



Organizing Through Advocacy

UNISERV FOCUS ACADEMY

Feedback on Feedback

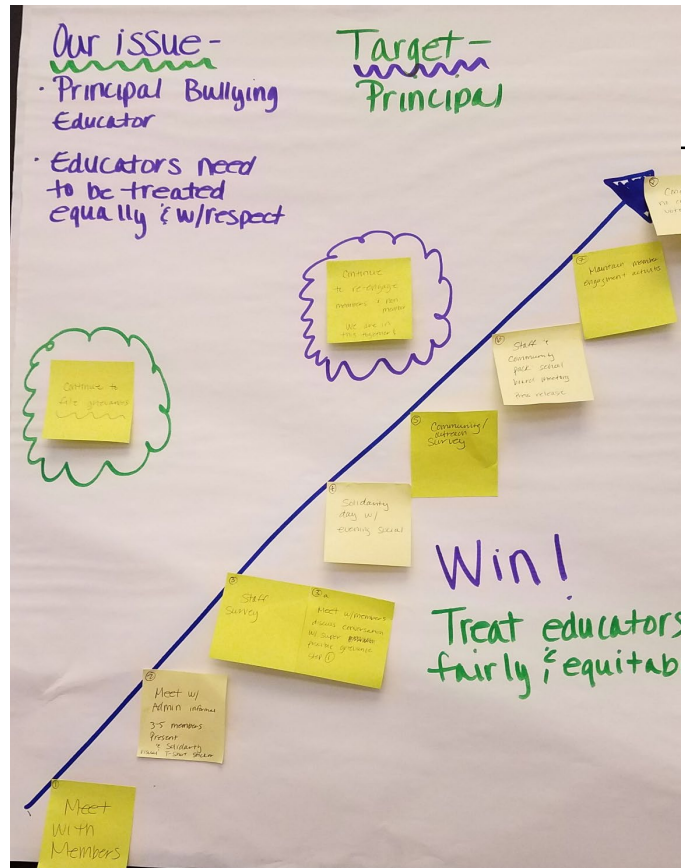
Agenda Review - Today

Final Team Planning
Sharing Practices
Adjourn 1:00 PM



Community Agreements

1. Share Responsibility for the Success of Each Learning Session
2. Move up, Move back
3. Respect Confidentiality
4. Be Responsible for Building Deep Understanding
 - Be timely with your presence, your speaking and your listening
 - Be fully present with speakers, open to new perspectives, and accept challenges
 - Place tech on silent and stay checked-in
 - Share using “I” statements
 - Connect to your core values and speak from your heart
5. Expect and Accept Imperfection
6. Expect/accept non-closure- Agree to disagree
7. COVID Etiquette



The Final Product Produced

Targets and Demands

Problem Solving Steps – Collective

How Can the Problem Be Solved? – Step 3

- What are people willing to risk to solve the problem?
- Who has the power to provide relief on this problem?
- Once this problem is “solved” who will the story be about?

What are they willing to risk to achieve the change
they want?
Who has the power to prevent that change?



Targets:

- A single person-
a name, face, &
address
- Has the power to
give you what you
are demanding

**THE BIG
ISSUE**



The greater the issue, bigger the demand, and more powerful the target – the more risk, resources, and people you need.

Organizing is about

building power

What is power?

**Power is the ability to act and
cause others to act.**

Key Points



A well thought out campaign has a strong issue, with an identifiable target and a strategic demand.

It takes power to achieve your demand.

Return to the Scenario

Who is the target?

What are the demands?





Research

<https://www.neacollectivebargaining.org/>

*****New Coronavirus-
COVID-19 Resources**

Contract Databases

Labor Law Resources

**Bargaining Resources
(Includes NEW Strike
Manual)**

Compensation Resources

**Pensions and Retirement
Security**

**Health Benefits and Health
Policy (Including the
Impact of COVID-19)**

Debrief

 NATIONAL
EDUCATION
ASSOCIATION

Home

Favorites

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COVID-19 Resources**

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(Includes **NEW Strike
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Compensation Resources

Pensions and Retirement
Security

Health Benefits and Health
Policy (**Including the
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How to Apply Pressure



Demand Tactics

Demand – Where you want to go – the destination – the BIG win.

