



ADVOCATE



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Ad Campaign Features Everyday Superheroes

Everyday superheroes: that is what South Dakota Education Association (SDEA) wants the public to recognize about educators through its new ad campaign. With the help of a \$250,000 NEA media grant, SDEA launched the TV and internet campaign in mid-August. The ads feature SDEA members doing 'magical' things that often go unnoticed. The ad underscores the heroic work educators do every day, which often seem small, but make a huge difference in the lives of students.



in, reach their goals, and keep the kids feeling safe and loved." She goes on to say that on most days, we all feel like we could use an extra super power or two.

Juba believes the ad depicts how educators silently take care of so much daily to meet the needs of their students. "Teachers are superheroes because we believe in each one of our students. We never give up on them." Juba also hopes the audience sees that SDEA supports ALL educators, even if they are not part of their local association.



"It's a light-hearted campaign, that brings to light the real magic our educators perform every day with students in their classrooms and schools," said

SDEA President Mary McCorkle. "We wanted to acknowledge this work and make sure the general public is aware of it as well."

The ads were shot at Patrick Henry Middle School in Sioux Falls and feature Lindy Bell, a middle school teacher from Sioux Falls, and Adam Juba a high school teacher from Brookings. Both are active members in their local associations.

"It was so much fun. The creative team made me feel like one of them and encouraged me throughout the shoot," said Bell. "I hope the public and my fellow educators take away that teachers do amazing things every day. Teachers try their very best to get everything

The ads were produced by Media One and are playing on television stations statewide. SDEA is also broadening the audience by taking the campaign digital. Visitors to web pages for news outlets, social media, and education sites will see the campaign featuring the video ads as well as ads spotlighting the superhero work of support professionals. To watch the ads, visit www.sdea.org/superheroes.

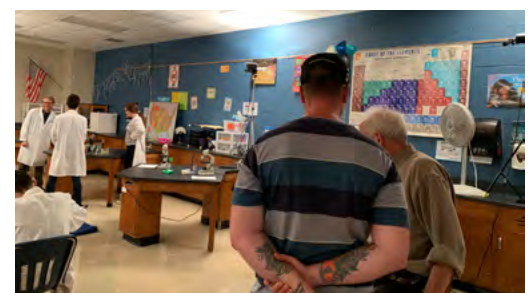


Photo credits: Media One

DATES TO REMEMBER

SEPTEMBER 22-24
South Dakota Indian Education Summit
Pierre

OCTOBER 9-11
Systems Change Conference
Chamberlain

OCTOBER 14
Native American Day
(SDEA office closed)

NOVEMBER 1
APPLICATION DEADLINES

SDEA/NEA Human & Civil Rights Awards

SDEA/NEA Larry Mintzloff Memorial (Lifetime) Award

SDEA/NEA Educational Support Professional of the Year Award

Find Us On





President's Corner

Find SDEA's President on Twitter

@Mary_McCorkle

The Real Superheroes

Over the summer I indulged in binge watching a few Marvel comic movies. I've seen the *Avengers*, *Iron Man*, and more superhero movies than I want to confess. However, about the middle of August, I had to stop, not because I watched every movie available, but because I began to travel across the state and spend time with real life superheroes in full unseen cape mode.

Educators are the real superheroes. All summer, educators have been taking classes, researching, designing, and planning for this school year. They have been working to prep school buildings and classrooms, register new students and make sure the buses are tuned up for the school year. They've taken vacation time to continue to focus on making sure they are ready for their students...and they've done this because they are dedicated to taking care of the students in their schools. Simply put, they care 24/7 365 days a year.

Superheroes inspire those around them to be the best they can be...exactly what educators do every single day. Educators inspire their students; they believe in possibility and the future potential of every student. They never quit and they never give up in the hardest times and with the most challenging students. Even in the face of obstacles—large class size, not enough funding, lack of support—they continue forward.

