

Now While We Wait...



▶ Introduce yourself in the chat



▶ Remove distractions



▶ Get an appropriate beverage



▶ Get note-taking stuff



▶ Center yourself



Survey Questions To Get Started



Survey Question #1

Is your Association currently in bargaining either for an MOU or for a contract?

Survey Question #2

What virtual meetings has your Association had since the physical school buildings were closed?

Survey Question #3

What virtual organizing has your Association accomplished thus far?



Survey Results

Survey Question #1 – *Is your Association currently in bargaining either for an MOU or for a contract?*

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Survey Question # 2 -*What virtual meetings has your Association had since the physical school buildings were closed?*

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Survey Question #3 - *What virtual organizing has your Association accomplished thus far?*

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Organizing Virtually to Win Good Contracts & MOUs



Welcome



Today's Organizing Webinar

PURPOSE: To discuss virtual organizing in support of winning good MOU's, Contracts and building power for your local Association through virtual organizing.

OUTCOMES:

- **Insights, ideas, and resources** on how to respond to this moment strategically, and how to keep doing our organizing remotely.
- **Relationships** with our co-workers who can support one another to keep doing the fundamental work of organizing and building power at worksites.



Agenda

1. Tech check and logistics
2. Let's get to know one another
3. Building a basic organizing plan
4. Virtual Organizing tactics
5. CVEU Panel discussion
6. Wrap up

