



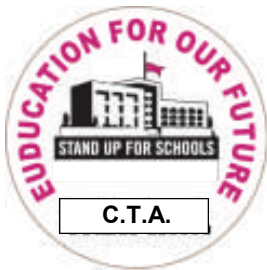
# COMMUNITY OUTREACH

October

2009

## THE POWER OF RELATIONSHIPS

### The Core Of Support For Public Education



The state budget meltdown and the outrageous issuing of Pink Slips by school districts across the state last year, is a clear message to the supporters of public education that we can no longer do business as usual.

What does “no more business as usual” really mean? For CTA, that means building relationships at the grassroots level with its own members by delving deeper into what matters to them.

In the coming months, local Chapters will provide venues for members to speak their minds. This process will encourage members to share their ideas and vision of how CTA can align its priorities with the interests of its members.

In order for CTA to feel the impact of what its members are thinking, it is important for everyone to participate. As an involved member, take the responsibility to include everyone in these conversations.

***“When schools and students are successful, the whole community does well.”***  
Everyday Democracy, 2009

The Community Outreach Department has played an active role in bridging the gap between local associations and our natural allies in the community. These allies include parents, community-based organizations, faith-based organizations, unions, business leaders and the school community.

The Community Outreach Strand at the 2009 CTA Summer Institute brought together members from across the state to be trained in techniques and strategies for community organizing. This year’s keynote speaker and community activist, Chris Gabriele brought home the message that educators and other school employees working with communities have the power to turn struggling schools around.

“Building relationships within the community is not just a good idea, but a necessity,” said Gabriele. “The future of public education is in the hands of those relationships we forge.”

### Community Outreach Training Sessions will be offered at:

January 15-17	Rural Issues Conference	Las Vegas
January 22-24	Region III Organizing Seminar	TBD
Feb. 5-7	Region III Regional Leadership	Costa Mesa
Feb. 26 – 28	Urban Issues Conference	San Jose
March 5-7	Equity and Human Rights Conference	Irvine
April 16-18	Region IV Leadership Conference	Rancho Mirage

Consult the CTA website for registration information or call one of the regional offices.

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### Community Outreach Mission Statement

Community Outreach provides services statewide to local chapters, UniServ units and Service Center Councils in support of community engagement projects. The goal is to build strong, collaborative relationships between communities and local chapters in each of the four CTA regions. These efforts focus on developing projects and partnerships in support of public schools and their surrounding communities.

## Department Happenings

### Public Engagement Project

The CTA Community Outreach Department is partnering with the National Education Association on a Public Engagement Project (PEP). This is the first time that NEA will provide a grant that will fund four projects in one state.

A PEP project is a community conversation that helps parents and ordinary citizens, teachers, education support professionals, seniors, elected officials, businesspeople and activists meet to talk about how all students can succeed in school.

An ongoing PEP project in Davis, California has had wide participation from its community to address the needs of those children caught in the achievement gap.

The Community Outreach staff is working with Primary Contact staff to identify local chapters that may wish to be involved in the project. As more information becomes available, it will be reported in this newsletter.

### Community Outreach Tool Kit

The Community Outreach Department rolled out a new tool available to all chapters wanting to start or build a local community outreach project. The community outreach toolkit is filled with valuable information and resources.

The toolkit, along with other community outreach resources, is now available online at [www.cta.org](http://www.cta.org). Click on the Parents and Community tab and go to Community Outreach.

*If you are interested in a community outreach presentation at your Rep. Council, Executive Board, Service Center Council or Community meeting, contact your Regional Community Outreach Organizer*