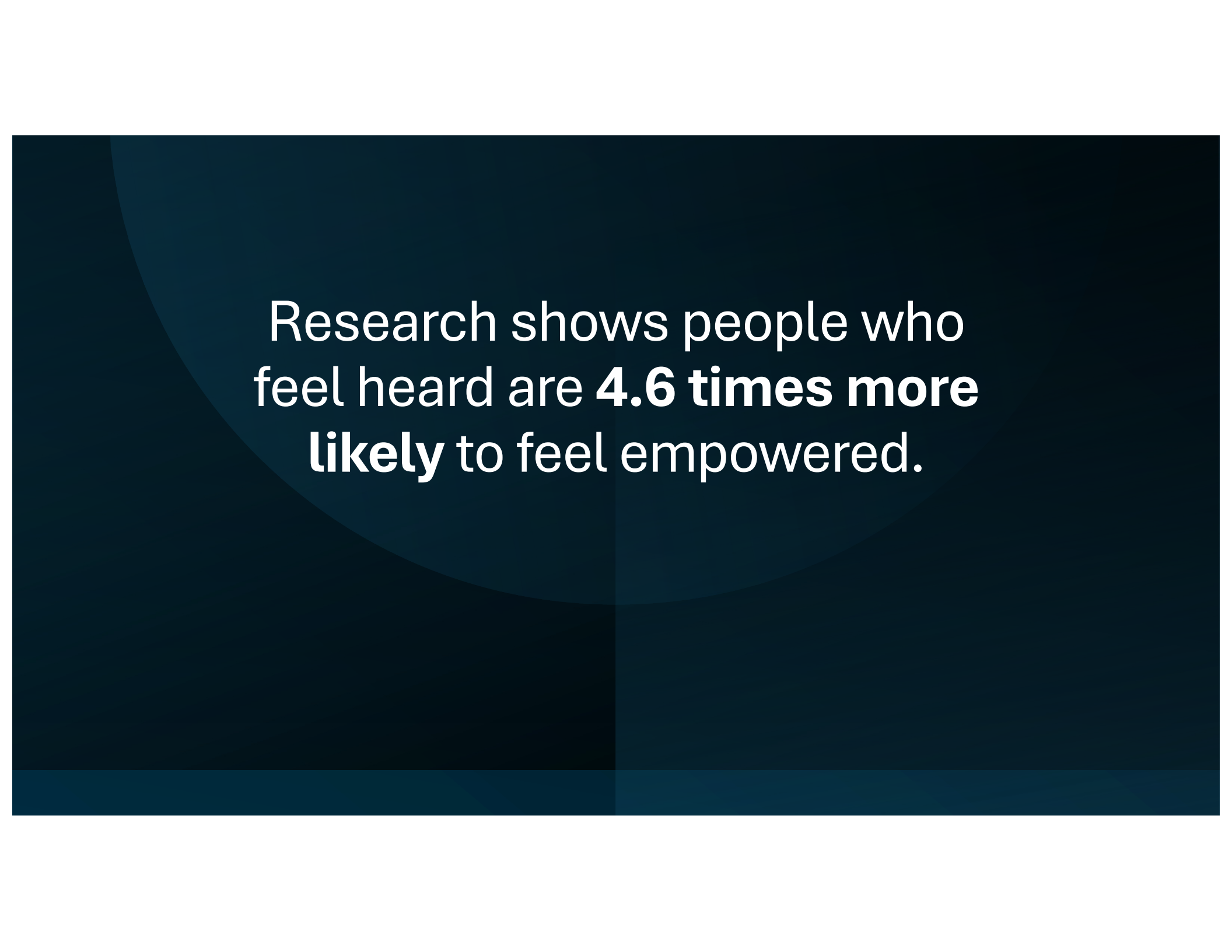




**“Most people do not listen with the intent to understand; they listen with the intent to reply.”**

— Stephen R. Covey





Research shows people who  
feel heard are **4.6 times more  
likely** to feel empowered.

A thick blue L-shaped border frames the top and left sides of the slide.

---

A thick blue horizontal line is positioned at the bottom of the slide.

