

Outreach Director (Organizer), New York Frequently Asked Questions

Application Deadline: April 27th @ 11pm ET
[Apply Here](#)

*Because we value your time and want you to invest your time only if the OD role feels like it could be right for you, **Asia Foreman, E4E-NY Senior Outreach Director and Princess Lyles, E4E-NY Managing Director of Outreach** co-wrote these FAQs so you could have as much information about E4E upfront as possible. If we mutually agree to move forward to the finalist stage, you will have plenty of time to engage deeply with the hiring team and ask all of your remaining questions before an offer is made.*

THE BASICS

How to apply

A complete application requires that you do two things:

1. **Resume + Application Questions:** Please upload your resume and answer a few, short questions on this application page. Note: Should you move forward in the process, your responses to these questions will be read by every member of the selection committee, so please take the time to respond thoughtfully :)
2. **[Video Cover Letter](#):** The video cover letter needs to be completed by the application deadline of April 27th at 11pm EDT. Our candidates love this flexibility because they get to complete the first part of our screening process whenever and wherever they want and on their schedule!

Application Timeline

We reserve the right to adapt our timeline as needed but we are committed to communicating with candidates about this shift. Our tentative search timeline is:

- April 27th: application deadline (*note, you must also submit your video answers by 11pm on the 27th)
- April 27 - May 16th: Application review
- By May 20th: Invitations out for in-person interviews. Those selected to interview will be invited to complete a short hiring assessment that will be due May 23. Please block any necessary time to complete this in advance of the interview.
- 6/3 or 6/5: In-person interview day
- By June 15th (likely sooner): Extend an offer

How is success measured in this role?

Success in this role will be measured by your ability to:

- [Recruit Educator-Members](#)

- Utilize the Declaration of Principles and Beliefs to extend the message and mission of E4E.
- Help educators find their own voice and power through one-on-one conversations/meetings, school visits and community events to develop a sense of community and urgency for advocacy.
- Organize, plan and execute policy, advocacy and networking events to engage current and potential members
- Use your unique network and experience to build innovative events to organize, inspire, and motivate educators.
- Identify & Train Educator-Organizers
 - Connect educators to relevant networking, leadership, and advocacy opportunities within the organization.
 - Help educators to find their own voice and power through teacher policy teams and advocacy campaigns
 - Recruit, train, and retain teacher-leaders through the E4E's educator leadership programs.
 - Leverage social media (Facebook, LinkedIn, Twitter, etc.) to engage current and potential members
- Mobilize Educators To Create Recommendations & Advocate for Change
 - Mobilize current and potential E4E members around teacher-led campaigns that advocate
 - for progressive changes in public education
 - Support educators to take actions that push decision-makers in teaching unions, legislatures, school boards, and other seats of power to do better by students and teachers.
 - Gather educators' input on key educational policies and issues locally and nationally.

What are some of the unwritten rules for success in this role?

- **Extremely passionate about education and equity.** This work is personal to you and you find personal fulfillment coming into work today. You can call on your own experiences as a teacher, organizer, parent or student to push through the tough days.
- **Open, direct, and effective communication.** You are okay with an active use of the CC line and sends regular updates about what is happening, even when they aren't requested.
- **Not easily overwhelmed.** You are calm in the face of changing and shifting priorities. When something needs to be changed last minute or doesn't go according to plan, you are patient, strategic, prioritize effectively and move forward.
- **You navigate strong personalities well.** You can read a room well and have an incredibly high EQ-- can read through the lines and effectively navigate differing opinions and chart a path forward
- **Proactive and patient follow up.** You are invested in preparation and follow through -- you come prepared, build agendas, send robust check-in documents, send next steps, and follow through quickly and in a way that is visible to others.

- **Comfortable with an email heavy culture.** You manage email traffic, respond quickly and utilize the written word as power.
- **Comfortable traveling between boroughs of New York City.** You time manage effectively and to plan ahead for travel and logistics between tens of schools.
- **Comfortable working on a team that confronts issues of diversity and inclusion head on.** You can navigate direct conversations about race, power and privilege.
- **Relationship Builder.** You are good at influencing and motivating teams. You can navigate the internal bureaucracy of an organization - figuring out who you need to talk to and what you need to do to gain trust from other leaders to gain their autonomy.
- **You lean in on projects that aren't directly linked with your job description.**

Who will be managing me?

[Asia Foreman](#) was a member of Educators for Excellence — New York as a teacher leader before joining staff in New York in 2016 as an Outreach Director. She got hired as the Senior Outreach Director managing the Bronx and Manhattan team in 2018. Her favorite part of her job is seeing teachers affecting large-scale, positive change for students.

Where is this job located?

This job is located in New York. Our offices are in the financial district and you will be organizing in the north Bronx.

How much travel is required for this role?

As Outreach Director you should expect to travel around the city weekly, as well as visit and learn from other chapters across the country.

Who will I be working alongside?

You can see where you and your team fit in our organizational structure [HERE](#). You will work on team of 4; your teammates include:

- [Leda Strong](#)
- [Eric Johnson](#)
- [Lasana El-Tunica](#)

You also sit on the larger NY outreach team which includes about 10 organizers.

THE ROLE

What is E4E's strategy?