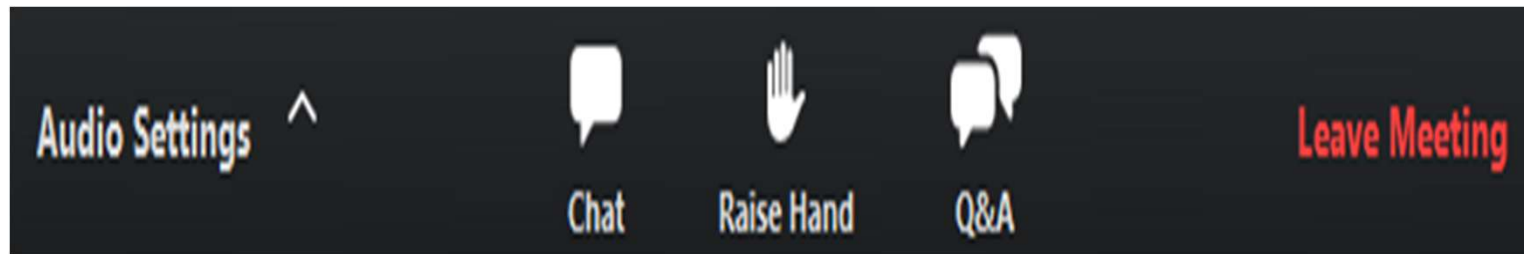


Tech Check & Logistics

How
We'll
Work



Zoom Set Up

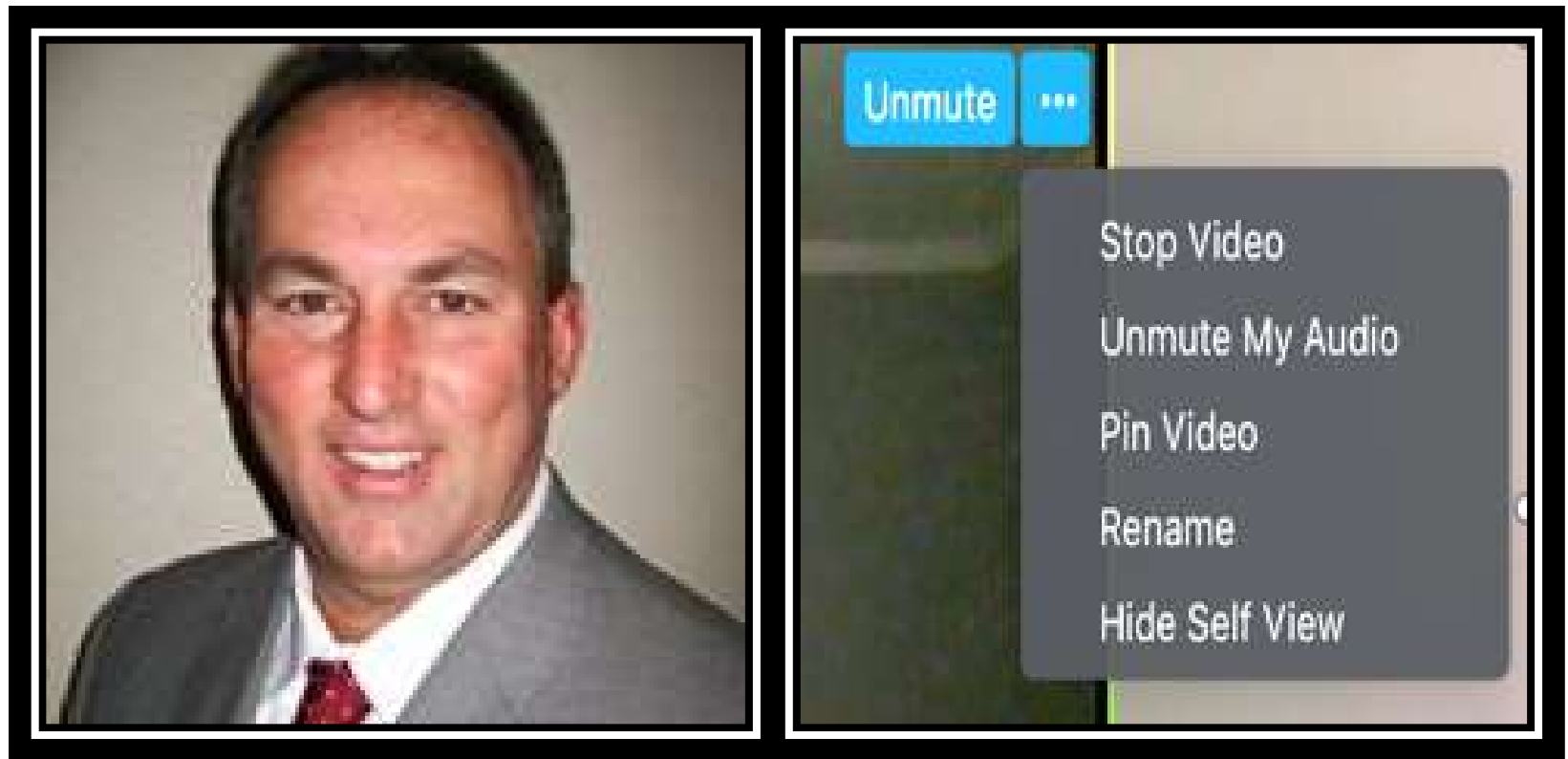


Click on the "Chat" to introduce yourself (name & chapter) and to make comments

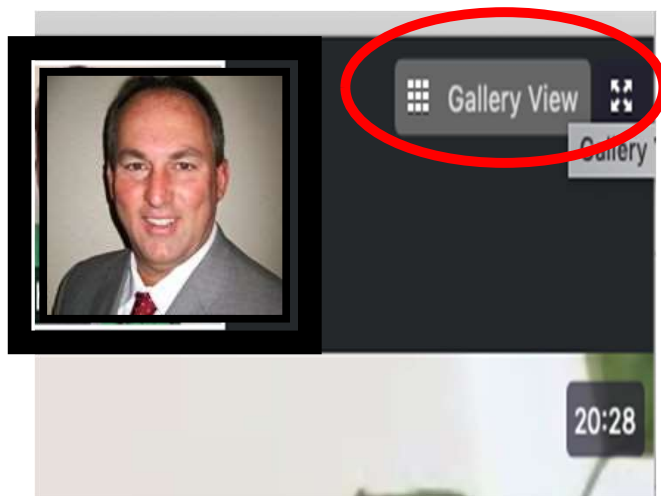
Click on the "Q&A" to ask questions



Rename yourself on Zoom by hovering over your name and clicking “Rename”. Add Name (Pronouns) Location



Gallery View



Becky B.
Fran C.
Emily Y.



POWER IS RELATIONAL AND PARTICIPATORY

- One on One's
- Small Group Meetings



Relational Organizing

- One on one's are the basis of relational organizing.
- Relational organizing is an organizing strategy to increase the social and political capital of our associations.
- Relational organizing connects us to our greater assets and strengths, the stories, values and beliefs of our members, and their self-interest.

The GOST Map to Success:

- The union's ***Goals*** are the union's ultimate destination
- The union's ***Objectives*** are the milestones that measure our progress on the way
- The union's ***Strategies*** are the specific routes to the union's destination
- The union's ***Tactics*** are the specific actions required to produce progress on the road to each milestone and to the ultimate destination

Goal – Objective - Strategy – Tactic

- Goal- Create on-going power for the Association
- Objectives- To win a good contract/MOU 19/20. To prevent takebacks in 20/21 and build site structures at all our sites.
- Strategy- Our overall approach and focus to organize and Mobilize members and the school community and pressure the district
- Tactics- Specific actions we take to organize members, pressure the District, mobilize parents and the community virtually.

Local Organizing Plan

April 2020

•Goal

To increase the power of Local.

II. Objective

A fair settlement for the 19/20 school year. Protect health benefits and minimize RIF's and build site structures at all our sites.

III. Strategies

- Mobilize Local members and the Local Community for solidarity actions using remote actions until the stay at home order is cancelled.
- Educate Local members and the Local Community with targeted information and one on ones to build support for this plan.