Superheroes take care of others. Every day educators arrive at school early and stay late into the evening. When they finally return home, they find the energy to care for their families and their kids. Then, after all of that, they find even more energy to still care for their “kids” they will see the following day as they work on plans, correct papers, worry about struggling students and those impacted by trauma. They finally turn out the light and wake up at 3AM still thinking about those students. The next day they are back in action working to make a difference and striving to ensure their students reach their potential. Educators simply do not get enough credit or praise for their contributions to our society.

Superheroes make quiet sacrifices. Educators spend their own money to support their students. They provide school supplies for students who come to school without their own supplies. They provide classroom libraries, innovative seating, rugs, bookcases and classroom decorations all funded out of their pockets. They buy laptops, iPads, laminators and copiers, often because their school building is under-equipped or

locks equipment in an office where educators cannot access it outside the school day. Educators buy snacks, winter clothing, and pay for overdrawn lunch accounts for their students. In desperation they turn to online fundraising when their own pockets can no longer bear the burden of their personal sacrifice.

South Dakota is blessed to have superheroes in our schools. It's the only way to explain the daily love and sacrifice educators give to students. They hide their capes under their outfits as they work to daily make a difference. Educators of South Dakota, Marvel superheroes have nothing on you! Stand proud, shake out that cape for everyone to see and know that we are all grateful for everything that you do.

Mary J. McCorkle

Questions or Concerns

Contact a UniServ Director today!

Lisa Ali

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lisa.ali@sdea.org

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Plains UniServ Director

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SDEA's Trauma Informed Instruction Offerings

Educators across South Dakota are speaking up and asking for help to support their students. More students are entering school with social and emotional issues. Members have expressed concern about the lack of support for these students and want to do something about it. SDEA is offering a series of trauma-informed activities to help educators understand and help their students. SDEA offers five trainings which, taken together or separately, aid educators in their understanding of the brain, how trauma impacts a student's ability to learn, and the impact of poverty on the daily lives of students and their families.

Offerings Include:

- Brain Architecture Game
- Resiliency, and the Trauma-Informed Classroom
- Paper Tigers Screening and Discussion
- Resilience Screening and Discussion
- Understanding the Impact of Poverty on Students and Families

If you or your local association, is interested in bringing trauma informed instruction to your school, visit www.sdea.org/traumainformedinstruction for information.

Questions? Contact:

Rich Mittelstedt, Teaching and Learning Coordinator
800-529-0090 | 605-886-4800 | richard.mittelstedt@sdea.org



SDEA Members Only

Log into MyNEA360 to join the "SDEA Members Only" group to access SDEA/NEA member only documents and information.

New users will need to create a MyNEA360 profile in order to be verified as an SDEA member.

SFEA
Together for the Future
SIOUX FALLS
EDUCATION ASSOCIATION

Official Selection
SEATTLE
INTERNATIONAL
FILM FESTIVAL

OFFICIAL
SELECTION
2015
MILL VALLEY
FILM FESTIVAL

OFFICIAL SELECTION
MKE
FILM
FESTIVAL
2015

PAPER TIGERS

One high school's unlikely success story.

9/21
1pm

SFEA is hosting a screening of *Paper Tigers*.
Sioux Falls Downtown Library, Meeting Room A
Light snacks will be provided
Screening will be followed by a conversation about
the ideas presented in the documentary and how
they relate to our community.

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President: Mary J. McCorkle
Executive Director: Richard Kern
Communications Director: Sandra Waltman
Communications Specialist: Rebecca Uhrig

Honored Women Educators Welcome Three New Inductees

The Honored Women Educators (HWE) recently inducted three new members to its organization at its annual meeting in Faulkton this past August. Cheryle Aslesen of Mitchell, Sara Wuttke of Gettysburg, and Shirley Ochsner of Aberdeen were all honored for their accomplishments and contributions to education and students. The three women bring the total number of honored educators to 257.