We are creating the next generation of union leadership. To do this we are mobilizing teachers from across the country, amplifying the issues that matter to them, teaching them how to leverage systems to insist upon the change that matters to them most. You can review our Theory of Change goals [HERE](#).

Why does the work in NYC matter?

One in every 300 Americans and one out of every 50 PreK-12 students attends public school in New York City. Only 60% will graduate high school, and even fewer - 21% - will be prepared for college or a career, according to the New York State Department of Education. Teachers are the single biggest in-school factor in their student's academic success. Our work in schools has shown that when given the opportunity to engage in policy conversations, educators are enthusiastic to influence their profession. Yet teachers remain uninvolved in the most powerful policy vehicle available to them: their union. Only 26% of New York's classroom teachers voted in the 2016 UFT leadership elections, and most chapter leaders don't attend the delegate assembly. NYC classroom educators fund the most powerful local teachers union in the world, yet have minimal say in its policy platform.

E4E-New York is in its eighth year, with a growing movement of passionate leaders, who have demonstrated their ability to create policy change and engage as leaders in their local communities. Nationally education reforms are continuing to be rolled back as the new federal administration seems singularly focused on expanding school choice and has allowed states to create and adopt underwhelming plans that will no longer be a driver for change. Unions are under threat from impending "right to work" suits, and public confidence in institutions, including schools and unions, are at historic lows. At the same time, citizens and teachers have an increased interest in policy and advocacy due to the 3 way or resistance to the federal administration and President Trump. This opens a window of opportunity to engage student-focused educators to push for policy change from the classroom up. Bottom up reform, led by educators is the only way to create sustainable change that will ensure our schools prepare young New Yorkers to flourish in college and their careers, and become our next generation of entrepreneurs, scientists, political leaders and teachers.

What is your organizing model?

[Link Here](#)

[To see the model in action in NYC, see a video on our most recent campaign](#)

Who will my peers be? You will be a key member of our outreach team. You will be direct peers with the Bronx and Manhattan team (listed above) as well as work alongside a team of four organizers in Queens and Brooklyn.

As a new OD, what would a typical day look like for me?

ODs serve as the core of our work, organizing educators in the New York region. Your role will require you to meet with teachers, recruit new members, involve a diverse pool of educators in our union and advocacy work, and build for borough based and city wide events. You will also lean into internal strategic planning and special projects.

The cadence of your week would likely include:

- 1-2 days for internal meetings (check-ins with your manager, local team meetings and committee meetings)

- 3-4 days externally (in the field recruiting and engaging teachers or attending events)

Has any groundwork been laid in the New York area to ensure the OD's success?

- We have a fully staffed local leadership team to support your onboarding
- You will walk into a stable and fully staffed outreach team
- You will be transitioning into the role with the organizer
- The strategic plan for FY19 has been written and rolled out, including individualized goals for each outreach director

What are some of the challenges I may encounter?

- Gravity of union work and pushback
- Managing multiple priorities
- Travel time with some NYC public transportation issues
- Some late night hours and inconsistent schedules
- Balancing working on a team and meeting individual goals
- Self managing priorities in the field versus priorities internally
- Working with National priorities versus local priorities
- Human error with data collection, input and analysis

What might your biggest critics say about E4E?

They may say that they are unsure whether our strategy will work, that E4E is a tool of the “corporate education reform” and are trying to dismantle the union. They may also say that we are unschooled organizers and by focusing on teachers, who don’t have a lot of experience, we diminish the seriousness of organizing and the teaching profession as a whole.

What might your biggest external fans say about your organization?

They may say that we are very systematic, data-driven and understand policy like no other organization. They (E4E) have an opportunity to make shifts in the teaching sector at scale and are very thoughtful and reflective leaders. People respect how E4E approaches building deep relationships with teachers, developing them as leaders and always leading with local teacher voice first.

THE TEAM + ORGANIZATION

What is E4E's approach to creating a diverse and inclusive workplace?

E4E has taken a number of steps to build an inclusive workplace that are all driven by our [core values](#) and our commitment to being an anti-racist organization. E4E has formed a Diversity Council made up of staff members from across the organization that meets with the Senior Leadership Team on a quarterly basis to ensure our diversity and inclusiveness work continues to move forward. In addition E4E has hired a new Manager of Diversity and Inclusiveness and will continue to expand that team to increase the org-wide initiatives and training, in particular for managers, to continue to support the organization's efforts to live our our core values and

our commitment to anti-racism. E4E, and Sydney and Evan in particular, know that they have work to do to continue to make E4E more diverse and inclusive and are looking for team members who will support and push the organization to continue to grow and improve in this area by modeling the culture we want with their own teams and streams.

LOGISTICS

What are my typical office hours?

Most E4E offices are open from around 9-6 p.m. local time.

Generally speaking, we strive for sustainable success, so some people work earlier or later as long as they work out a rhythm with their manager that makes sense. Our vision of sustainable success recognizes the ebb and flow of work seasons, and we seek to work alongside you in recognizing when work requires more and empowering you with an ability to create deliberate “down times” for yourself, your team and the organization. E4E has a flexible work policy that enables manager to work with their teams to ensure they have the flexibility they need while also meeting the requirements of their job.

I have a question that’s not answered here - what should I do?

Please submit your questions to Kristen Dore (kdore@e4e.org) We will update these FAQs with an answer as soon as we can.