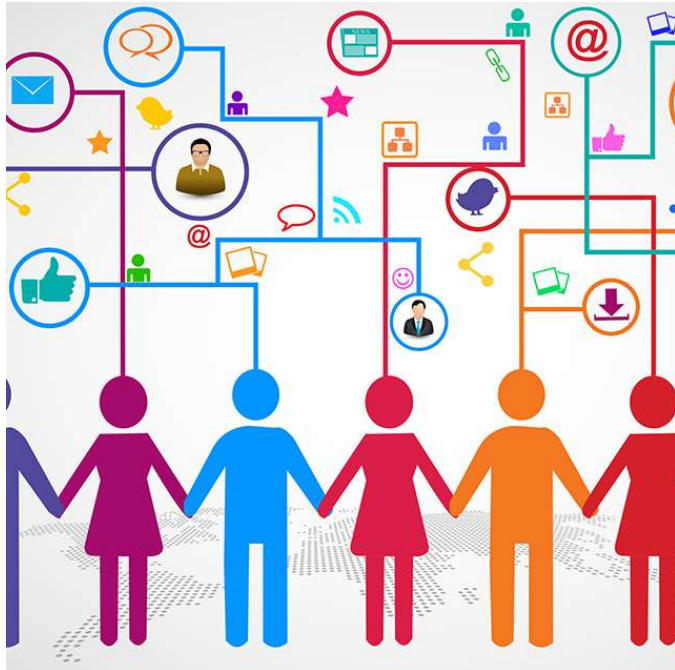
IV. Tactics

What	Who	When	Resources/Eval
E Mail Board Members and Superintendent with message of keeping cuts away from the classroom and not balancing the budget solely on the backs of teachers.	All members. Jane and John to develop talking points for members to use.	April 20th	Send out e mail addresses of Board Members and Sup to all members along with talking points.
Letters to the Editor VC Star and VC Reporter newspapers.	Ask each rep to send a letter and other members of the Exec Bd etc.	April 20 th .	Give reps and Exec Board talking points and information on how to send the letters. For example, how many words can it be and the link to send it.
Phone calls to School Board members.	Ask all members to call School Board members	April 23rd	Send out phone numbers to all members along with talking points.

Social media campaign	Ask all members to begin posting on social media that District should not balance the budget on the backs of teachers and that cuts need to stay away from the classroom. Also that cuts to healthcare will make it more difficult for The District to keep the best and brightest.	April 20 th	Send social media talking points to all members. You could also create a link, or logo or something that members could just post to FB, Instagram etc.
On-going members updates from the Local President.	Keep members updated weekly.	April 20 th	

Using Zoom/Webex to Engage Your Members

- One on One Meetings
- 10-minute meetings
- Rep Council
- Executive Board
- General Membership Meetings
- Organizing team meetings
- BAT's (Building Action Team) meetings.
- What have you done? Please put innovative actions in the chat.



HOW ELSE CAN WE FACILITATE COMMUNICATION

- Remind
- Action network.org
- Twitter

Virtual Organizing Tactics to Consider

- Power Analysis using Zoom/Webex to identify the power players to target in organizing and mobilizing.
- Phone calls to the Board, Superintendent, community power players.
- Mass e-mails and texts to Board, Superintendent etc.
- Development of an effective phone tree using BATs in order to speak with all members about actions etc.
- Online participation in School Board meetings.
- Votes of “No Confidence” in the Sup or Board done virtually through online voting.
- Use of virtual petitions as structure tests to build support, ID areas needing more focus and to pressure the decision makers.

SOLIDARITY THROUGH SOCIAL MEDIA



Welcome to the MEMBERS ONLY Facebook page for current CVEU members! Here, we will post links to meetings, polls, and other important news pertaining to CVEU as we grow as a union. This is a safe space where union members can constructively work together to make CAVA and Insight great schools to work at, all the while ensuring that our students are truly getting the education they need and deserve. If you are no longer part of CVEU you will be removed to ensure that messaging and information is shared with CVEU members only.

UPCOMING GROUP EVENTS

[See All](#)



