



NATIONAL EDUCATION ASSOCIATION

7.43-0001

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May 17, 1995

Memorandum

via FAX: 206-946-4735

TO: Kris Hanselman, WEA  
Bob Maier, WEA  
FROM: Sondra Williams  
RE: Strategy Session

The following is a summary of our discussion and my recommendations vis-à-vis WEA's planning, preparation and implementation of two broadly-based, unified strategic plans for at least the next eighteen months for dealing with legislative and political issues.

Challenges:

- Current legislative session re: budget
- Initiative #169/Referendum #48
- Special legislative elections in 1995 -  
Two State Senate seats  
One State House seat
- Initiative #642
- Next legislative session (return of negative issues, plus additional ones)
- Initiative #169

Election 1996:

- U.S. Presidential Endorsement
- Washington Gubernatorial Race
- Ballot Initiatives
- Other Statewide Offices
- Legislative Races
- Congressional Races

What has already been done —

- initiatives (workshops, policy)

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WIA must be highly involved and deeply committed to impacting the successful outcome of most, if not all, of these legislative and political challenges. This fact, then, sites the main goal.

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WEA needs to free these hurdles, analyze how to minimize their negative aspects and put together a strategic plan that will direct and focus the association's actions from now through the November 1996 election. This plan must be two-pronged. The first prong must be to develop an internal plan to educate, agitate and ultimately mobilize the WEA membership and their families to follow the organization's recommendations of support or opposition on issues and candidates. The second prong is to develop a complimentary plan for an external campaign that addresses the need to cooperate and coalesce with other groups at the state level. This coalition approach is necessary to raise the funds and develop the campaign(s) needed for elections in both 1995 and 1996.

The "external" proof should also include plans to organize and mobilize communities at the local level for the preservation of public education in Washington. Each prong should be accompanied by a budget and timelines. The WEA should be clear as early as possible on whether it is willing to commit to a coalition both in cash and in-kind and also what its expectations are from NEA. Nineteen ninety six is a presidential election year and NEA staff and resources will be targeted early in accordance with the association's top priority of re-electing Bill Clinton.

#### Recommendations:

- The current work group should examine the plan put together for opposing 601 and 602. They should meet with the prime WEA staff who were in charge of the implementation of

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that plan - Joann Kink-Martens, Rod Regan, Bob Maier, Warren, Susan and Rosemary (I've probably forgotten some people) and me - to discuss strengths, weaknesses, things that need to be defeat the negative initiatives that qualify. While the WEA can commit nothing at this point (and he'll understand that) this early collaboration can be invaluable.

- The other coalition of natural allies (the Big Five) should be approached about their views and plans on the various initiatives and a similar process to the one above followed here, too.

  
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