



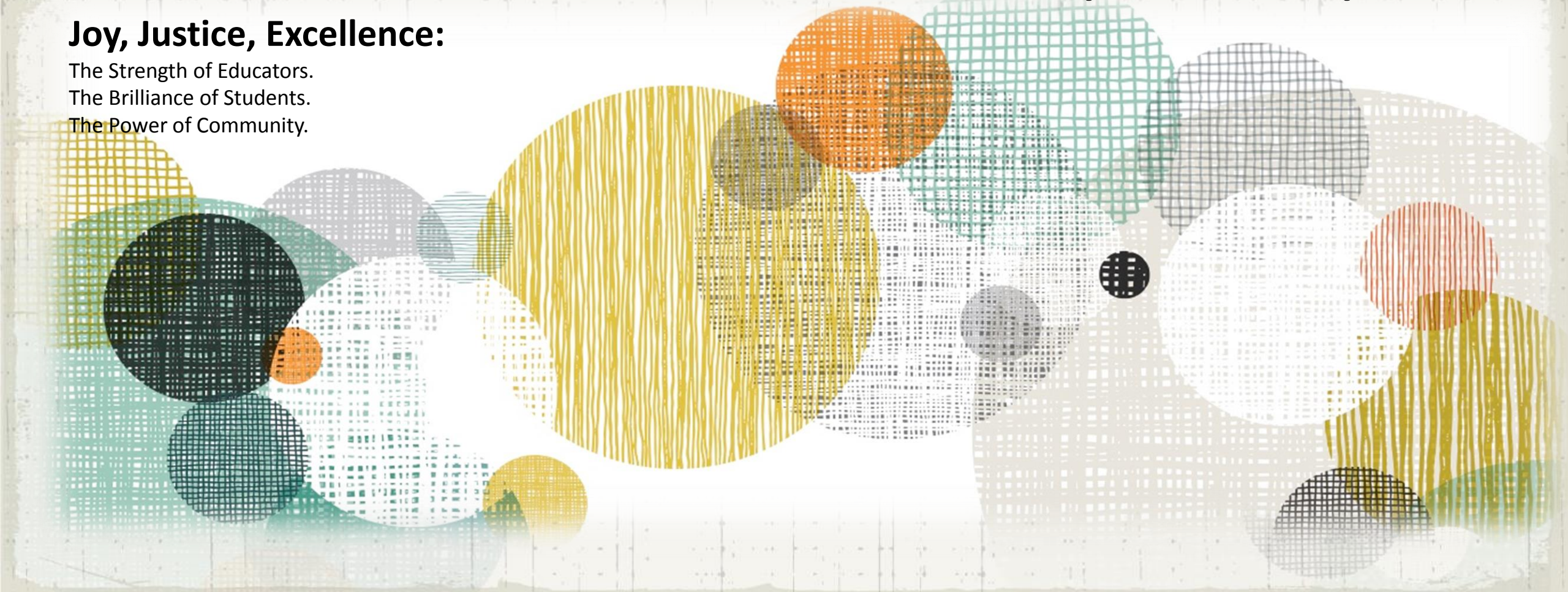
Power of Storytelling: Using Your Authentic Voice to Galvanize and Inspire

October 19, 2023

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Joy, Justice, Excellence:

The Strength of Educators.
The Brilliance of Students.
The Power of Community.



NEA STRATEGIC GOALS

To achieve our mission and to grow and strengthen our association to promote quality education for students, educators, and America's schools, we the NEA will:

- ✓ **Enhance the well-being of America's students, their families, and their communities by advancing opportunities that will transform public education into a just, equitable, and excellent system.**
- **Ensure the success of the public education system, our members, and those they serve by developing the structure, processes, and practices that strengthen our organizational capacity across the enterprise.**

SESSION OBJECTIVES

By the end of this session, participants will:

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- Be able to use your stories to speak out more effectively for students, educators, and public education.
- Know how to help members of your community—such as parents, elected officials, peers, and potential members—understand the challenges and realities educators and students face, motivating them to be a partner in our cause.
- Have a new tool for promoting fair and just schools for our students, communities, and nation.

APRIL'S STORY



WHY TELL A STORY?

- Make an **emotional connection** with audience.
- Teach **lessons**, moral **values**, and how to make **choices**.
- Galvanize and “**rally the troops.**”
- If you don't tell your own story ... **someone else will!**

MARGARET'S STORY



WHO, WHEN, AND WHERE TO TELL YOUR STORY



- Parents
- Elected Officials
- Colleagues
- Community Organizations
- School Board Meetings
- Social Media
- News Media
- Recruitment Campaigns

NEA MESSAGE FRAMEWORK

OPPORTUNITY

All students—whether Native or newcomer, Black, Latin(o/a/x,) Asian, or White—deserve a high-quality education, safe and welcoming public schools, and the support they need to thrive.

