



Competencies and Outcomes

Module 7: Building Your Network

Description: Let's build a following! In the social media age, everyone is doing networking. But successful networking doesn't just happen, and building a movement that actually gets results takes it to a whole new level. Starting, building and sustaining a movement requires a shift in mindset in this age of global community and artificial intelligence. In this module, you will gain new insights and skills for attracting the right stakeholders to support and sustain your efforts to make a difference for your students and your community!

Published: September 10, 2025

Competencies

This module aligns with the following NEA Leadership Competencies:

Advocacy

Utilizes best practices in advocacy and political efforts

Engages and builds mutually beneficial relationships to advance advocacy and political goals

Communication

Effectively uses current media (print, broadcast, online, social media) to communicate

Identifies and utilizes appropriate messages in acting as a compelling advocate for the organization

Governance.and.Leadership

Effectively executes governance and leadership responsibilities

Sets strategic objectives to guide long-term goals and priorities

Leading.our.Professions

Advocates for policies and strategies that positively impact our professions and the learning of all students

Analyzes and applies research to determine the potential impact on our professions and the learning of all students

Organizing

Utilizes best practices, technologies, and methods that through experience and research have led to successful organizing outcomes

Engages in collective action to identify and address pivotal issues

Creates conditions for continuous association growth and strength

Strategy.and.Fiscal.Health

Acts strategically to align the organization's work with stakeholder needs

Utilizes data and analyzes trends to inform decision-making

Earning Criteria

Earning this badge indicates that the learner completed Module 7: Building Your Network of The Worthy Educator EDInfluencer Advocacy Microcredential and is certified to have the understandings, skills and dispositions to successfully serve as an advocate for the education profession.

Evidence

The learner was assessed on advocacy core competencies through self-assessment and reflection on thirteen activities verifying the role of the educator as an influencer and advocate for what is best for children and for the profession in a democratic society.

Earning Criteria

Recipients must complete the earning criteria to earn this badge:

1. Identify stakeholders by role in their community to enlist into their advocacy network to call on to take action as needed.
2. Generate a listing of reasons and incentives for citizens to enlist as supporters in the advocacy work.
3. Create a compelling pitch announcing their cause, why it's important, and how stakeholders can get involved.
4. Create a blog post, graphic or video campaign launch that combines the elements of items 1-3 into a call to action.

Evidence is verified and approved by authorized leaders of The Worthy Educator to ensure the integrity and quality of these requirements are met.

Alignment

This badge is aligned with the [Leadership Competencies](#) of the [National Education Association](#).

Skills

Recipients of this badge demonstrate these skills:

Implementing stakeholder engagement strategies

Developing clear, targeted messaging

Launching a campaign centered around a local advocacy goal

Pathways

This module supports these educator advocacy pathways:

Professional.Development.and.Skill_Building.

Direct Instruction: learning education policy and advocacy can equip educators with the knowledge and skills to effectively advocate for change.

Advocacy Training: learning about the legislative process, how to communicate their message effectively, and how to build relationships with policymakers.

Building.Relationships.and.Coalitions

Stakeholder Communication: effective communication with parents, community members, and other stakeholders to build support for advocacy efforts.

Networking: joining and forming coalitions with other educators, parents, and community members to amplify their voices and increase their influence.

Amplifying.Voices.and.Sharing.Stories

Research: using data to support advocacy for positions, policies and legislation.

Highlighting Best Practices: citing examples of successful experience can inspire others and demonstrate the potential for positive change.

Direct.Engagement.with.Decision_Makers

Local Government: engaging with local government officials on issues like funding, resources, and community partnerships can also be impactful.

Focusing.on.Specific.Issues

Identify Key Issues: adopt positions on specific issues to advocate for policies and practices that support optimal outcomes for public education and the students it serves.

Develop a Clear Message: crafting concise messaging that resonates with stakeholders and influences decisionmakers.

Advocate for Change: make direct communication with decision-makers, create public awareness, and engage the community in support for what is best for children.

Resources

Aspen Community Strategies Group: Four Principles for Fostering Community Well-Being with Asset-Based Development

Published June 20, 2025

<https://www.aspencsg.org/four-principles-for-fostering-community-well-being-with-asset-based-development/>

Brzosko, Marta: Community Organizing 101 - How to Start a Social Movement
Published October 2, 2023
<https://www.aspenccsg.org/four-principles-for-fostering-community-well-being-with-asset-based-development/>

Crowell, Amanda: Building Your Brand [VIDEO 3:46]
Original content exclusively recorded for The Worthy Educator

Indivisible: Citizen's Toolkit
Accessed September 9, 2025
https://indivisible.org/sites/default/files/2024-09/House%20Accountability%20War%20Room%20x%20Indivisible_%20Project%202025%20toolkit.pdf

Irons, Jenny: Conducting Research on Social Movements to Challenge and Change Youth-Serving Systems
Published March 17, 2025
https://wtgrantfoundation.org/wp-content/uploads/2025/03/Irons_Digest-2025.pdf

Leslie: When Teachers Become Warriors Against Inequality and Injustice
Published August 7, 2025
<https://medium.com/perspective-matters/when-teachers-become-warriors-against-inequality-and-injustice-f82ed8bbcff8>

NAACP: Gen Z's Next Challenge - Transforming Activism Into Lasting Change
Published December 13, 2024
<https://naacp.org/articles/gen-zs-next-challenge-transforming-activism-lasting-change>