# Ask for Wants/Dreams



# Make an Assessment

A group of colorful human-shaped cutouts, resembling paper dolls, are standing in a line on a light-colored surface. The cutouts are in various colors including blue, yellow, red, green, and black. The word "Leadership" is overlaid in the center in a white, outlined, sans-serif font. The background is a soft, out-of-focus grey.

Leadership



**Activity  $\neq$  Progress**



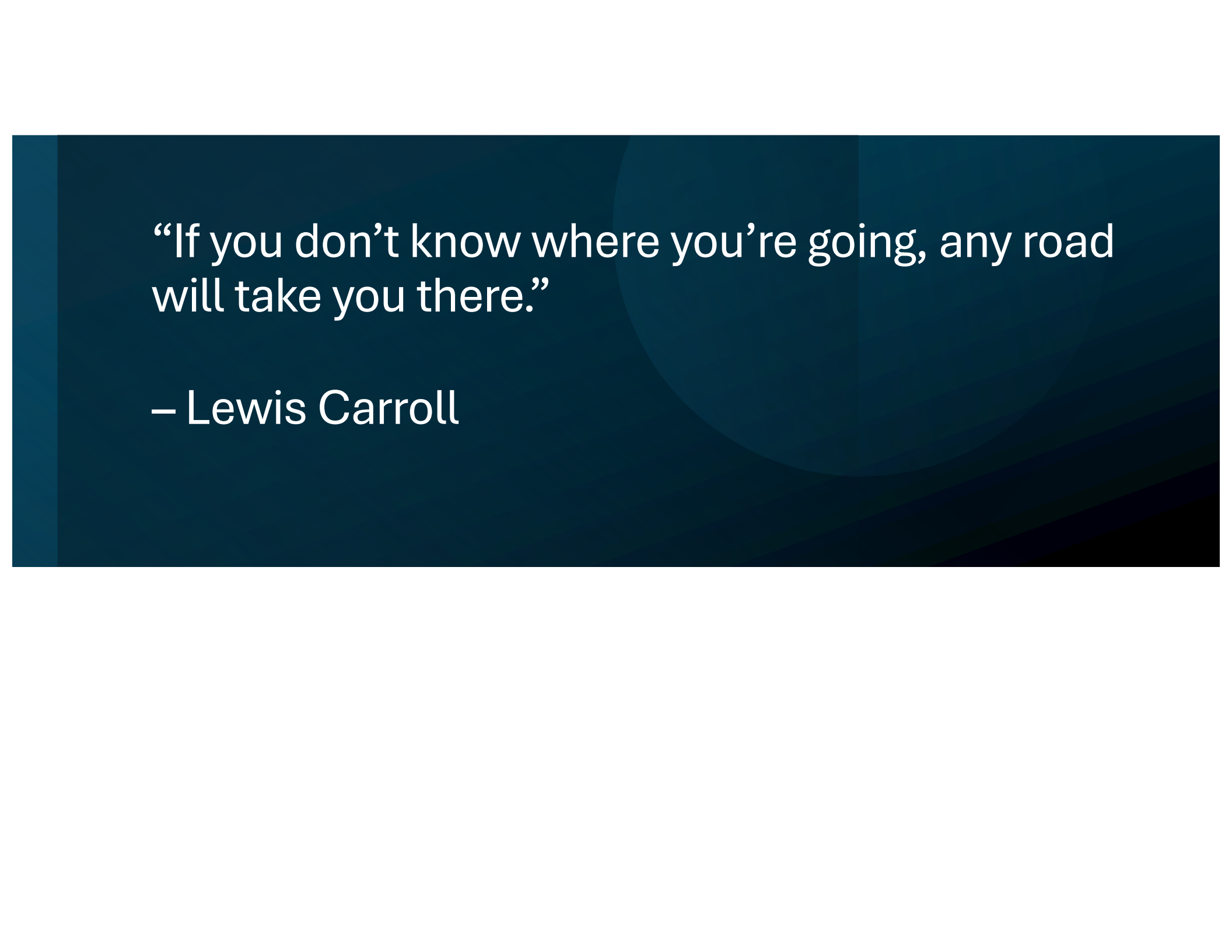
The background is a dark blue gradient with abstract, overlapping circular and curved shapes in slightly different shades of blue and teal. The text is white and positioned on the left side of the image.