As a _____, I am
**deeply committed to
the success of every student
of every color, background
and ZIP code.**

**Students and their needs are at
the center of everything we do.**

STUDENT SUCCESS

Good education inspires students' natural curiosity, imagination, and love of learning. Schools that nurture these values today are growing tomorrow's inventors and innovators, artists and leaders.

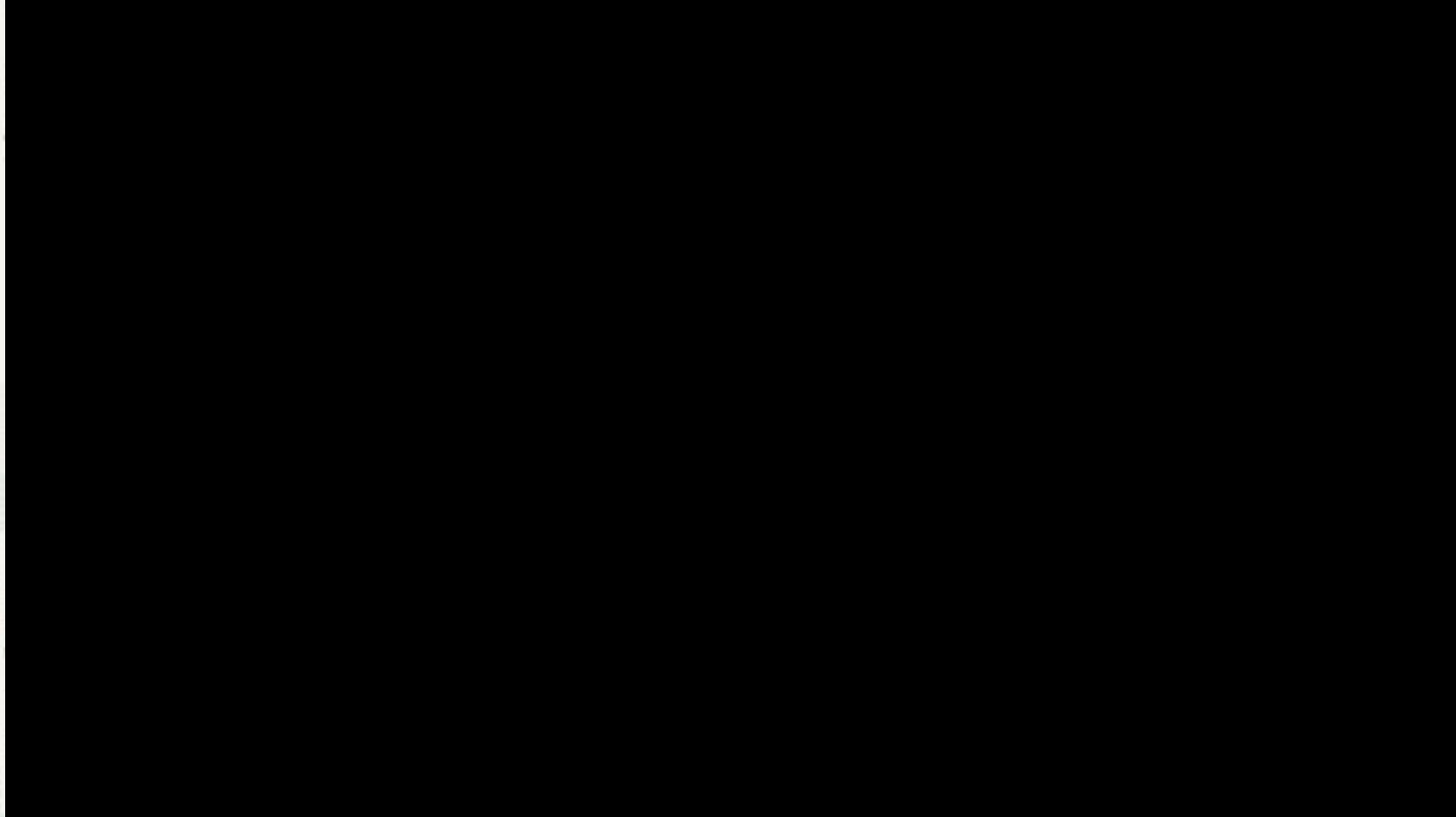
QUALITY

Education is so much more than a job, it's a calling. As a _____, I strive to connect with each student to discover their passions and potential.

HOW TO TELL A STORY?

- Stories need a **beginning, middle, and an end.**
- Stories need events and characters. They must have **color, feelings, and action.** Include details, but make sure they are the right ones.
- Use numbers or statistics but not both. **And no jargon allowed!**
- **Call to action:** What do you want people to think or do after they hear your story?
- A “small” story can have a huge impact; it doesn't have to be flamboyant or exciting.