National Institutes of Health: Lessons from Social Movements
Published December 3, 2014
<https://www.ncbi.nlm.nih.gov/books/NBK268722/>

Nevo David: 10 Powerful Community Building Strategies for 2025
Published September 4, 2025
<https://postiz.com/blog/community-building-strategies>

Schröder, Christian: Transpoiesis: The Art of Doing Organization without Becoming One
Published January 30, 2025
<https://www.frontiersin.org/journals/education/articles/10.3389/feduc.2025.1473763/full>

Sivers, Derek: How to Start a Movement [VIDEO 3:09]
Published November 2, 2015
<https://www.youtube.com/watch?v=gxFt1BZiMTw>

The Solutions Project: How to Start a Movement - Building a Social and Political Campaign
Accessed September 9, 2025
<https://thesolutionsproject.org/info/how-to-start-a-movement-building-a-social-and-political-campaign/>

Tan, Garry: Here's how REAL Movements Start, then Change the World [VIDEO 14:39]
Published June 16, 2021
<https://www.youtube.com/watch?v=JbHip4tjEcg>

Submission Guidelines & Evaluation Criteria

The following are submitted to the module discussion board for engagement and evaluation:

- I. The resources in Module 7 sharpen our focus on who we invite to join us in launching a movement.

What are the criteria you have for optimal supporters?

What does the profile of your ideal supporter look like?

Identify the stakeholders in your community you hope to enlist into an advocacy network you can call on to take action as needed, not by name, but by role in the community.

When your list of preferred stakeholders is complete, share it with our EDInfluencer Advocacy Microcredential Incubator discussion group.

- II. What are the incentives for education stakeholders to join your movement?

Why should they support your advocacy priorities?

How can you appeal to them to support your cause?

Create a short-list of reasons to get involved and outcomes that will benefit stakeholders and the community. Who are the trusted organizations and individuals who support your goals? What are the short-term wins? What are the long-term benefits?

When your list is complete, share it with our EDInfluencer Advocacy Microcredential Incubator discussion group.

- III. Now that you have a profile of your ideal supporter and a list of the reasons to get involved in your movement, it's time to create an invitation to those members of your community you would like to engage in launching your advocacy work.

Create a compelling pitch announcing your cause, sharing why it's important, and inviting them to get involved and help make it happen. How do they sign up? Are there specific actions they can take immediately? Is there an upcoming event they can attend? This is your chance to share the details!

When your call is complete, share it with our EDInfluencer Advocacy Microcredential Incubator discussion group.

- IV. Stake claim to an important win for education and begin building consensus in your community to make it a reality.

Choose ONE way to submit:

Option 1: Write a blog post

- Make the case for the goal you want to achieve:
 - What is the need it addresses?
 - How will it improve education for citizens?
 - What are the steps to make it happen?
 - How can followers get involved and make a difference?

Option 2: Record a campaign video

- A 2-minute video where you:
 - Espouse your vision for improving education
 - Share the work that's needed to make it a reality
 - Close with a call to action inviting supporters to join you

Option 3: Create a Campaign Graphic

- Choose a format for digital visualization of your goal:
 - Badge or banner sized for online sharing
 - Post-card sized for personalizing and sharing
 - Poster sized for printing and wall display

Rubric

Worthy Educator EDInfluencer Advocacy Microcredential Rubric

Criteria	3 Outstanding	2 Adequate	1 Needs Improvement
Voice	A compelling introduction Grabs the reader's attention Relates personal perspective Appeals to stakeholder perspective Offers personal experience and expertise Utilizes an inclusive, professional tone Elevates the narrative on education Confident expression of ideas	A clear introduction Addresses the reader directly Present educator credentials Maintains a consistent tone Avoids blame and polarizing statements Smooth use of syntax and semantics	Uses first-person voice Succinctly states ideas Relates personal opinion Leaves the reader wanting more elaboration
Persuasiveness	Clarity of the purpose of the piece Shows awareness of audience Evidences expertise and credibility Presents solid data and evidence Uses logic and reason Appeals to emotion and experience Makes the case effectively Influences the reader to take action	Directly states premise Shows audience awareness Logical flow of ideas Cites professional experience Espouses personal priorities Makes clear closing statement	Speaks on own behalf Straightforward presentation of ideas Unconvincing presentation Didactic tone
Organization	Begins with clear thesis statement Effective use of language Ideas are logically sequenced Builds to a call to action Creates a satisfying conclusion Documents references cited Adherence to technical conventions Clean formatting	Clean introduction Clear expression of ideas Well-developed structure Documents references cited Technically consistent Clean formatting	Underdeveloped thesis States thoughts in isolation Meets minimum requirements of assignment Technical errors
Substance	High interest topic Relevant to current issues in education Viable treatment of the topic References reliable sources Indicates desired course of action Enlists the support of stakeholders Outlines next steps Describes desired outcome	Knowledgeable on the topic References current events Appeals to popular sentiment Cites personal aspirations Outlines options for action Brings discussion to satisfying conclusion	Surface-level treatment of ideas Uses lists rather than sentences Promotes personal agenda Lacks connection to future
Vision	Makes the case for future needs Universally relevant message Explains what is at stake Outlines consequences of inaction Paints a credible picture Provides clarity and detail Builds a bridge from the present Invites others to help build out the vision	Makes the case for change Connects with the reader Speaks in the present tense Describes possibilities Inspires hope and aspiration Invites others to join in the vision	Describes current circumstances Asks questions without providing answers Reactive rather than proactive Unclear next steps