



ORGANIZING TO BARGAIN

The Path to Winning Collective Bargaining



POWER

The Equity Principle



- A frank, and not always complimentary, exchange of views must be expected;
- The relationship between union bargaining team and employer is not a “boss-worker” relationship but one of “equal opposing parties;”
- “Robust debate” may occur, but not “intemperate, abusive, or insulting language” (“outrageous” or “indefensible”)

What is Power?

“Power, properly understood, is the ability to achieve purpose. It is the strength required to bring about social, political or economic changes. In this sense power is not only desirable but necessary in order to implement the demands of love and justice. One of the greatest problems of history is that the concept of love and power are usually contrasted as polar opposites.”

Martin Luther King Jr.

Power Is ...



The ability to achieve a purpose. To have power means to have enough deployable resources to influence the outcome in a situation.

Recognizing Our Power



Is Power good or bad?

Power is morally neutral.

To exercise your power, requires a process of evaluation, choice, and deployment—you need to decide if you exercise your power (or not) and how—which results in varying proportions of helpfulness and harmfulness.

Use your power of influence.



Organized People



Organized Money



Organized Ideas

Sources of Power

Four Pillars of Union Participation



1. Union wide leaders who put thought into what is happening, speak up, and propose action.



2. Building/worksite leaders who put thought into what is happening, speak up, propose action, and assist union wide leaders.



3. A group of co-workers who work with and assist building/worksite leaders.



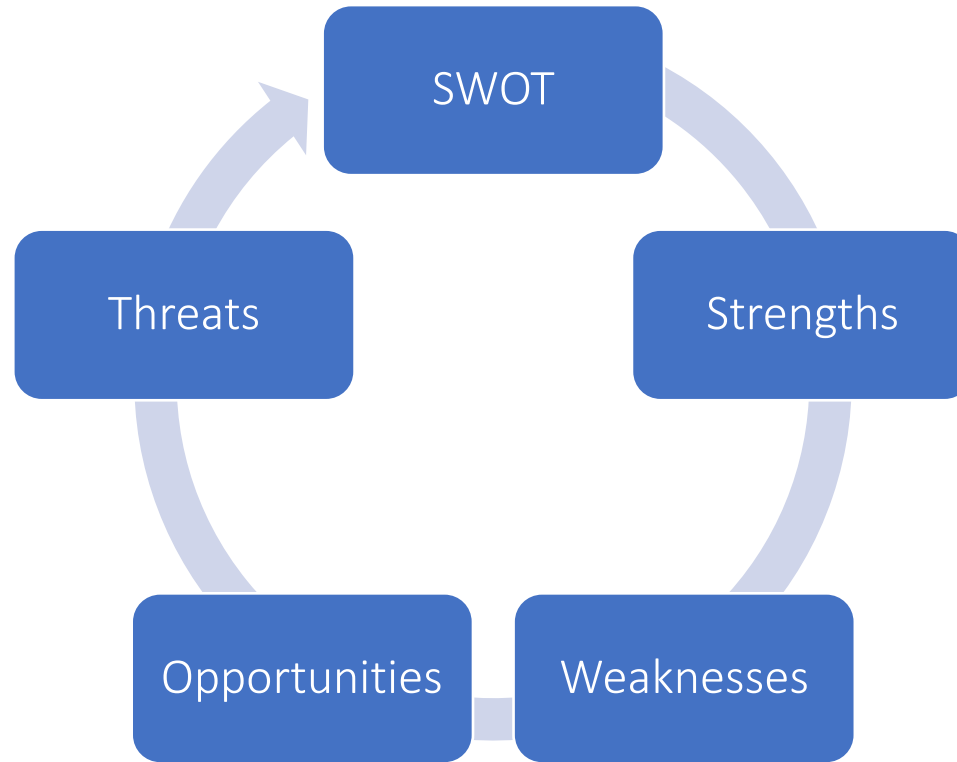
4. The support of most or all of the rest of the group.



How do we exercise our power during issue campaigns to win collective bargaining?

We Organize and Escalate.

SWOT Analysis



Local Union Activity

- Prepare your SWOT Analysis
- Determine the objective of your SWOT analysis
- Decide on a key project or strategy to analyze and place it at the top of the page.
- Label each box.
- Add information and draw conclusions.
- Make sure your union understands the SWOT analysis.

Identifying Leaders



Basic Ways to Identify Potential Leaders

They show a higher level of engagement.

They have great communication skills.

They get the best out of others.

They know when to listen.

They're comfortable with failure.



Contract Action Team

Contract Action Team Roles

- Communicate to the membership
- Collect information and stories
- Attend sessions and turnout members
- Organize participation in actions
- Attend CAT training and meetings
- Goal should be 1 person to 10-15 people in your building. Not just members.



