



JTA/NEA Campaign Strategy Retreat & Central Executive Training
SEA GARDEN BEACH RESORT
MONTEGO BAY, ST. JAMES
SEPTEMBER 29 – OCTOBER 1, 2026

DAY 1
September 29, 2026
8:30 A.M. – 5:00 P.M.

ITEM	FACILITATOR
Registration & Coffee Break 8:00 a.m. – 9:00 a.m.	Regional Officers
OPENING SESSION – 9:00 a.m. – 9:30 a.m. Call to Order Devotion Welcome Remarks Overview of Retreat	Dr. Mark Nicely, <i>Secretary General, JTA</i> Mr. Leاون Nash, <i>Administrative Officer, Communications and Public Relations</i> Mrs. La Sonja Harrison, <i>President, JTA</i> Dr. Mark Nicely, - <i>Secretary General, JTA</i>

Training Agenda • <u>Purpose:</u> To build clarity and shared understanding of the challenges and priorities of JTA alongside organizing subject-matter experts and to co-design a context-specific campaign plan that advances JTA’s bargaining and organizing goals. • <u>Outcome:</u> A comprehensive Strategic Campaign Plan related to winning on JTA’s priority issues, inclusive of salary and working conditions negotiations, Early Career Educator issues, adequate staffing levels for school nurses and counselors, teacher licensing and appraisal issues, the JTC Bill, and additional priority issues as appropriate. • <u>Process:</u> Participants of the planning retreat will include representatives from both JTA and NEA.	
PART A – Vision: Where are we going? SESSION I 9:30 a.m. – 10:15 a.m. Introductions and Community Building	Facilitators: Keyth Harrison, <i>Organizational Specialist, NEA</i> Summer Gobern, <i>Organizational Specialist, NEA</i>
SESSION II 10:15 – 11:15 Vision for Jamaican Public Education, Our Profession, Our Union	Facilitators: Lucy Griswold, <i>Organizational Specialist, NEA</i> Summer Gobern, <i>Organizational Specialist, NEA</i>
11:15 – 11:30 BREAK	

SESSION III: 11:30 a.m. – 12:15 Case Studies of Student-Centered Campaigns and What It Takes to Win Them	Facilitators: Lucy Griswold, <i>Organizational Specialist, NEA</i> Nate Gunderson, <i>Organizational Specialist, NEA</i>
SESSION IV: 12:15 p.m. – 1:00 p.m. JTA's Campaign for the Schools Jamaican Students Deserve: Overview	Facilitators: Nate Gunderson, <i>Organizational Specialist, NEA</i> JTA Team
1:00 p.m. – 2:00 p.m. LUNCH	
Session V: 2:00 p.m. – 2:45 p.m. JTA's Campaign for the Schools Jamaican Students Deserve: Discussion and Consensus Building	Facilitators: Nate Gunderson, <i>Organizational Specialist, NEA</i> JTA Team
SESSION VI: 2:45 p.m. – 3:45 p.m. Building Our Campaign Narrative	Facilitators: Lucy Griswold, <i>Organizational Specialist, NEA</i> Summer Gobern, <i>Organizational Specialist, NEA</i>
SESSION VII: 3:45 p.m. – 4:45 p.m. Overcoming Obstacles to Action: Fear, Confusion, Division, and Hopelessness	Facilitators: Keyth Harrison, <i>Organizational Specialist, NEA</i> Nate Gunderson, <i>Organizational Specialist, NEA</i> Lucy Griswold, <i>Organizational Specialist, NEA</i> Summer Gobern, <i>Organizational Specialist, NEA</i>
4:45 p.m. – 5:00 p.m. WRAP UP	

*Art Build (7:00 p.m. – 9:00 p.m. - Optional)

DAY 2 September 30, 2026 8:30 A.M. – 4:15 P.M.	
ITEM	FACILITATOR
8:30 a.m. – 8:45 a.m. Prayer Ice-Breaker	Dr. Georgia Waugh Richards <i>Regional Officer, South Central</i>
PART B – Assessment: Where are we now? SESSION VIII 8:45 a.m. – 9:30 Principles of a Campaign	Facilitator: Nate Gunderson, <i>Organizational Specialist, NEA</i>
SESSION IX 9:30 a.m. – 10:30 a.m. Structure Test Design and Planning	Facilitators: Keyth Harrison, <i>Organizational Specialist, NEA</i> Nate Gunderson, <i>Organizational Specialist, NEA</i>
10:30 a.m. – 10:45 a.m. BREAK	

SESSION X 10:45 a.m. – 11:15 a.m. Power Mapping and Decision Maker Analysis	Facilitators: Lucy Griswold, <i>Organizational Specialist, NEA</i> Summer Gobern, <i>Organizational Specialist, NEA</i> JTA Team
PART C – Strategy: How will we get there? SESSION XI 11:15 a.m. – 1:00 p.m. Campaign Mountain, Calendaring, and Designing Escalating Tactics	Facilitators: Lucy Griswold, <i>Organizational Specialist, NEA</i> Summer Gobern, <i>Organizational Specialist, NEA</i> Keyth Harrison, <i>Organizational Specialist, NEA</i> Nate Gunderson, <i>Organizational Specialist, NEA</i>
1:00 p.m. – 2:00 p.m. LUNCH	
SESSION XII 2:00 p.m. – 3:00 p.m. Defining Victory	Facilitators: Lucy Griswold, <i>Organizational Specialist, NEA</i> Summer Gobern, <i>Organizational Specialist, NEA</i>
SESSION: XIII 3:00 p.m. – 4:00 p.m. Building Our Collective Commitment	Facilitators: Keyth Harrison, <i>Organizational Specialist, NEA</i> Nate Gunderson, <i>Organizational Specialist, NEA</i> JTA Leadership
4:00 p.m. – 4:15 p.m. WRAP UP	

Art Build* (7:00 p.m. – 9:00 p.m. Optional)

DAY 3
October 1, 2026
8:30 A.M. – 12:30 P.M.

ITEM	FACILITATOR
8:30 a.m. – 8:45 a.m. Devotion Ice-Breaker	Dr. Margaret Chin <i>Assistant Secretary General, Professional Services</i>
SESSION XIV: 8:45 a.m. – 9:30 p.m. Dissecting the JTA Memorandum & Articles of Association	Facilitators: Mr. Clayton Hall, <i>Deputy Secretary General, Member Services & Industrial Relations, JTA</i> Mr. Colin Spence <i>Regional Officer, North East</i>
SESSION XV: 9:30 a.m. – 10:45 a.m. The Nuts and Bolts of Industrial Relations in Education (Case Studies activities)	Facilitators: Dr. Georgia Waugh Richards, <i>Regional Officer, South-Central</i> Ms. Petal Thompson, <i>Regional Officer, South-East</i>
SESSION XVI 10:45 a.m. – 11:30 a.m. Parliamentary Procedure and Its Role in Effective Meetings	Facilitators: Mr. Clayton Hall, <i>Deputy Secretary General, Member Services & Industrial Relations, JTA</i>

	Mr. Norman Allen, <i>Regional Officer, West</i>
11:30 a.m. – 11:45 a.m. BREAK	
CLOSING SESSION 11:45 a.m. – 1:00 p.m. PRESIDENTS' CLOSING REMARKS <i>Distribution of Instruments</i>	Mrs. La Sonja Harrison, <i>President, JTA</i>
LUNCH & DEPARTURE	