Tactic – Small actions you to take to accomplish the small goals along the way to get to your destination.

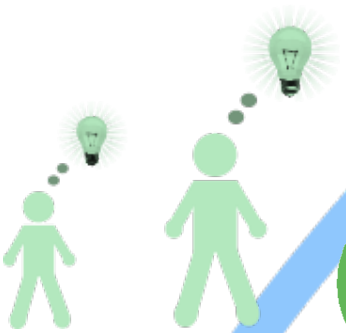
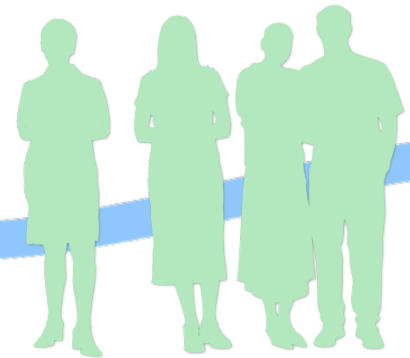
A GOOD TACTIC IS

1. Strategic

2. Strengthens your organization

3. Develops individuals

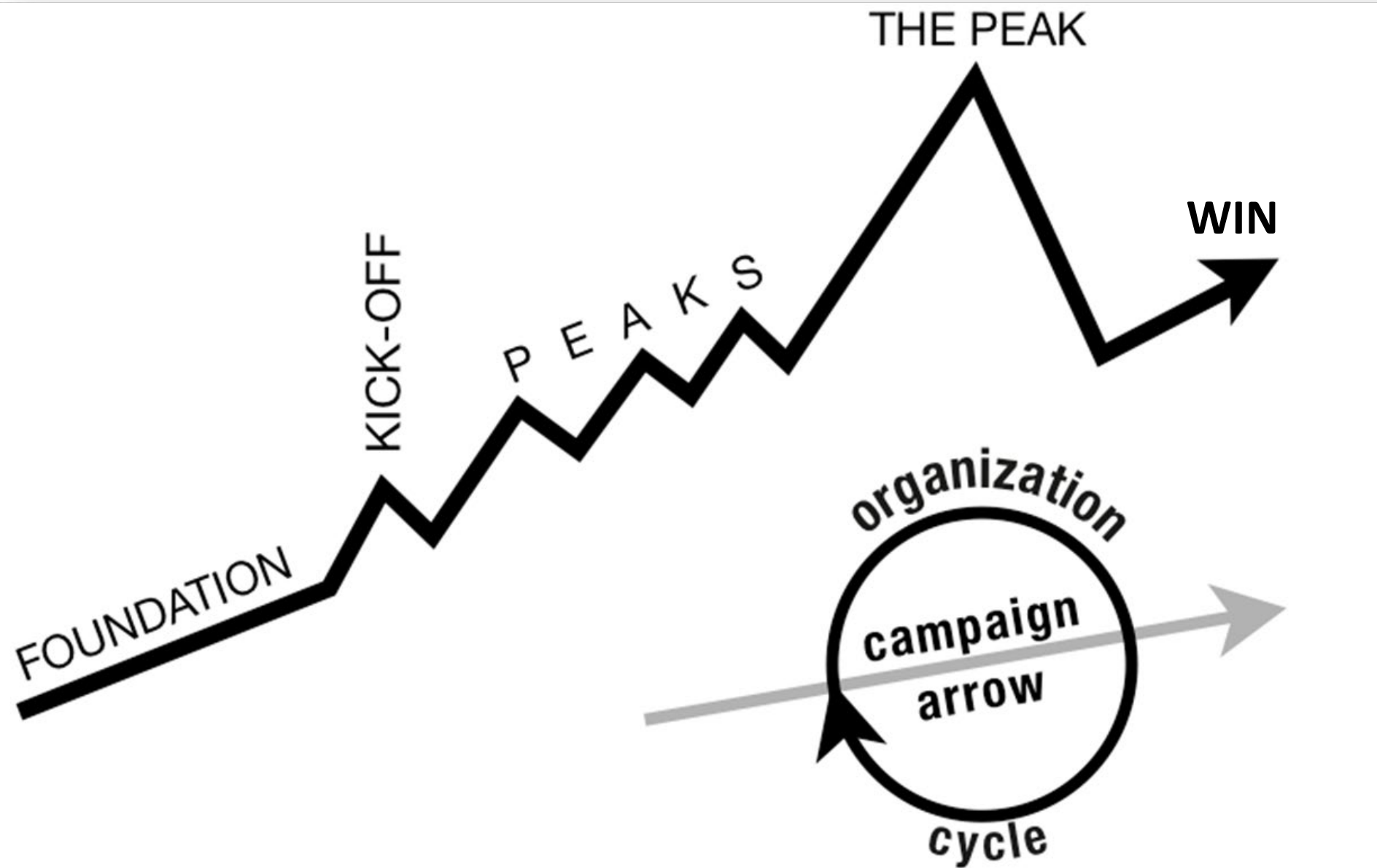
Goal



Why should tactics escalate gradually?