Rep Council Meeting

Tuesday, January 7, 2020 at 4 PM
Zoom
Created for CVEU Committees



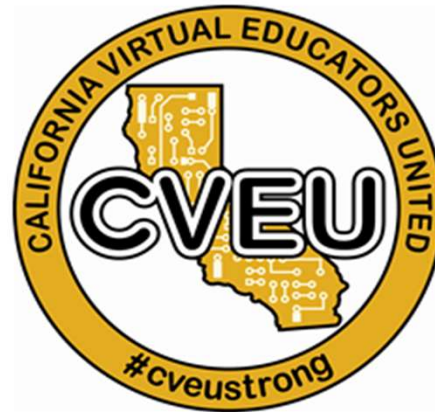
Rep Council Meeting

Tuesday, February 4, 2020 at 4 PM
Zoom
Created for CVEU Committees

Panel Discussion

ORGANIZING ONLINE

Ways to reach members and maximize
involvement online



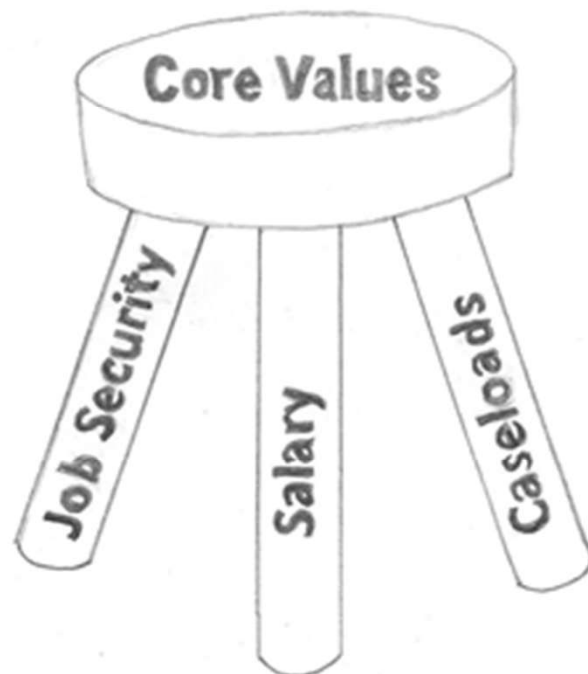
Maximizing Member Involvement Online

- Structure that allows for frequent check ins
- Always tracking actions
- Have many avenues of communication and member input
- Bring more people on board you can't do this alone