**What's Your Plan??**

**Without a plan.....**

**.....you will find  
confusion, waste, and  
missed opportunities.**



The background is a dark blue gradient with abstract, overlapping circular and curved shapes in slightly different shades of blue and teal, creating a modern, artistic feel.

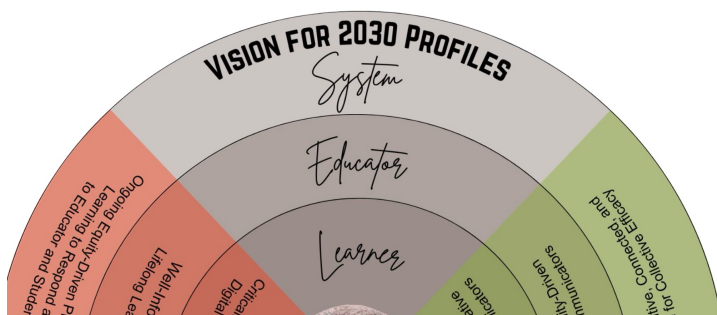
“If you don’t know where you’re going, any road  
will take you there.”

– Lewis Carroll





## Vision for 2030



### SFUSD Vision 2025

Reimagining  
Public Education in  
San Francisco  
for a New Generation



[HOME](#) ► [ABOUT US](#) ► [OUSD STRATEGIC PLAN](#)

# OUSD Strategic Plan

## Our Strategic Plan

In June 2020, the Oakland Unified School District renewed our commitment to a future in which all OUSD children and educators—regardless of their background or their circumstances—have the opportunity to reach their highest potential. From the unprecedented and disproportionate impact of COVID-19 on Black and Brown communities and uprisings against systemic racism throughout the country and world, there are reminders everywhere we look that we are far from this vision of equity. Oakland is no exception to this reality, but our community is resilient; and in times of great uncertainty and seemingly insurmountable challenges, our beloved city has never let up.

Inspired by the legacy we stand in, OUSD has crafted a strategic plan around four initiatives that will ensure all students have equitable access to the tools they need to succeed within and beyond school walls. Collaborative partnership with our community was the foundation of our journey to create these plans; we centered the concerns of families and listened to diverse voices in order to deepen our understanding and widen the perspectives informing our work to create a vibrant and just OUSD.



