



Organizing Through Advocacy

UNISERV FOCUS ACADEMY

Ellen

Feedback on Feedback

Agenda Review - Today

Final Team Planning
Sharing Practices
Adjourn 1:00 PM



Community Agreements p. 2

Using Self-Awareness and Self-Knowledge

Listening for Understanding

Being Gracious

Staying Engaged

Being Open and Suspend Judgment

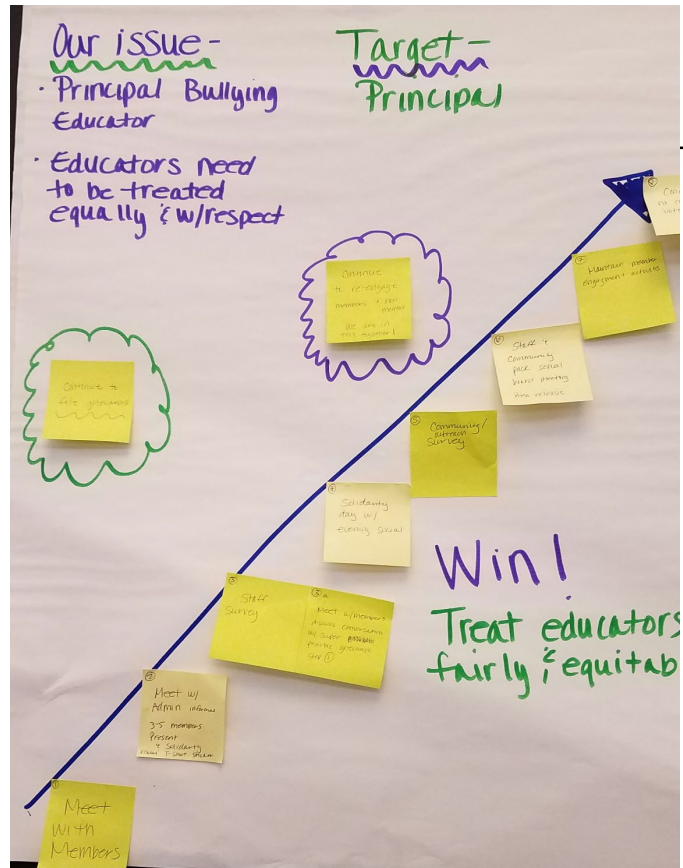
Saying “I”- tell your truth

Seeking Discomfort

Reaching Empathy

Expecting Non-Resolution and Non-Closure

*Adapted from “Embracing equity and inclusion”, Annie E. Casey Foundation



The Final Product Produced

Seleste

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

When making a demand ...



- Measurable
- Achievable
- Should result in real tangible improvements in workers lives
- Focuses resources on a single outcome
- Builds the capacity of our constituency
- Uses a point of leverage: our constituency's strength or our opposition's weakness
- Focuses on a motivational issue that is visible and significant to our constituency



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

Return to the Scenario

20 minutes to determine:

Who is the target?

What are the demands?



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.

Charles and Steven



Resources

<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)**

Research Resources Activity

15 minutes to research resources that might be relevant to your group scenario.

10 minutes debrief



Debrief

 NATIONAL
EDUCATION
ASSOCIATION

Home

Favorites

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

Contract Databases

Labor Law Resources

Bargaining Resources
(Includes **NEW Strike
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Compensation Resources

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

Vanessa

How to Apply Pressure



Demand & Tactics

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

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

Example – Demand and Tactical Wins

Demand- Educators want to feel respected by their principal

- **Tactic**– Letter writing campaign demanding input on decisions that affect their workday
- **Tactical WIN** – A joint building level joint labor management team is established
- **Tactic**– Canvassing the community visiting parents to discuss how they feel about the need for less testing and more teaching
- **Tactical WIN** – More time to teach and meaningful content and less unnecessary testing and data dives
- **Tactic** – Full membership pickets and attends BOE meeting demanding better compensation
- **Tactical WIN** – Compensation matches work and expectations

Strategic WIN – Educators feel Respected by their Principal

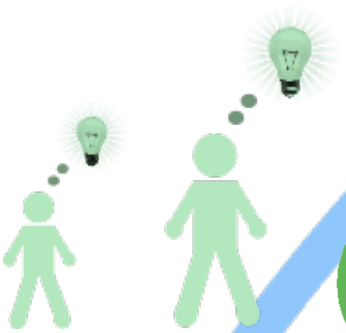
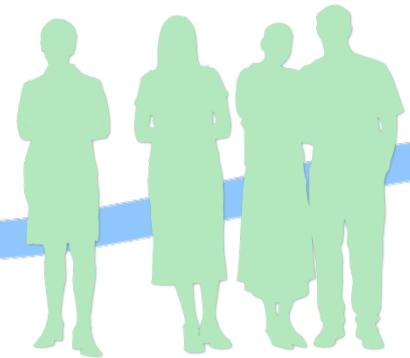
A GOOD TACTIC IS

1. Strategic

2. Strengthens your organization

3. Develops individuals

Goal



Why should tactics escalate gradually?