Case Study - Caseload Campaign

Building Connections from E-Board down to members

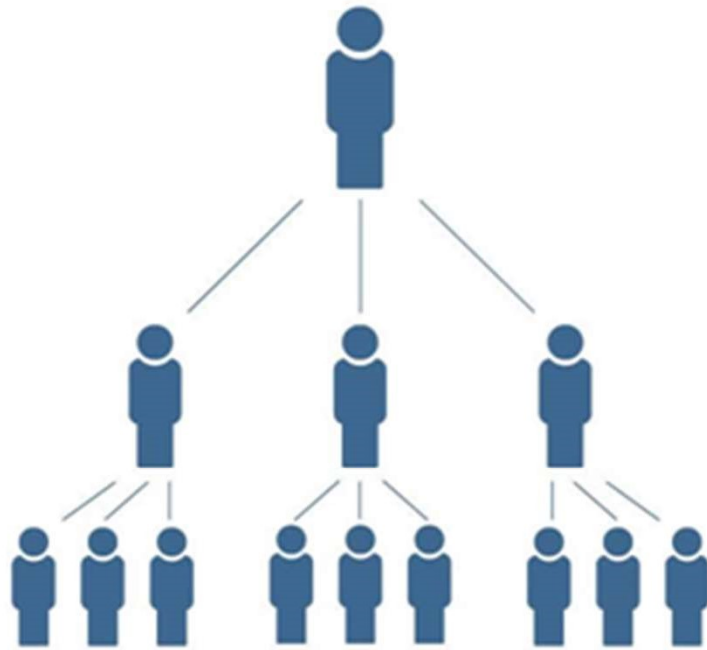
Tracking Actions



Getting Closer but Still Far Apart

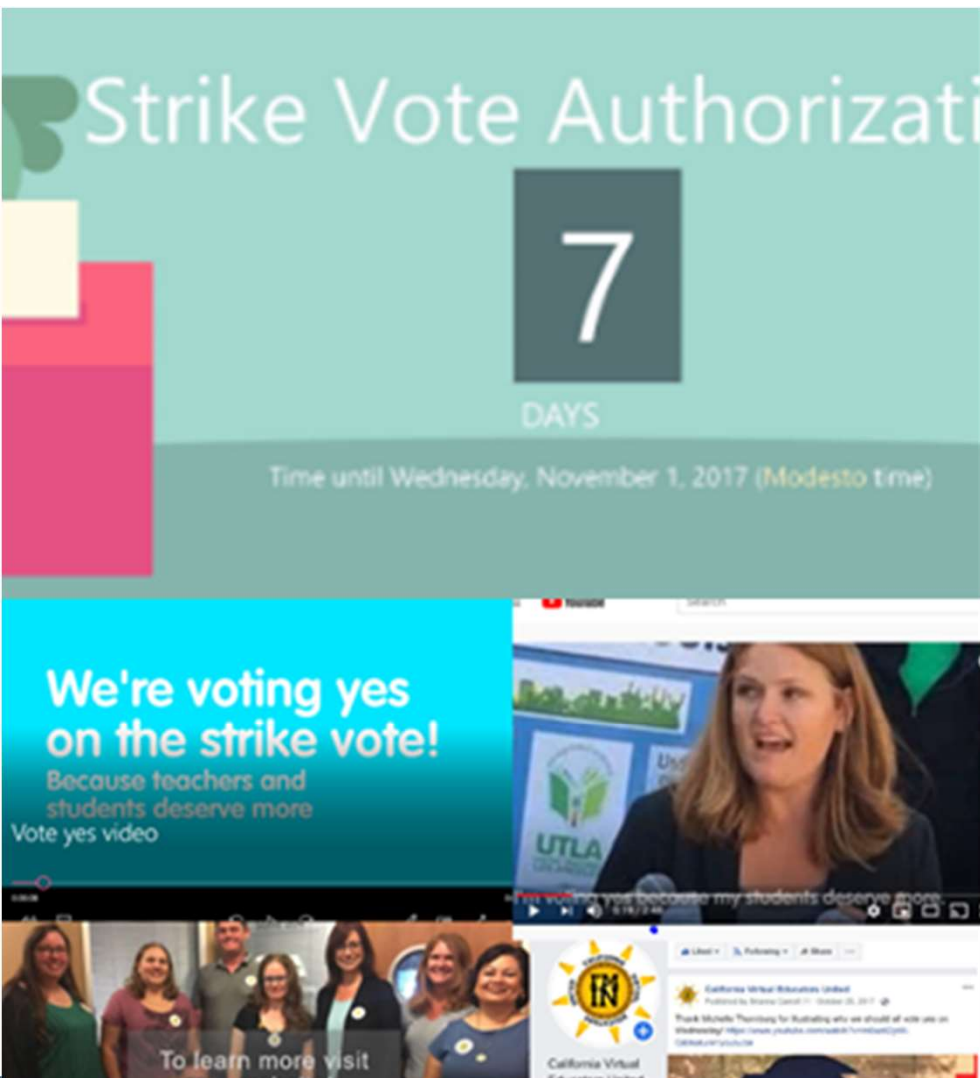
- After many negotiation sessions we're still far apart on Caseloads.
- Core Values: Job Security, Salary, and Caseloads
- Signed off on Job Security and Salary and were but still missing our third core value
- We knew we needed Strike Vote Authorization to show strong solidarity
- Created a Plan for a "Successful path to strike vote authorization"

Successful Path to Strike Vote Authorization



Increased Communication with our members

- Zoom Virtual Town Halls
- Recruited Strike Captains across campuses
- Created a call campaign and call tree
- Phone Bank-Called every member
- Tracked data of who would vote yes



We Made Ourselves "seen" in a virtual setting

Utilized Facebook:

- Posted a countdown clock
- Individual Testimonial Videos.
- Created a video with teacher pictures and statements with, Fight Song as the background music

Held Online Open Houses the Day of the Vote:

Getting ready to vote but you have a few questions before you vote yes? Visit your Rep! All CVEU Reps will be holding open lunch hours for their members. Stop by to chat, ask questions or just vote with your peers!

Rep Open House
It's Time to Vote!



Your Hosts Today!