Honored Women Educators, formerly known as the Annie D. Tallent Club of South Dakota, honors outstanding women in their field of education and who have given distinctive service. Educators are selected through a nomination process of current members.

Nominees should have worked in the field of education in South Dakota for a minimum of ten years, be active members of SDEA/NEA, be fully qualified educationally for their field of work, and have made major contributions to education. Nominees also should have been active in their communities and exhibit character traits worthy of the honor of membership.

HWE also elected Deanell Backlund as president, Jacqueline Sly as vice president, Ralynna Schilling as secretary-treasurer, and Jean Clarke as past president and historian. Next year's meeting will be July 11, 2020, in Yankton.

SDEA/NEA Educational Innovation Grants

The following members were awarded grants this summer. Application for 2020 can be found at sdea.org.

Kindness Kounts \$760

Alanna Schmeichel, Yankton

Kindness Kounts will encourage students to do nice and kind things for other people. This includes giving up time because money isn't needed to be kind.

iLearn with an iPad \$1000

Rochelle Schmidt, Willow Lake

The iPad will be used as a therapy tool to work on various speech and language skills to enhancing learning while keeping students motivated and engaged.

Student-Led Preschool \$1000

Nikki Kriz, Rosholt

High School Student-Led Pre-school expands and builds the pre-school unit into a program that gives children in the area a quality early education experience and provides high school students with hands-on, real life experience in the preschool setting.

Projection Connection \$1000

Dawn Wiebers, Madison

Madison Central Students will be provided the opportunity to see how the digital age can enhance and connect the backdrop of theatrical landscapes with technology.

Library Remodel \$1000

Jodi Neugebauer, Garretson

The Library Remodel will update shelves and provide books to supplement the reading curriculum with more advanced books meeting the students' needs and pushing them to meet their potential.

**SDEA Board of Directors meeting minutes
can now be found online at
NEA EdCommunities on
SDEA's Members Only group page.**

SDEA Racial Justice Grant Opportunity

SDEA is creating opportunities for members to apply for a racial justice grant to be used in their classrooms or schools. The grants will be \$250 for a classroom and \$500 for a school-wide grant. There is \$10,000 available for member grants. Individual and groups of members may apply.

Grant proposals must fall into one of the following areas:

- Fostering tolerance for different cultural perspectives
- Creating educational equity opportunities for Native American students
- Connecting with SD's Native American populations

- Building relationships among students of varying cultural backgrounds focusing on similarities rather than differences
- Developing strategies to facilitate effective cross-cultural communications
- All grants awarded will also require a grant evaluation.
- Projects will be considered for posting on SDEA's new Bridge professional learning website.

For more information on all grants and awards offered by SDEA, visit SDEA.org

Award and Grant Deadlines

SDEA/NEA's ESP Award

SDEA/NEA's ESP of the Year Award recognizes the contributions of Education Support Professionals (ESPs) in their schools, communities, and their profession. The award is presented to a member of SDEA/NEA who demonstrates outstanding accomplishments and reflects the contributions of ESP to public education. **Deadline: November 1**

SDEA/NEA Human and Civil Rights Awards

The South Dakota Education Association/NEA is seeking nominations for the Human and Civil Rights Award to honor an individual, student group, or organization for their work in promoting human and civil rights. **Deadline: November 1**

Larry Mintzlaff Memorial (Lifetime) Award

This individual must be a SDEA member for at least 20+ years and has demonstrated a strong commitment to the ideals of the Association. **Deadline: November 1**

SDEA/NEA Friend of Education Award

The South Dakota Education Association/NEA is seeking nominations for the Friend of Education Award.

- The nominee must be a person or organization outside of SDEA/NEA.
- The nominee should have proven to be a genuine friend of education, educators, and/or students.
- The nominee should reflect the philosophy and principles of the association.
- The nominee through leadership, acts and support must have made contributions toward achieving a first-rate education for students in South Dakota.

Deadline: November 1

For more information on all grants and awards offered by SDEA, visit SDEA.org.