ORGANIZE TACTICS INTO... A CAMPAIGN Timeline

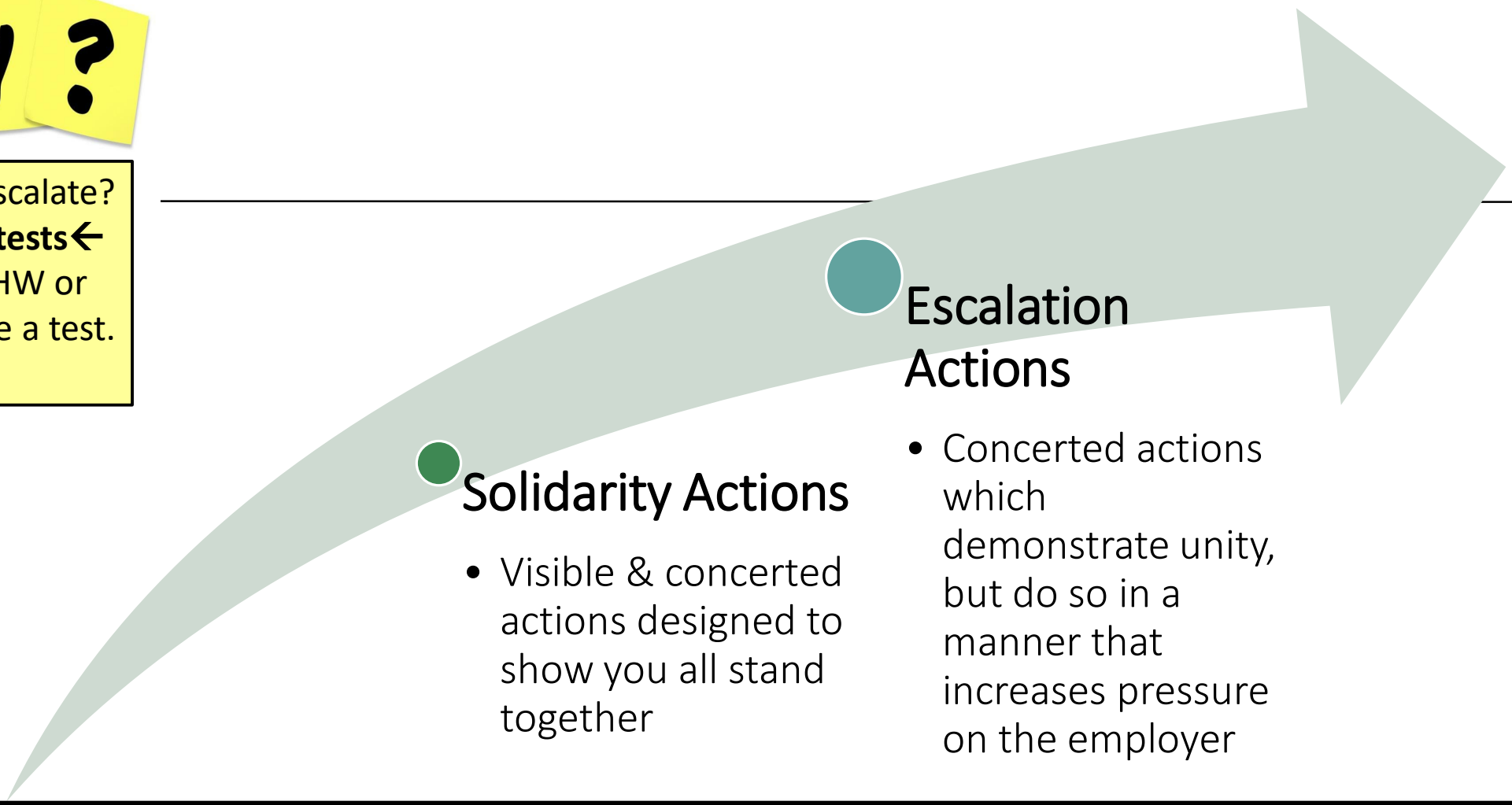


WHY?

Why do we escalate?

→ **Structure tests** ←

Like giving HW or quizzes before a test.



Solidarity Actions

- Visible & concerted actions designed to show you all stand together

Escalation Actions

- Concerted actions which demonstrate unity, but do so in a manner that increases pressure on the employer

Escalation of Tactics

Key Points



Strategy without tactics is simply a collection of good ideas and big dreams.

Tactics without strategy are a random collection of activities and wasted resources.

Return to Your Scenarios



Think about the tactics you could use at each Level of the Grievance



BREAK

Problem Solving Steps – Collective

Choose Solution and Actions – Step 4

- What do members need to lead on the solution?
- What actions are people willing to take that apply pressure?

