

CANDIDATE QUESTIONNAIRE – Greg Felton

Running for **IEA Representative on the NEA Resolutions Committee**

Provide a brief overview of your experience in education

I have a Bachelor of Music and a Master of Education from the University of Idaho. I have taught music in Elementary, Middle School and High School for 35 years, the last 22 at West Ada School District. I have also taught at the college level as Assistant Director of the marching band at Boise State University and Adjunct Faculty at City University teaching Music Methods. In addition, I was on the faculty for the New Teacher Institute for the West Ada School District.

2. What positions of leadership have you held (elected, appointed or voluntary) at the local, region, state or national level?

WAEA board member

WAEA Vice President

Region 9 representative to the IEA Board of Directors

IEA Budget Committee

IEA Personnel Committee

Board Member for the Center for Teaching and Learning

PACE chair for the CEA

Treasurer for the Lower Columbia River Music Educators Association

3. What do you believe are the three primary responsibilities of this office?

Resolutions are expressions of intent, beliefs, and positions of the Idaho Education Association and the National Education Association. Although resolutions are not funded, business items are to be consistent with the resolutions. The Resolutions Representative:

- 1. Reviews and edits resolution and amendment language for presentation to the Delegate Assembly. This guides the direction and workings of the IEA through expression of intent, beliefs, and positions of the organizations.**
- 2. Serve at a local, regional, state, and national levels as a voice representing members.**
- 3. Leading resolutions committee work by being a receptive listener to our state membership.**

4. What do you see as the greatest challenge IEA members will face in the next five years? What ideas do you have to address that challenge?

The greatest challenge that IEA membership will face over the next five years is staying relevant in an evolving social and education system. As the diversity of the population of our membership evolves, so too should the organization evolve. Our mission and strategic plan need to change to meet those needs. The following are my thoughts about meeting this evolution:

1. **Create partnerships that can be mutually beneficial. Partnerships in pursuit of similar goals can be more effective in an interdependent world. An example might be an administration and a local in interest-based bargaining. It could be a parent/teacher association and a local in a charitable event. Another example could be law enforcement and the association in working toward school safety**
2. **Find ways to embrace the use of social media and online organizing to create information messaging about the association. The vast number of online sources for information require that messages be brief, helpful, and timely. Used effectively, the association's message can engage and motivate the community and the membership.**
3. **Create an environment where all the stakeholders feel they have a voice or "ownership" in the work of the association. Included in this diverse group are aspiring membership, retired membership, active membership, governance, management, and staff. Each group should have the perception that they share in the ownership of the organization.**

5. What is your plan for increasing membership and member engagement?

The tried and true methods for increasing membership and membership engagement are effective in engaging both members and non-members. The value of the one on one conversation is significant. Our times dictate that we continue with these methods but supplement them with methods that are "outside the box". If we look at the methods used in commerce and politics, there is still face to face interaction, but it is only part of the picture. I would like to see our methods also include:

1. **Data driven membership and engagement work. Our methods for generating and analyzing data have vastly improved over the last 20 years. Our plans should include using that to the advantage of the association.**
2. **A social and online media plan that is organized and consistent across platforms and sites.**
3. **A much greater online visibility. A small investment could result in significant exposure.**
4. **A task-oriented engagement strategy that allows us to be proactive rather than reactive.**

6. How do you intend to communicate with members in order to keep them informed and to find out their concerns?

Communication is one of the biggest challenges in our organization. Clarity and direction of the communication diminishes as distance increases.

1. **I believe it is necessary to select the right tool(s) for communication. One size does not fit all. The tool is directly connected to the environment and the task. In some situations, email might be appropriate, in others video chat might allow for a more personal approach. Text might be appropriate for the quick message, where active discussion might work better in a face to face meeting. I would like to create a system for communication that ties the task with the tool.**

2. **For regular communications, consistency is the key. Examples such as a weekly newsletter or a monthly email need to be consistent with timing and format. The communication should happen at a consistent time and day each month, so as to be expected by the user. The most important information should lead the communication. The format should be easy to read. The member should be able to quickly find the valuable information.**
3. **Finally, I will be an engaged listener. There are many distractions available in meetings and conversations. The temptation is great to multi-task with devices in the course of a conversation. Understanding the concerns of the members will require engaged listening.**

7. Provide other information you would like members to know:

I could discuss how my experience makes me well suited for this position. Instead, I think it is important that you know that my passion for the work of the association is deep seeded and from my heart. My work in representing the membership from Idaho will be guided by this passion. I want our members to know that they will never walk alone.