2019

South Dakota Indian Education Summit

September 22–24, Pierre

indianeducation.sd.gov

SDEA Announces New Educator Support Professionals Guide

Questions? Contact:

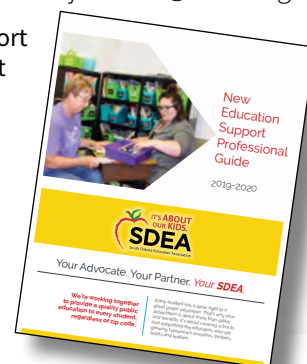
Ahrien T. Johnson, ESP Coordinator

411 E. Capitol | Pierre, SD 57501
800-529-0090 | 605-224-9263 ext. 510
ahrien.johnson@sdea.org

Education Support Professionals play important roles in the lives of students. It is crucial that school support staff have access to tools and resources to be successful in their careers, but unfortunately, some do not get the support they deserve. That is why SDEA is here for you.

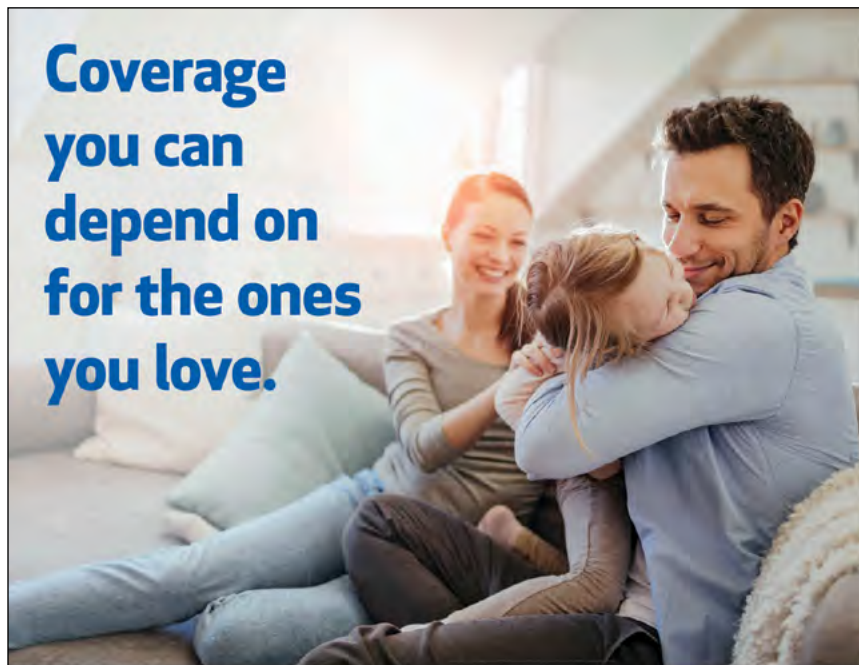
SDEA is releasing its first edition of the *New Education Support Professionals Guide*. The guide provides a roadmap to help new support staff to navigate their day to day work and be successful in their career. It contains tools, tips and resources for everything from best practices to working with students to planning for a successful meeting with a supervisor.

If you wish to receive a copy of the new guide, contact your Uniserv Director or visit <https://www.sdea.org/what-we-do/teaching-learning/ESP>.



Fallon Budmayr Black Hills | State University Chapter

Hello! My name is Fallon Budmayr. I am currently attending Black Hills State University as an Aspiring Educator. At BHSU, I am studying Special and Elementary Education with a minor in Early Childhood. I have been a member for a year now. My reason for joining SDEA is because coming into my freshman year, I was eager to get involved in clubs which would be able to further my future as an Aspiring Educator. I was introduced to our local association, then the state association, and lucky enough this year to also be introduced to the association on the national level as I was able to attend both the Aspiring Educator Conference and Representative Assembly in Houston, Texas. The possibilities through SDEA/NEA are endless. The best part of joining is that I have connected with so many others as a support system with similar values. Lastly being an active voice for educators is very important to me, and SDEA/NEA allows me the opportunity to do that.



