



**PSEA Political Institute Session Descriptors**  
**Saturday 3:30 – 4:15 p.m. and 4:30 to 5:15 p.m.**  
**Select TWO**

**1. Strong Voices: Member-to-Member Advocacy**

The 2018 election could very well hinge on our ability to persuade PSEA members on the race for Governor. This breakout session is intended to provide information on successful advocacy techniques that can be used by members and locals around the state and provide for an interactive discussion on the challenges faced by Building Advocacy Coordinators (BACs).

**2. Communicating in a Changing Media Environment**

Campaigns are using an ever-changing number of mediums to connect with and persuade potential voters. As we've moved from print media and television to social media and middle-of-the-night Tweets, organizations like ours must adapt with our member's communications preferences. Will Robinson, founder of The New Media Firm, has decades of real-world experience dealing with these changes and will discuss exactly how campaigns are adapting, and how unions should as well.

**3. Federal Threats & Advocacy**

For participants who can't get enough of the swamp that is Washington, DC, this breakout session is for you. Hosted by Erin Duncan, NEA Lobbyist, this session will detail the key issues and legislation currently in play in Congress, NEA's legislative strategy, and the status of relationships with members of the Pennsylvania Congressional delegation. Finally, Jen Statler, Assistant Director of Government Relations, and coordinator of PSEA's Federal Advocates for Children and Education, will discuss ways PSEA members can engage with Members of Congress to advocate for our students and schools.

**4. Surviving in Pennsylvania – 102/26 Strategy**

Public schools are under threat in Pennsylvania from politicians and legislators who would like to privatize education and destroy unions. This breakout session, presented by PSEA's Assistant Executive Director of Government Relations, Dan Wiedemer, will shine a light on the underground effort to undermine public education, explain the tools and tactics our opponents are using to win in the legislature, and examine the steps PSEA is taking to fight back and build pro-public education majorities.

**5. Community Organizing**

Tired of waiting for politicians to effectively advocate on your behalf? Then join Mayrose Wegmann from NEA's Center for Organizing for a presentation on how educators across the country are building power for their organizations by mobilizing parents and communities around the issues they care about.