Communication Best Practices



- Collect personal emails from members (members only) to communicate updates
- Make updates about bargaining specific to your building
- Make time for one-to-one conversations
- Divide up your group with a team member to make sure you are touching base with everyone
- Be prepared to answer tough questions

Answer Tough Questions



Affirm

Respect the concern, but not necessarily agree

Answer

Give a clear, concise, concrete answer

Redirect

Ask a question or give a choice to redirect your co-worker back to solving the issues

Organizing Conversations

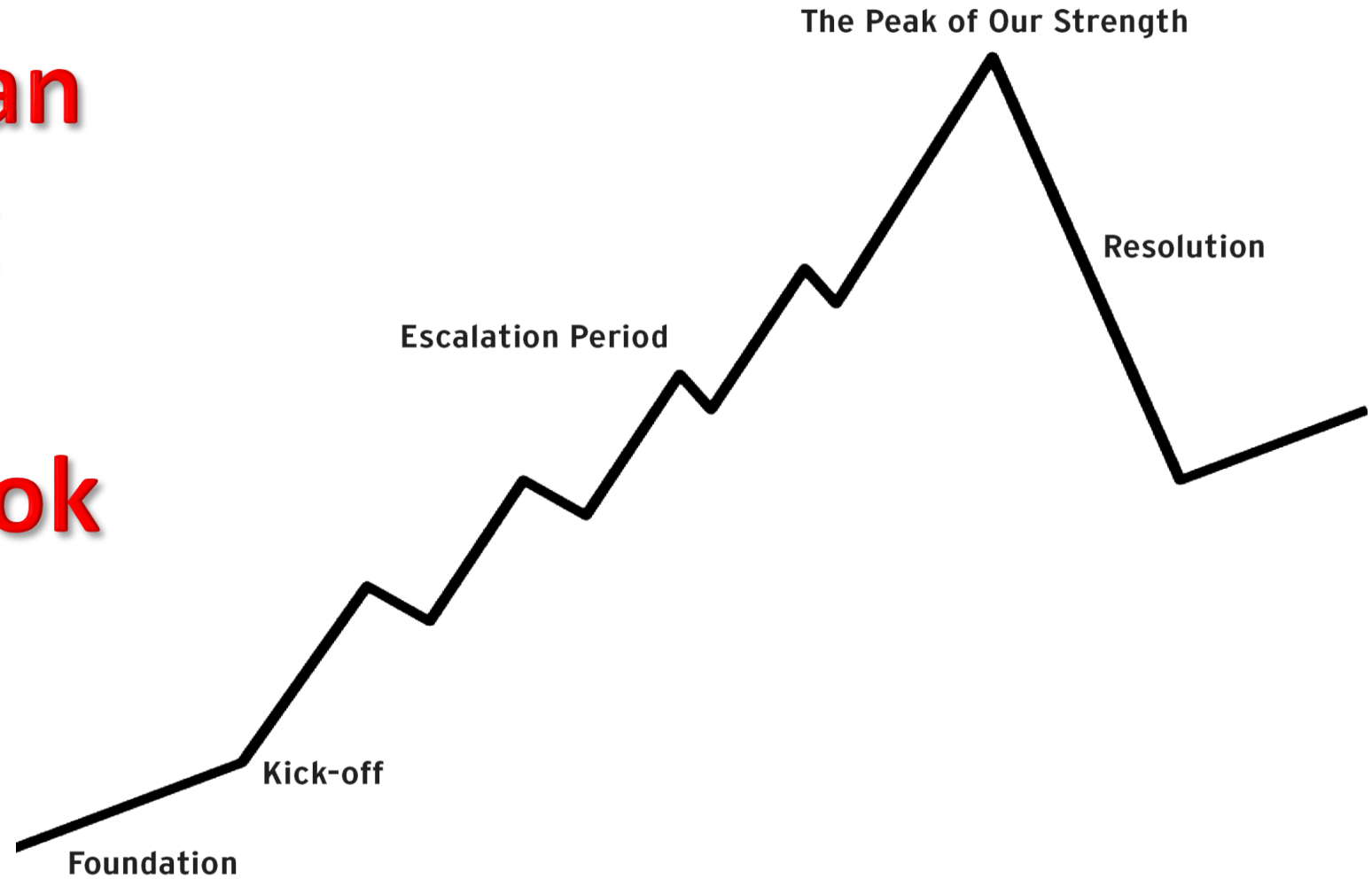


Levels of Engagement



**What does an
escalating
contract
campaign look
like?**

Campaign Mountain



Next Steps

Establish O2B Team

Map Your Sites

Build Your Contract Teams

Run Tests

Cards

School Board Resolution Vote