**Coverage
you can
depend on
for the ones
you love.**

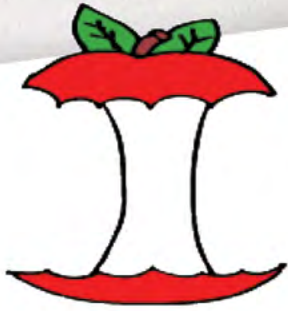
As an eligible NEA member,* you've got the protection of **NEA Complimentary Life Insurance**, issued by **The Prudential Insurance Company of America** — but you should name a beneficiary to make sure your loved ones are covered. Go to neamb.com/free-tote and register your beneficiary to get this **FREE tote**. Or call **1-855-NEA-LIFE (632-5433)** and mention offer code: TOTEBAG.



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0302614-00002-00



SDEA *Retired*

Questions? Contact:

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New Officers Attend NEA Rep Assembly

Elected at the SDEA-Retired Educators' Annual Meeting last spring, SDEA-R president, Bob Hoffmann of Sioux Falls, and Mary Jane Chiles of Rapid City, attended the NEA Representative Assembly in Houston in July. Highlights included discussions on over 200 items of "the business of the association", and hearing from TEN presidential candidates for the 2020 elections on their positions about public education issues.

Watch for upcoming seasonal activities this year, including East and West Fall Gatherings in October, participation with SDEA Lobby Days during the legislative session, Pre-Retirement Planning meetings in the spring, and the regular annual meeting in conjunction with the SDEA Rep Assembly in April.

View our Facebook page - search for "SDEA-Retired Educators" - to keep abreast of retired and public education issues and events. Contact us at "sdearetirededucators@gmail.com" for any of your concerns or information with your 'statewide-local' association.

John Salladay has been appointed our Vice President to fill out a one-year vacancy, and Dorothy Falk remains as our association Treasurer. Both are located in Pierre.

Take care, and we hope to see you soon.

Bob Hoffmann,
SDEA-Retired President

American Education Week

November 18-22, 2019 — will present all Americans with a wonderful opportunity to celebrate public education and honor individuals who are making a difference in ensuring that every child receives a quality education.

2019's theme will be reflected in special observances each day of the 2019 week-long celebration:

Monday, Nov. 18: **Kickoff Day**

Tuesday, Nov. 19: **Parents Day**

Wednesday, Nov. 20: **Education Support Professionals Day**

Thursday, Nov. 21: **Educator for a Day**

Friday, Nov. 22: **Substitute Educators Day**

20th Annual Systems Change CONFERENCE

October 9-11, 2019
Chamberlain, SD

Featuring the South Dakota Teacher of the Year Banquet






411 East Capitol Avenue
Pierre, SD 57501


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800-529-0090


Find Us On


www.sdea.org

www.sdea.org/lobbyline

 @sdea.org

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 South Dakota
Education Association

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UPCOMING EVENTS

September

- 13-15 TNT — Helena, MT
- 16 Western Unit Meeting
- 19 Eastern Prairie Unit Meeting — Flandreau
- 22-24 South Dakota Indian Education Summit — Ramkota, Pierre
- 26-28 NEA Board of Directors
- 29 SDEA Board of Directors conference call — 7pm CSDT

October

- 1 SEE Unit Meeting
- 4-5 SDEA Board of Directors
- 9-11 20th Annual Systems Change Conference — Chamberlain
- 14 Native American Day — SDEA offices closed
- 14-18 National School Lunch Week
- 21 EGL Unit Meeting
- 21 Western Unit Meeting
- 26 Plains Unit Meeting — 11am

November

- 1 SDEA/NEA Human & Civil Rights Awards application deadline
- 1 SDEA/NEA Larry Mintzlaff Memorial (Lifetime) Award application deadline
- 1 SDEA/NEA Educational Support Professional of the Year Award application deadline