

Iowa State Education Association

Strategy: ISEA wanted to celebrate and commemorate their 150th anniversary and all the successes they'd achieved in that time.

Big Idea: With a special dinner at their convention, a state-wide excellence award for teachers, a magazine that highlighted decades of change and growth for the profession and a traveling display that toured the state, we made sure that the anniversary was top of mind year-round.

How'd we do? The satisfaction among members was more than the client could hope for and several of the pieces won national awards. The traveling display now proudly resides in the ISEA headquarters.

"MMG is our partner in strategy and execution. They help us expand our ideas, make them better and then bring them to life."

— Lana Oppenheim
Director of Communications



A major lobbying force emerges

Progress on the school finance front was slow to nonexistent as the decade of the 1970s began, but the ISEA soon emerged as a major lobbying force in 1971 when it voted to censure the Governor and the Legislature for a property tax freeze that threatened education funding.

The Association's bold action prompted the most productive time for legislative action in years. The result was a new school aid law which, although not perfect, did provide some \$30 million more in state aid and began to shift the burden for funding schools away from property taxes.

Another significant victory for teachers came in 1971 with a court ruling which clarified that pregnant teachers could not be forced to resign, they could use their accumulated sick leave for maternity leave, and they had the right to return to work following their maternity leave.

With Walt Galvin as ISEA's first full-time president in 1971-72, Iowa teachers came of age politically. As local PACE

groups organized and contributions increased, endorsed candidates won at all levels in the primary and general elections. The media began to take even more serious notice of ISEA's growing strength as both a powerful lobbying and political force.

In the early '70s, the ISEA also took a greater interest in improving teacher image. Along with the first statewide tour conducted by President Bob Creighton of Shenandoah, ISEA launched the first media campaign of its kind in the nation with the "It's the Kids that Count" ad.

The increased political action and public relations efforts paid off in the 1974 when the Legislature made significant



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