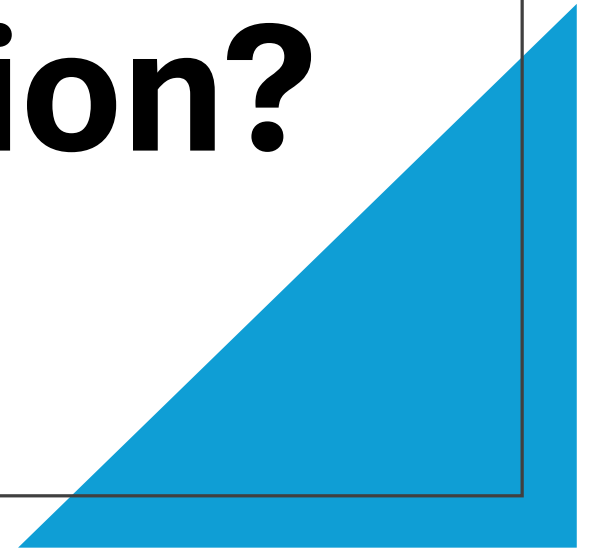
# **Lead by Vision or Lead By Crisis**



**What is your  
union's vision  
for the future?**

- **One Year**
- **Five Years**
- **Ten Years**

# **What Is Your Value Proposition?**





**S**trengths

**W**eaknesses

**O**pportunities

**T**hreats

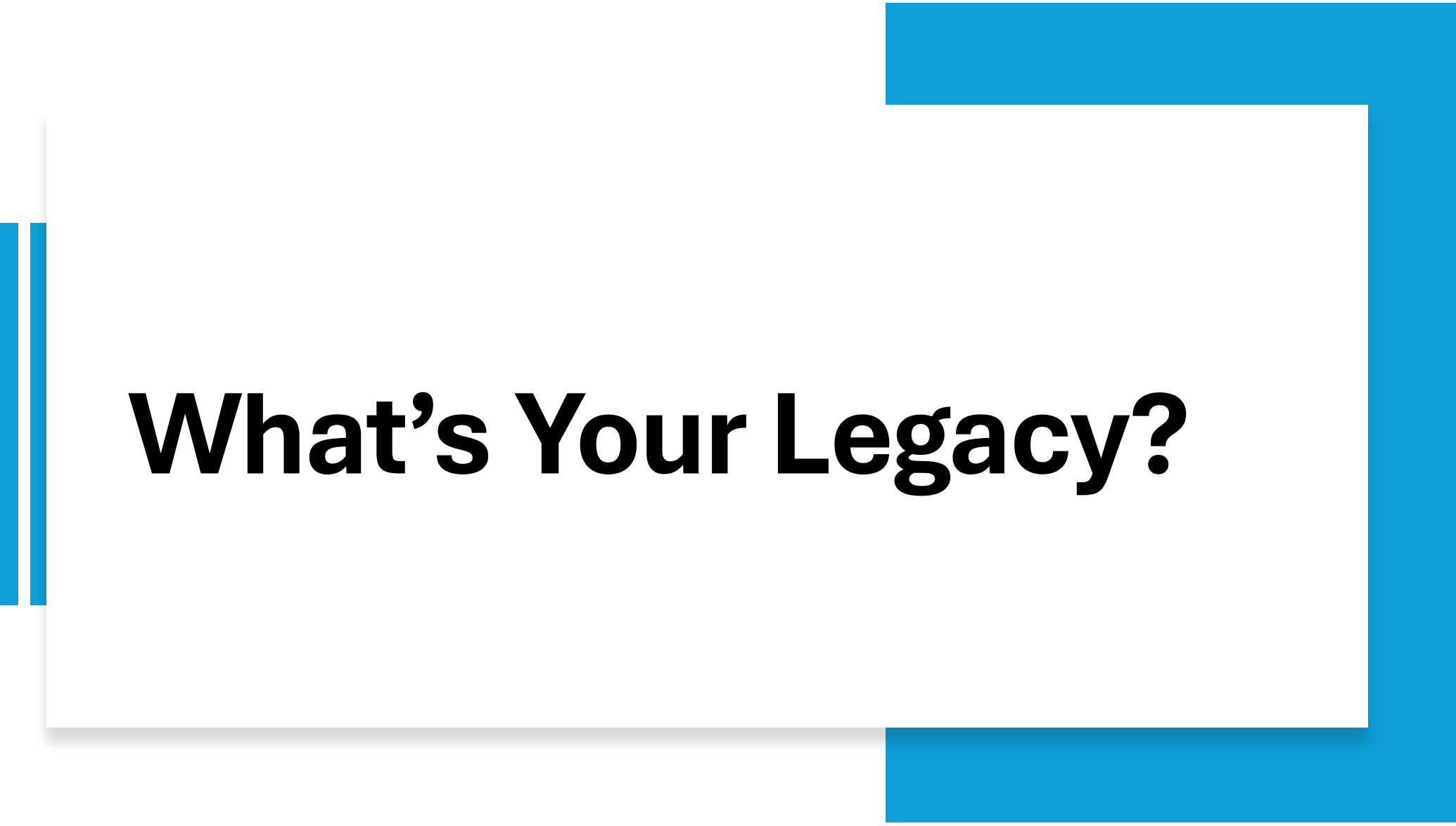
7





Each man's life touches so many other lives. When he isn't around, he leaves an awful hole, doesn't he?”