Michelle Thornburg
Representative Liaison



Jamie Tally
Teacher Outreach Committee



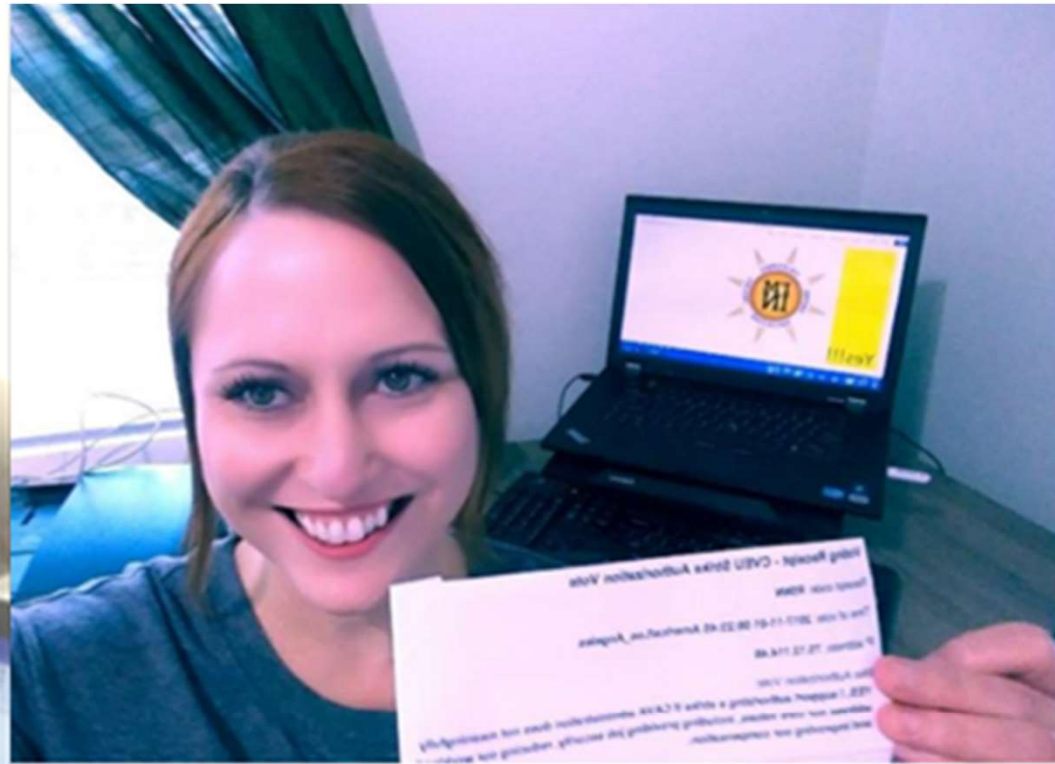
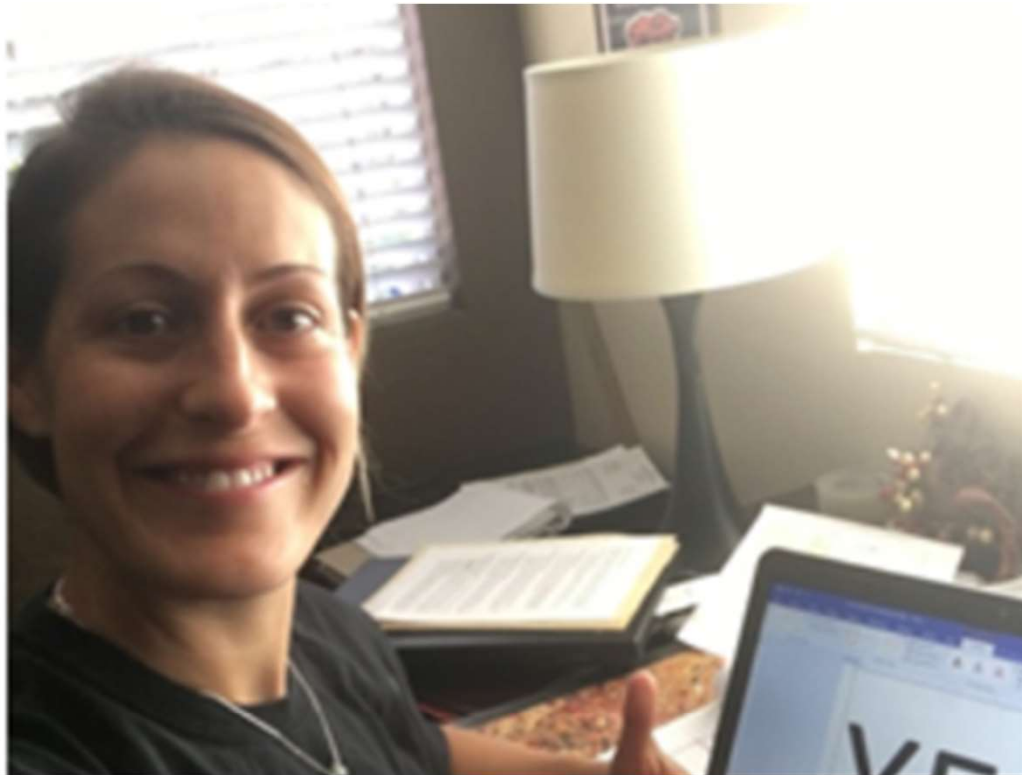
Mary Duman
Union Rep-Team Kelugit



Steve Bourget
Union Rep-Team

- Vote Party
- Join us today at 4:00!





VOTERS POST THEIR SOLIDARITY ON FACEBOOK



VIRTUAL AFTER SCHOOL VOTING PARTY
CONTINUED TO STAY VISUAL



WE DID IT!!!

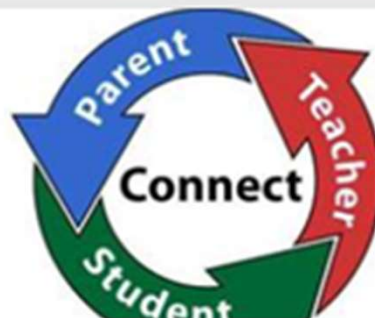
91% Yes!!!

76% Voted!!!