WHY?

Why do we escalate?

→ **Structure tests** ←

Like giving HW or quizzes before a test.

Solidarity Actions

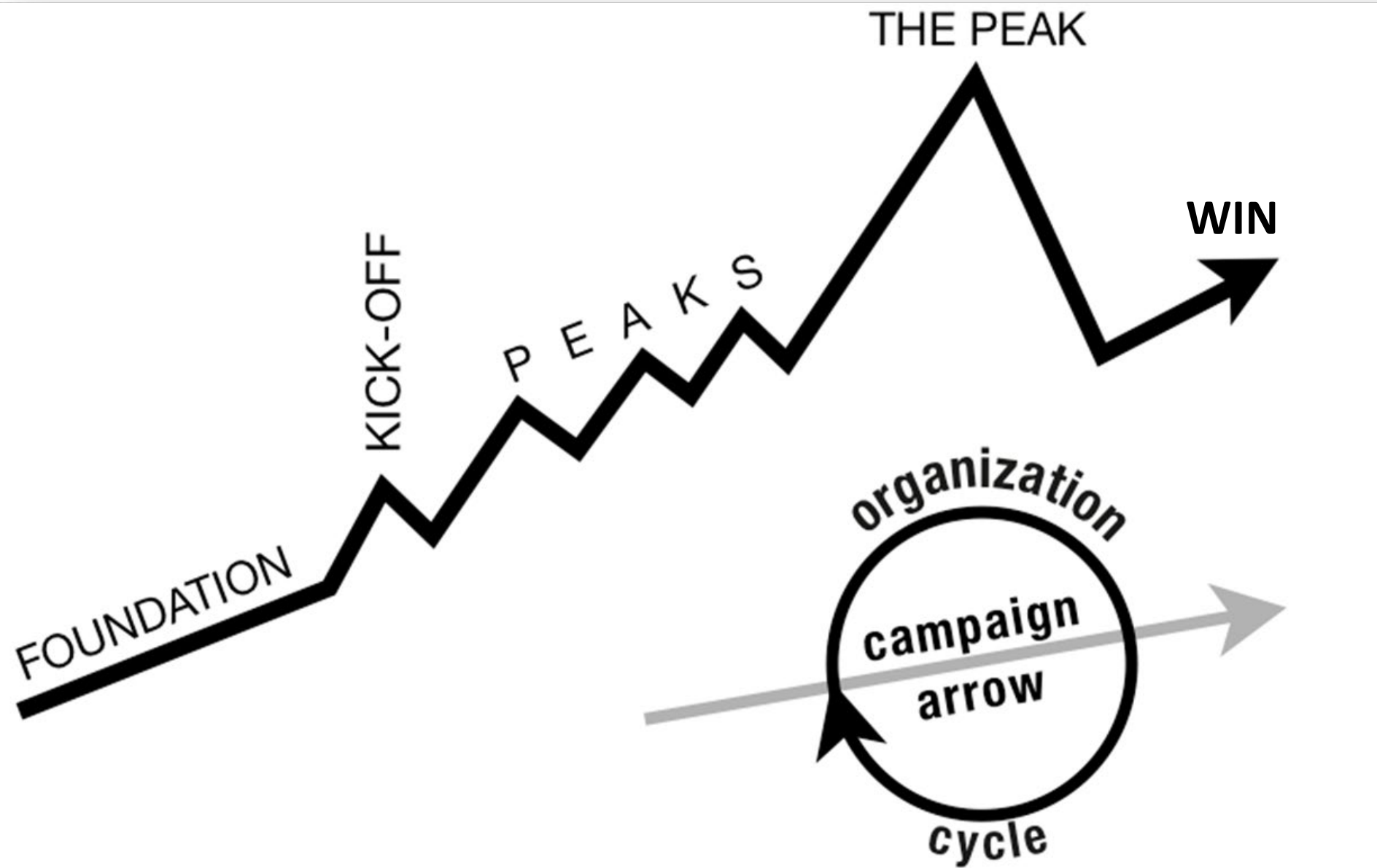
- Visible & concerted actions designed to show you all stand together

Escalation Actions

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

Escalation of Tactics

ORGANIZE TACTICS INTO... A CAMPAIGN Timeline





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. Tactics should escalate as you advance through the grievance process.