— It's a Wonderful Life



**What's Your Legacy?**



# Being a Spokesperson



**Don't wing it!**



**Cooperate  
Communicate  
Control the  
Interview**



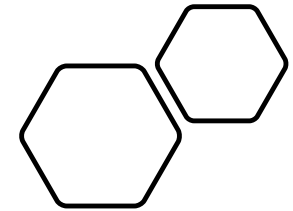
**Your Job is Not to  
Answer  
Questions—Your  
Job is to Tell Your  
Message/Story**





# The Question Doesn't Matter











It's not about you...

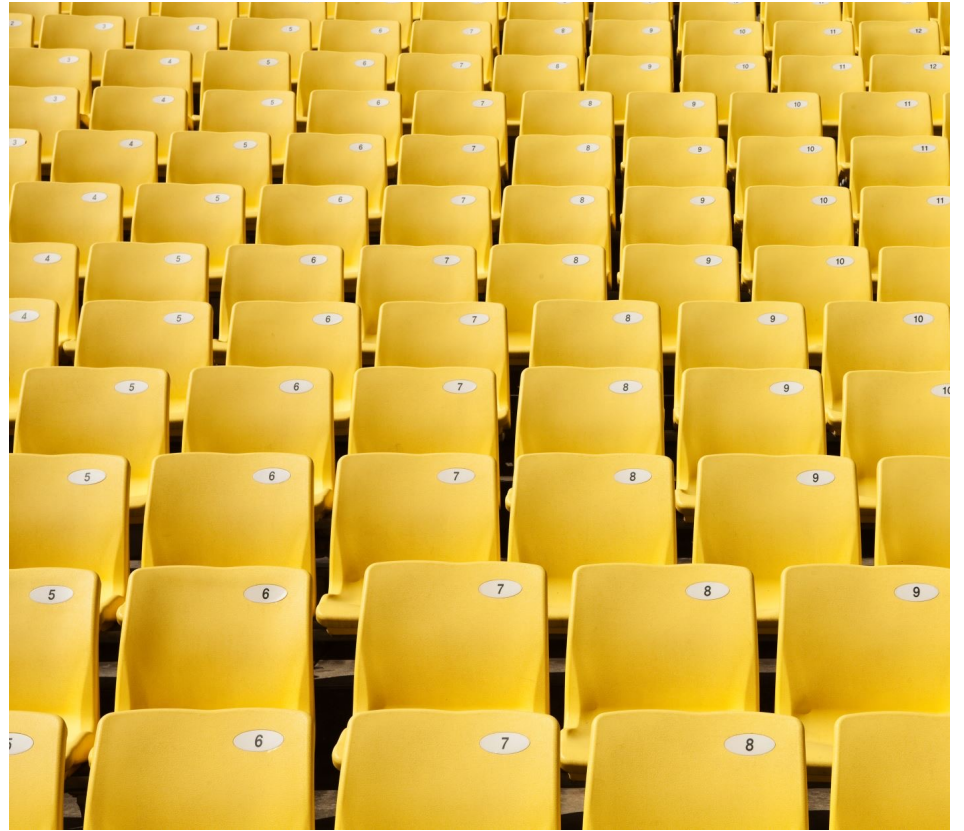




.....It's about  
them



**Them=Audience**



WHO  
IS YOUR  
AUDIENCE



# Audience



**Parents**



**Public/Taxpayers/Voters**



**Elected officials**



**Decision makers**



**Members**



**Media**





**WHO  
CARES ?**

**When Building  
Your Message  
Ask.....**



# Planning Messages Points

**Main Point**

---

**Sub-Point**

---

**Sub-Point**

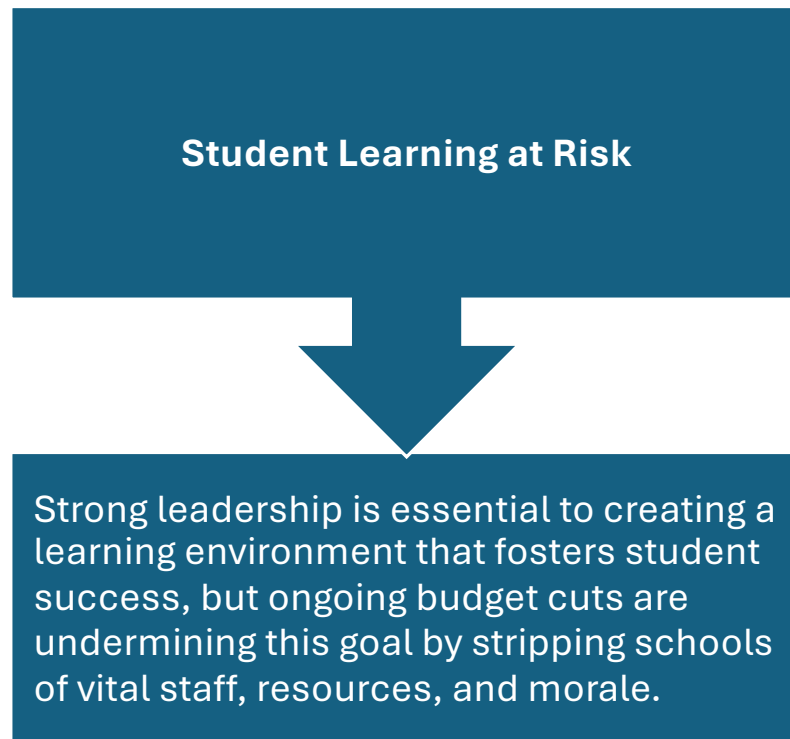
---

**Sub-Point**

---