SUCCESSFUL STRIKE VOTE AUTHORIZATION

The journey did not end there. We continued to add pressure

- Posters for bargaining
- Survey- Why Caseloads are Important
- Collective Voice Letter to the CAVA Boards signed by Teachers
- Communication with Parents
 - Newsletter
 - Zoom Townhall
 - Created Facebook PTSA
- Petition from Teachers



Caseload Petition

We (CVA) educators are committed to providing the best possible education to our students. We believe that common sense caseload limits will help our colleagues provide the attention necessary for our students to succeed. We are disappointed that CAVA administration has so far refused to seriously work with our union/California Virtual Educators Council to address this critical issue. In order for us to really see that union contract and focus on making/doing the best it can for students and educators, the issue of caseloads must be resolved. CVA members will not sacrifice our ability to focus on our students by giving up on reasonable protections on our caseloads. When these issues are not high, students and teachers lose. Therefore, we stand united with our CVA bargaining team, students and parents in support of common sense caseload limits that will help our students thrive.

*** Required**

Email address *

Your email

☐ I agree with my bargaining team and demand caseload limits.

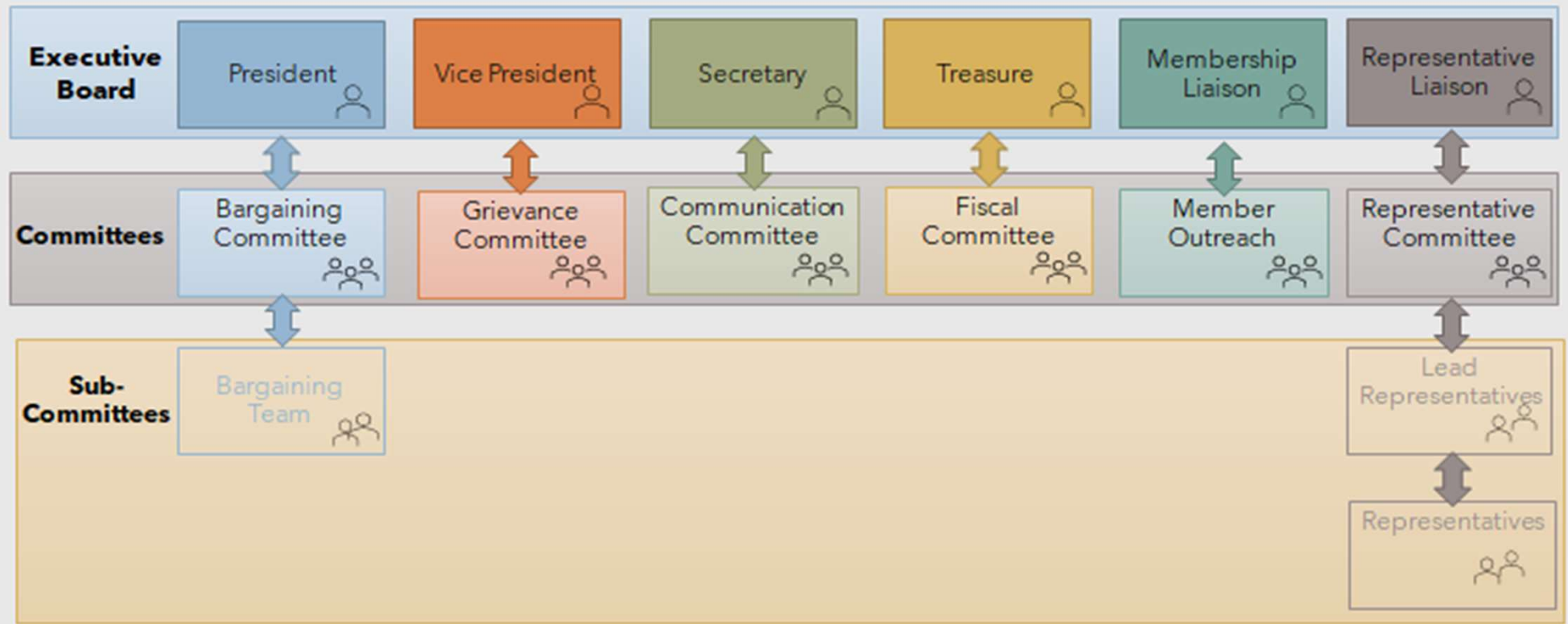
... California CSEA should not have restrictions on how many students can be placed in

After a long battle, April 2018-
CVEU Won Our First Historic
Union Contract

- Held Ratification Parties online
- Created T-shirts
- Celebrated our Victory!!!



