



BREAKING NEWS: OUR ENGAGEMENT PLAN

What	When	Who	Resources	Marketing
Communication	Online and in-person	Members and potential members	CTA and NEA Member Benefits websites E-mail portal	
Spring Time	Lunch Before and after school	CTA Staff Chapter Leadership	CTA 360 App	Text blast
30% of members will interact with at least one benefit that we share and it will be measured by a follow-up survey.	Synchronous and asynchronous	District Director	Empty classroom Raffle prizes	15 minute meeting Raffle prizes
Focus on: 1. Virtual Pass 2. Travel Benefits 3. Discounts 4. Calm App	Summer travel planning College Trips Time in the summer for PD opportunities Calm during March Madness		Flyers Newsletters	Newsletters



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Member Benefits Topic	Fall (October)	New members Current members		<ul style="list-style-type: none"> • Flyers • E-mails • Texts
		For new members focus on: <ul style="list-style-type: none"> • student loans • Classroom set-up grant • Naming beneficiaries 	<ul style="list-style-type: none"> • Savi • My Deals with CTA Access • NEA Discount Marketplace with Rakuten • Webinars (live and recorded) 	<ul style="list-style-type: none"> • Social Media • Raffles and incentives • New Teacher / Employer Orientations • Testimonials
		For current members focus on: <ul style="list-style-type: none"> • Retirement • Car purchases • Provident 	<ul style="list-style-type: none"> • Calm App • Travel discounts • Theme parks • Rental Cars • Pet Insurance 	<ul style="list-style-type: none"> • Invite Sean, Yvonne, and David along with business partners to attend



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New Hire Orientation	Fall: August – September	New Teachers	Link to “JOIN NOW” on CTA.org	Flyers, posters, One-on-one conversations
Member Benefits Training	Fall during the first chapter meeting	New hires and existing members. Also invite potential members.	Publications, websites, Presents: Sean, Yvonne, David, and Gary	Newsletters, bulletin board, e-mails, Time on the monthly Site Rep. Agenda
Fall Mixer	After report cards	All staff	Prizes, gift cards, CTA and NEA MB Staff	Canva flyers, newsletters, e-mails
School site visits	Late fall “check-in”	Have Executive Board members meet with staff at school sites	Have the site reps spread the word about the meeting. \$300 Classroom Set-up Grant for New Hires	Food



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Promote Social Media presence	Fall September 2025	Chapter President, site reps, and Membership Chair	Google forms, hubs with links, and QR Codes	Videos and flyers
New teacher grants, New Teachers Membership Drive, The Standard, Calm App, Name your beneficiary	Fall	All Members	Grant links, JOIN NOW Membership link, New Members sign up with The Standard for life and disability insurance 270 days	\$300 Classroom Set-up Grant Thank You Card, Promote the automatic benefits and naming your beneficiaries
CTA Access to Savings for holiday shopping, Travel, Car rental	Winter	All members	Enterprise, Calm App, My deals with Access, NEA Discount Marketplace	
University Credit Program and CTA Retirement Savings Plan	Spring and Summer	All members	Invite CTA and NEA Member Benefits to present. Invite Gary to present.	Flyers



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Increase Member Benefits awareness for all members	Promote one member benefit each month	Communications Chair, Charter President, and PCS	CTA and NEA MB Websites, CTA Highlights, NEA MB brochure	Newsletters, word of mouth, Sean, Yvonne, and David to attend site rep meetings
Unionize substitute teachers	2025-2026	Star having conversations as a Executive Board and include the Bargaining committee	Research with other districts that do this. Pros, cons, etc.	Social media and newsletters
Recruit new members and educate new members about the union	During New Teacher Orientations, site visits, and 10 minute meetings	Communications, President, and Executive Board members, include PCS	Website slide deck with links, QR Codes, Social Media posts, etc.	Website slide deck with links, QR Codes, Social Media posts, etc.
Member cohesion and involvement	All year long beginning with summer site rep. training	President, Executive Board, Site reps.	CTA Grants, include Member Benefits	Website, union newsletter, and trainings or webinars



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Every month we will provide one member benefit, MB4U session, and Call To Action. Value of CTA	Leadership Academy on 09/18/2025	Site Reps	The value of association membership flyers and MB4U Links	Flyer to give to site reps to post on the union bulletin board
Overview of CTA and NEA Member Benefits websites	1st Site Rep. Meeting	All Bargaining Unit Members and potential members	Bring personal computer or phones	Flyer and newsletters
Deep dive into travel discounts with CTA and NEA MB	Late September / Early October	All Members	Computer, CTA ID #,	Social Media posts and flyers
Calm App	October and November	All members	Computers	Social Media posts and flyers
CTA Virtual Pass / University Credit	December and January	Bargaining Unit Members only	Computers and flyer	Social Media posts and flyers



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Chapter Social	September	Members, potential members, new hires, Chapter officers	Highlights brochure from CTA Member Benefits	Site reps to promote at their site
New Member Information	Orientations	New hires presented by chapter leadership	CTA Welcome Folders and Highlights, brochure from NEA Member Benefits	Discuss member benefits, especially those that impact new hires: The Standard and 270 days and CTA Classroom Set-up Grant
Monthly Communications	Monthly rep council meetings and 10 minute meeting agenda	Chapter leadership to present the information	Documents, flyers, QR Codes, e-mails, websites, social media posts	E-mail to members