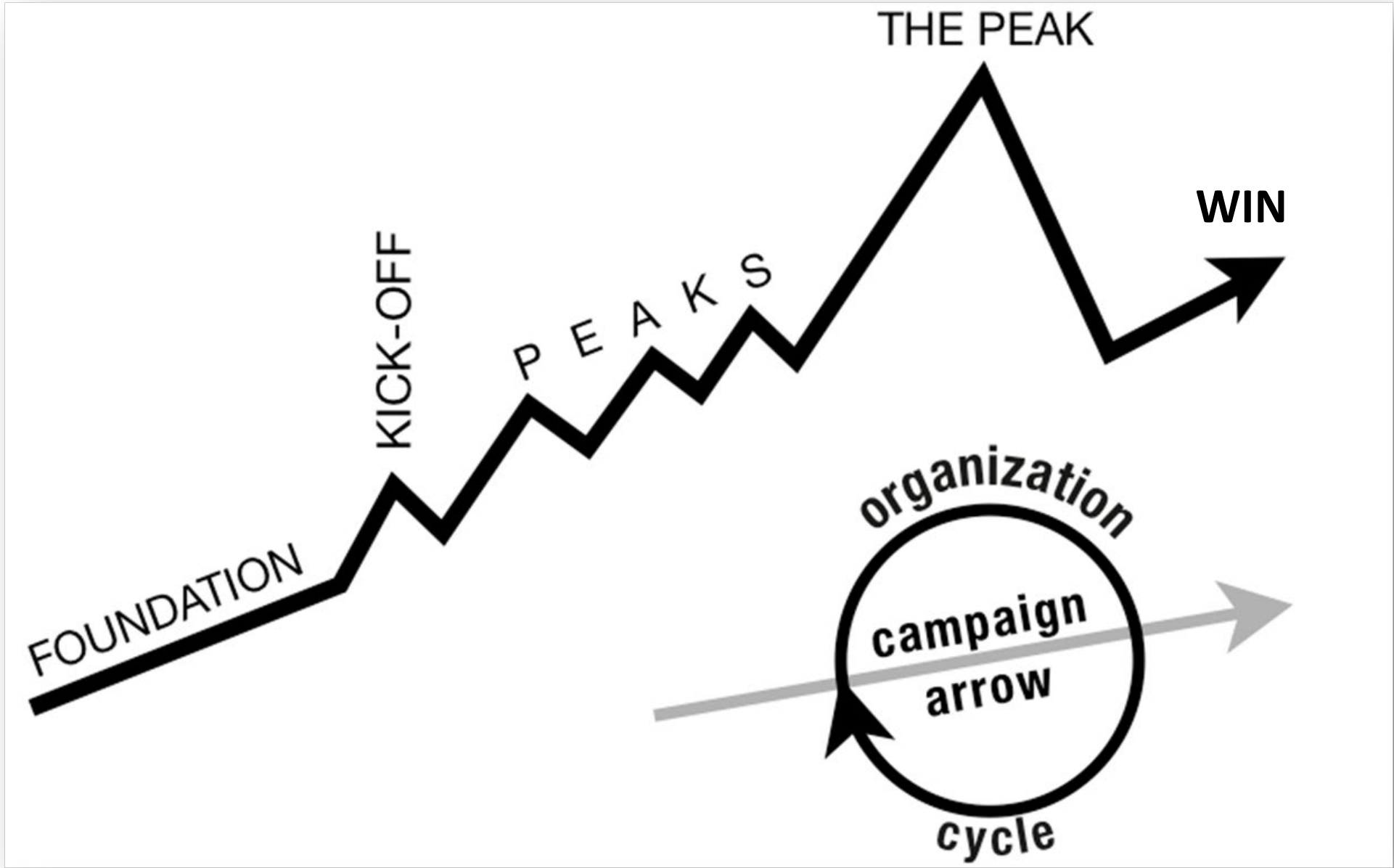
Implementation – Step 5

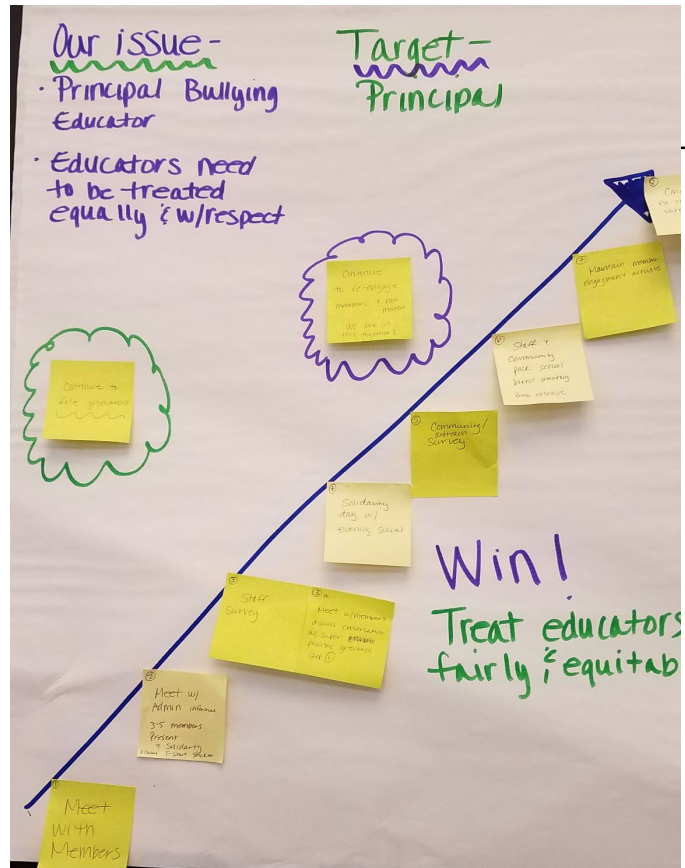
- What is the strategic plan for achieving a solution that engages as many people as possible?
- Who does what?
- When?
- Where?

Evaluation – Step 6

- What happened?
- Did it work?
- Feedback?
- Impact on the future?
- Who is the story about?

Structure of a Campaign





Team Work Time



Team Presentation
and Coaching Time

Key Points

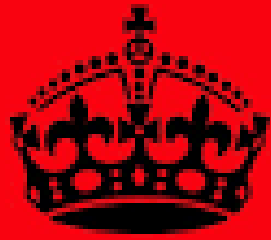


Individual services are about individual interests and credibility and produce a narrative about an individual's relationship with their union.

Collective actions that are publically shared build community around the shared struggles and provides a different narrative about solidarity and collective relationship.

Lunch





**KEEP
CALM,**

IT'S

JUST THE END

OF MY POWERPOINT

KeepCalmAndPosters.com

Ending it Right

Choice Networking

Housekeeping

Plus and Delta at the Door