

NEA Higher Education Conference
San Diego April 1-3, 2016
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Leadership Day March 31 2016

Report from Josie Malik and Elizabeth Maloney

Leadership Day – March 31, 2016

There was a speaker from Alliance San Diego and Southern Border Communities Coalition who spoke about the on-going campaign to hold the Border Patrol accountable for violence. Several stories were shared and there was a video shown about the life of Anastasio Hernández Rojas.

<https://www.youtube.com/watch?v=dZLYaly7QPo> Mr. Rojas family is filing suit against the border patrol in an unprecedented case. Additionally, we heard about racial profiling and discrimination that occurs daily near the border. There are teachers who live in Tijuana who cross the border every day to get to work. It is due to the fact that they can't support their families in the U.S. so they live in Mexico.

There was a bus tour to Chicano Park. We were able to speak to one of the artist who has painted several mural there. We were told that the park is "a sacred place and we honor those people - some alive, some passed away - who planted, painted, protected and nurtured Chicano Park. The birth of the Park is the story of a barrio tragedy transformed into triumph" The murals were spectacular and it was awesome to be on this tour on Cesar Chavez.



Picture of CCA/CTA members who attended the Leadership Day

NCHE Meeting – March 31, 2016

There was a general NCHE meeting that we attended. It was very interesting. It made us appreciate the structure of CTA/CCA.

Friday April 1, 2016

Session – Your Checklist to Better Leadership

This workshop covered skill levels of leaders and ways to strengthen those skills. There was a variety of measurement tools to use to learn about your own skills and then how to build teams of leaders to be effective leaders. We plan to use some of the materials from this workshop with our own local.

Session – Building Power through Membership Engagement

Susan Green, Kim Geron, Josie Malik and Elizabeth Maloney presented on CFA/CCA membership engagement plan, telling your story and a variety of membership engagement strategies.

Keynote Speaker – Steven Pemberton

Steven is the Chief Diversity Officer of Walgreens Boots Alliance. His story was amazing. He told the story of his life. He wrote a book about his life called *A Chance in the World: An Orphan Boy, a Mysterious Past, and How He Found a Place Called Home*. He talked about how he used his life experience to fight racism and discrimination. We all agree that he would be an outstanding speaker for a CCA conference. Elizabeth spoke to him about presenting in the future and he stated he would be willing to work something out with us.





Saturday April 2, 2016

We attended the NCHE budget hearing. Princess Moss spoke. After the meeting there was a vote for NCHE officers. Again we have great respect for the CTA/CCA process.

Session – Diversity Workshop – Steven Pemberton

Explained the F.I.R.M. Method for Diversity and Inclusion. There was an activity that each of did to help us understand some of the barriers. We plan to do this activity with the faculty on our campus.

It is a circular cycle: Focus on the middle – integrate and inform- resolve and realign – measure and mobilize.

Steve also shared a list of FIRM operating principles that we plan to share with not only or college leadership but also HR. He discussed the stages of diversity. Assimilation-legal compliance- respect for diversity – diversity promoted as a management style.

Session – Extending Your Organization’s Reach through Technology – Proven and Suggested. Public image management is important. Discussion about how to recruit students via social media. This was very interesting to Josie and Elizabeth as many of the CCA colleges have lost FTES. The speakers explained how they reach about 54,000 people on a daily bases who “like” the Alabama State University pages. There was discussion about hashtags. They are about creativity. Need to make the hashtag before the event. Use it to promote and follow up. Many resources where shared blog spy; actionnetwork.org; election buddy.com; hootsuite, etc. ASU explained how it went from not very limited and not effect social media to becoming #4 in the system. Elizabeth learned how to make a quick video and also downloaded hootsuite and other technology. We plan to use this information and share with our local and the districts we represent.

Keynote Speaker – Lily Eskelsen Garcia, NEA President

Lily talked about all the work we need to do. She talked about the work that needs to be done on the higher education reform. She also talked about the NEA focus on Institutional Racism. At the end of her discussion there was a Celebration of the 50th Anniversary of Higher Education Act.

Session – Understanding and Developing Solutions to the Major Issues Affecting Women in Higher Education – Panel with Cecile Bendavid, Caroline Inman, Catherine Jeppsen, and Kristie Iwamoto. This was a very interesting session. We learned about women equity day. The disparity between men and women’s wages. At the rate we are going it will be 2056 before the gap closes. There was discussion that 1/3 of American workers have been impacted by Bullying in the workplace. There was discussion about “safety” in the workplace. In 2014 there were only 31% of full professor were women and only 11% of that figure are minorities. There was also discussion about domestic violence. Every 9 seconds in the U.S. a women get beaten. Learned about the 7 different types of roles there are domestic violence. 63% of juvenile offenders ages 11-24 are in jail for killing their mother’s offender. This information will be shared with the districts we represent to help bring areas of the issues.



Focus Groups

Josie was invited to participate in NEA's Higher Ed Focus Group where participants were asked to answer/ discuss questions about the status of Higher Ed from the participant's perspective and what did we think NEA could do to address the issues/concerns. We were not allowed to take a copy of the questions with us.

The Focus Group was facilitated by Erika Taylor, NEA Insights Research team while the rest of the research team listened to our discussion via Skype or similar internet access site.

The information we provided will be used by the research team to evaluate and project areas or issues of concerns that NEA's research department for Higher ED will need to address and in what direction they should go.

The following questions were addressed in the focus group discussions. We provided verbal and written answers to these questions.

- Current issues in higher education (e.g., tenure, control over curriculum, cost of higher education, contingent faculty)
- Challenges facing higher education professionals with which the Association can help (e.g., professional development, what professionals need to do their best work)
- Organizing (e.g., why Association membership is important)
- Advocacy (e.g., institutional racism, social justice)

It was interesting to note that 10 people were selected 2 were minorities the rest white. Of the 10, 4 were men one of whom was a minority. Of the 6 women, one was a minority the rest white. Of the 10, 4 were from the same state

Erika Taylor from NEA Insights (Research Team) chaired the Focus Group meeting

Sunday April 3, 2016

Plenary Session –

Mellody Hobson: Color Blind or Color Brave TED talk video was shown.

<https://www.youtube.com/watch?v=oKtALHe3Y9Q> It was an amazing video.

Then there was a Panel discussion dealing with NEA's efforts around Institutional Racism: Racial Justice in Education. The stories and question and answer period were very inspirational.

Overall this was an amazing conference. We both learned a great deal about institutional racism and how to overcome it. We have already utilized many of the conference materials at our local and have also shared them with other CCA/CTA/CFA leaders.