SHEILA'S STORY



SCOTT'S STORY



LET'S MEET YOUR COLLEAGUES!

Hello
my name is

EXORCISING JARGON



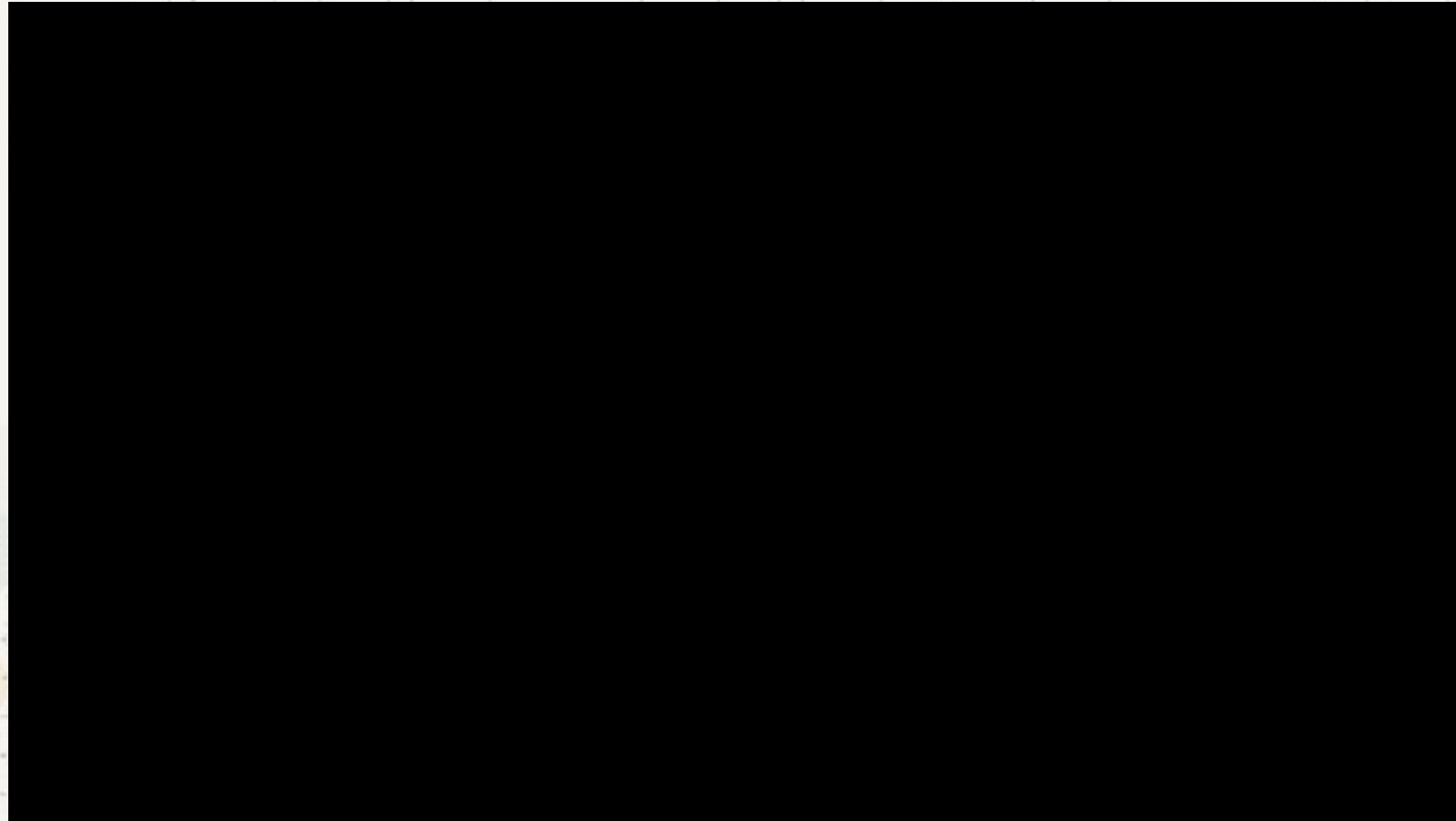
- Every profession has **jargon: shortcut language and insider words/phrases.**
- Jargon may be convenient, **but it sucks the life out of a story!**

NOW IT'S YOUR TURN!



- Pick an **issue**.
- What **personal story** could you share about this issue?
- Choose an **audience**.
- How do you want the audience to feel? What do you want people to think or do (**call to action**)?
- Remember to put sights, sounds, **color**, **emotions**, and **action** into it!

UNFORGETTABLE EXAMPLE FROM CHERINE



JUST REMEMBER...

You are the most trusted voices on education;
that makes you leaders.

You have powerful stories to tell.

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