# Example



- **Elimination of Leadership Positions:**  
Budget cuts are reducing the number of administrators and support staff, leaving fewer leaders to guide teachers, manage programs, and implement student-focused strategies.
- **Loss of Critical Resources:**  
Cuts to funding mean fewer educational materials, limited professional development, and reduced student services—all of which hinder effective instruction and learning.
- **Declining Morale and Retention:**  
Understaffed schools, heavier workloads, and uncertainty are driving down morale among educators and school leaders, leading to burnout and higher turnover at a time when stability is most needed.



# Sound Bites



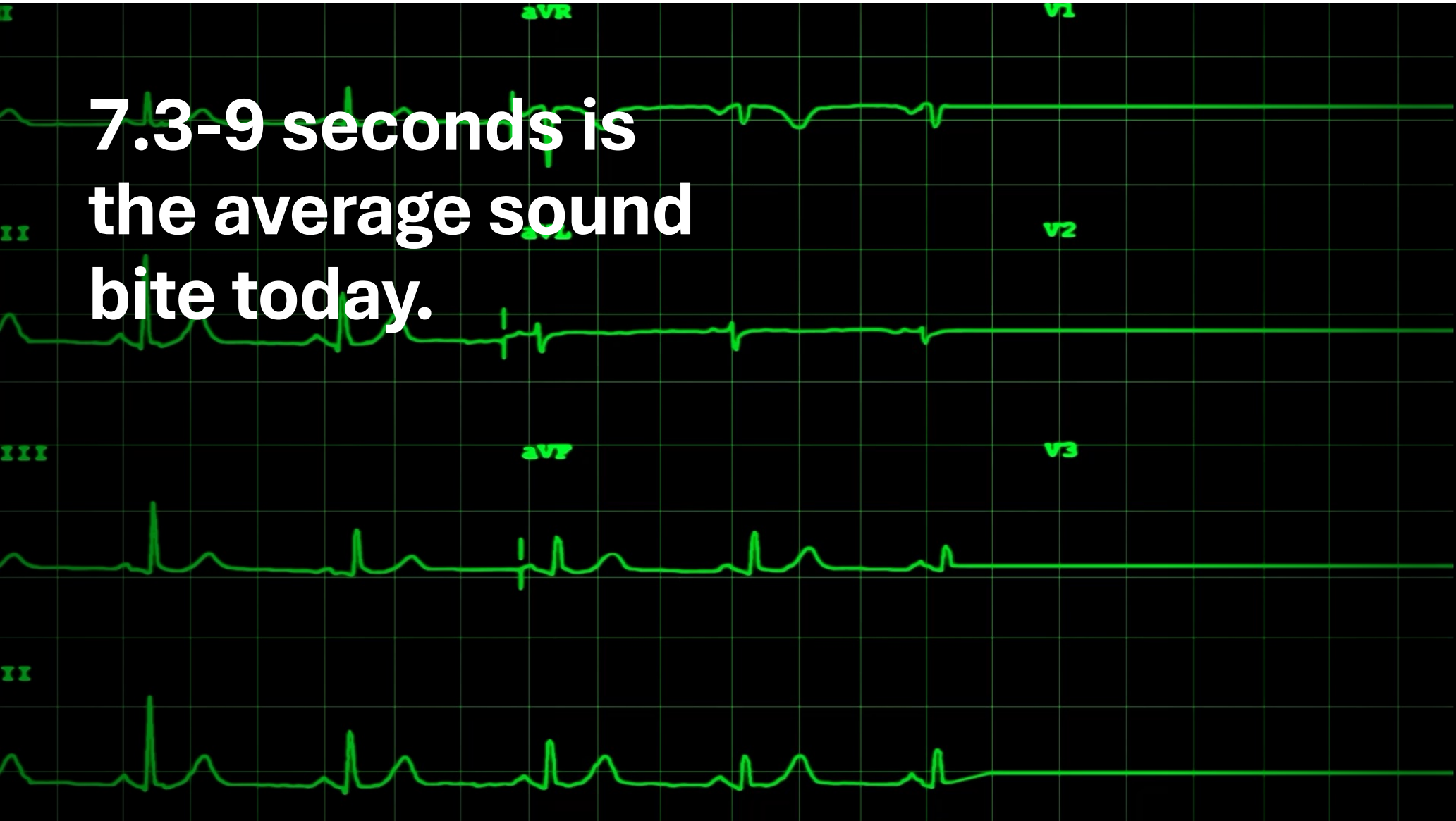
Sound bites on TV,  
radio, new media, is  
the verbal equivalent  
of a newspaper, blog  
"quote"