BREAK

Bekah

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?

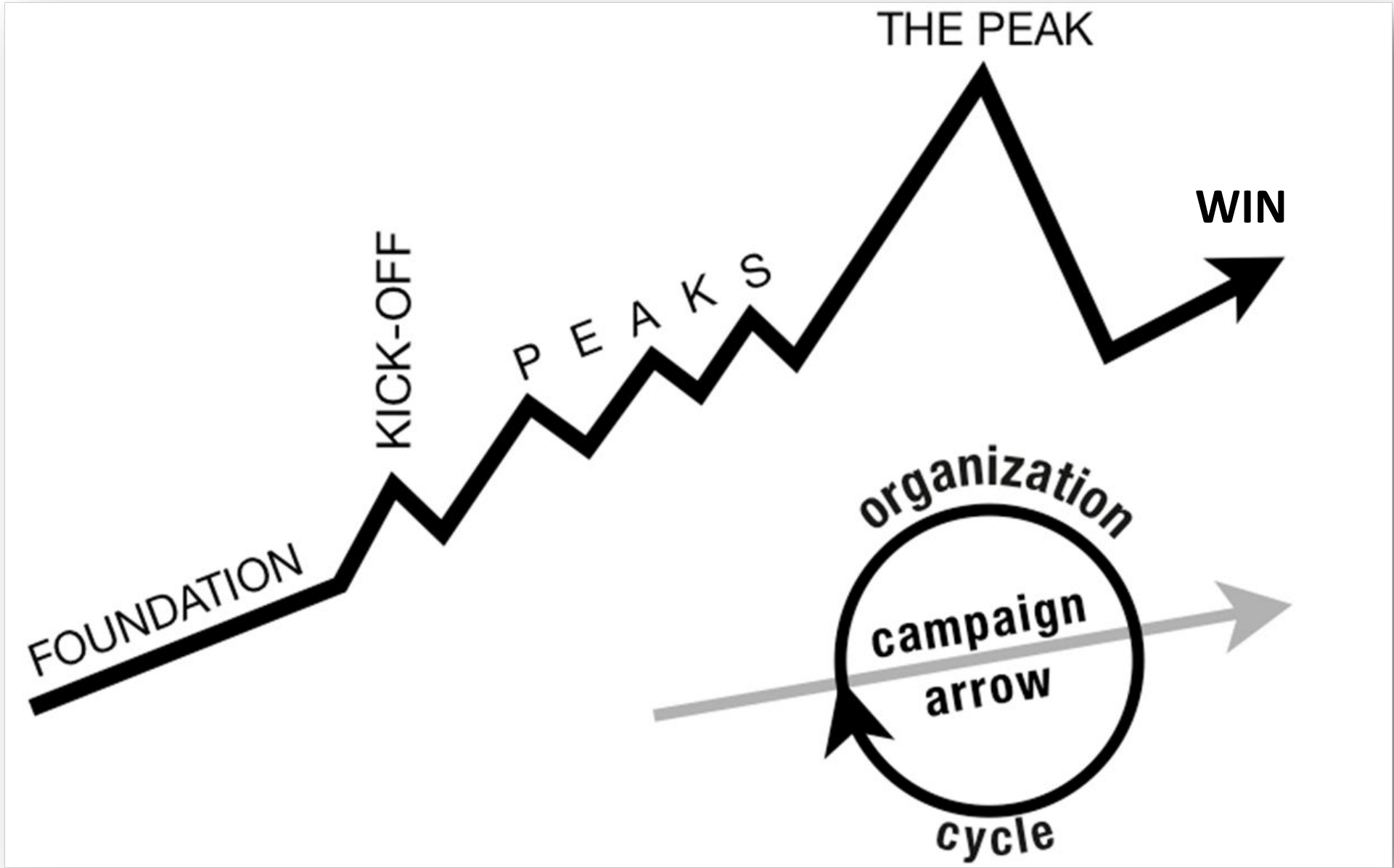
Implementation – Step 5

- 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 Presentation
and Coaching Time

Toney

Key Points



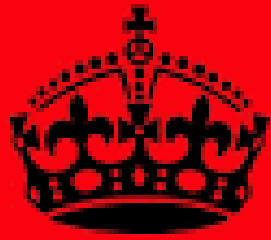
Individual services are about individual interests and credibility and produce a narrative about an individual's relationship with their union.

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

Lunch



Ellen



**KEEP
CALM,**

IT'S

JUST THE END

OF MY POWERPOINT

KeepCalmAndPosters.com

Ending it Right

Choice Networking

Housekeeping

Plus and Delta at the Door