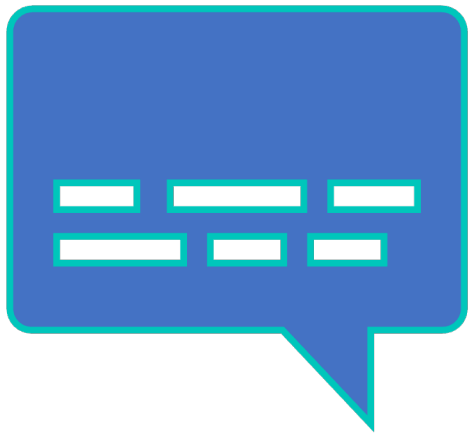




**In the 1968 the average sound bite  
was 42-43 seconds**

**7.3-9 seconds is  
the average sound  
bite today.**

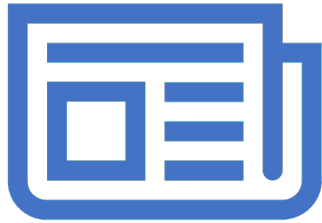




That translates into  
about 25-31 words

Average Sound Bite Length in Seconds, Based on Quotes in Three Texas Newspapers

Newspaper				
Study Items	Houston Chronicle	Dallas Morning News	Austin American-Statesman	Totals/Averages
Quotes Examined	937	939	935	2,811
Average print quote word count	25.63	23.59	25.51	24.91
Sound bite length in seconds	9.21	8.48	9.16	8.95



**You are not telling the story –  
the reporter is telling the story.**



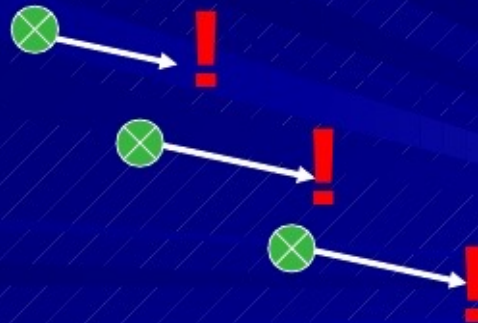
**Incorporate question in answer**



**How we talk:**



**What the Media Wants!**



# Tricks of the Trade



**Bridging (transition)**



**Flagging (emphasizing)**