Building Strong Connections



Additional E - board Meeting to Engage Committees

2nd Wednesday of the month

Attendance

- All E-board members
- All Committee Chairs

Agenda

- Review committee actions
- Create committee actions
- Set member meeting agenda
- Committee agenda and links posted in leadership calendar

Follow up actions

- President checks in with e - board members on committee actions
- Committees post meeting notes in google doc

3rd Wednesday of the month

Attendance

- All E-board members

Agenda

- Set Rep Council Meeting
- Report on check-ins for committee actions

Follow up actions

- Rep Liaison checks reminds lead reps to check on reps
- Lead reps check to ensure reps attended rep council

Representative – Voice of the Union

Roles

President

- Sets agenda at E-Board Meeting
- Checks-in with Rep Liaison to support completion of slides
- Fills in as needed

Representative Liaison

- Holds lead Rep Meeting
 - Finalize agenda
 - Pick lead rep to host
- Lead rep check in with rep action
- Follows up with lead rep for slide competition
- Sends out agenda with zoom link to leadership

Lead Representatives

- Hosts meeting
- Tracks time

Committee Chairs/members

- Provides updates during member meeting

Agenda

Introduction 3 minutes

- Starts meeting on time 4PM first Tuesday
- Go over agenda

Information 27 minutes

- Committee chairs and members present updates
- Training
- Members use chat to ask questions

Rep Action 15 minutes

- Go over rep action
 - Email members
 - Call Members

Q & A 15 minutes

- Floor and mic opens to questions and feed back

Moving Members to Leaders

Roles

President	• Sets agenda at E-Board Meeting • Checks-in VP to support completion of slides • Answers Q and A at end of meeting • Fills in for bargaining if needed • Enters chat in database
Vice President	• Organizes completion of slides by committee chairs and other speakers • Leads Member Meeting • Tracks time to ensure meeting is completed with time for member questions
Secretary	• Gives meeting agenda to VP • Sends out agenda to members one week before with zoom links • Text reminder the day of meeting
Committee Chairs/members	• Provides updates during member meeting

Agenda

Introduction 3 minutes	• Starts meeting on time 4PM last Tuesday • Go over agenda • Reminds rules of engagement
Information 27 minutes	• Committee chairs and members present updates • Possible CTA presentation • Members use chat to ask questions • Lead rep spotlight
Member Action 15 minutes	• Members give feed back or complete survey on a topic • Member go into break out rooms with reps
Q & A 15 minutes	• Floor and mic opens to questions and feed back • Download chat

Organizing Information

Guest Area

Please enter the password below.

Password

Go

Have a secure shared cloud storage so leadership can easily access union documents and calendar.

April 2020

Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
	07:45am Grievance	01:00pm CVEU E				
		04:00pm Bargaini				
		04:00pm Bargaini				
			8	9	10	11
			15	16	17	18
			04:00pm Bargaini		01:00pm CAVA/C	
			04:00pm Bargaini			
			04:00pm Member			
			22	23	24	25

General Info

- Bargaining Committee
- Wednesday, 01 April @ 04:00 pm
- Wednesday, 01 April @ 05:00 pm
- <https://room.us/j/772230913>

Description

Brianna Carroll is inviting you to a scheduled Zoom meeting. Join Zoom Meeting <https://room.us/j/772230913>
Meeting ID: 772 230 913 One tap mobile +166900006813-772230913# US

Shared a single union calendar to track meeting times, agendas, who is attending and meeting links

Tracking Actions - With Shared Spread Sheet

Quarterly Check-in

A	B	C	D	E
Rep Calling	Completion	Last Name	First Name	
AJ Sanderson	Left Voice Mail	BeemanThomas	Beeman	Thomas
AJ Sanderson	Texted	BerrayMichele	Berray	Michele
AJ Sanderson	completed	BlumJeremy	Blum	Jeremy
AJ Sanderson	completed	CrenshawAlex	Crenshaw	Alex
AJ Sanderson	completed	DreebinSarah	Dreebin	Sarah
AJ Sanderson	completed	FoleySumer	Foley	Sumer
AJ Sanderson	completed	HadleyNathanael	Hadley	Nathanael
AJ Sanderson	Left Voice Mail	HallJennifer	Hall	Jennifer
AJ Sanderson	Texted	HathawayHeath	Hathaway	Heather
AJ Sanderson	Done	KeeleGregory	Keele	Gregory
AJ Sanderson	completed	KingJeanette	King	Jeanette
AJ Sanderson	Texted	LundyAshley	Lundy	Ashley
AJ Sanderson		McConnelCather	McConnel	Catherine
AJ Sanderson	Left Voice Mail	OakesJeanette	Oakes	Jeanette

Teacher actions and coordinated rep actions encourages reps to reach out to members on a quarterly basis

Campaign Check-in

Name Of Call	Date of C	Made Contact	Strike Ready	Voted?	Major obstacle
Janine Bluns	9/26/17	Made Contact	1 - Not supportive of the strike		Please do not contact
					Understands our fight, but fine with job and pay since we have "flexibility"? And doesn't want it to affect students. Had to get off call before I could explain anymore pertaining to students...
Erin Krizek	10/4/17	Made Contact	2 - Undecided		
email	10/18	Made Contact	3 - Commits to strike but can not be more active	yes	
Sheryl Camuth	9/26/2017	Made Contact	4 - commits to strike and wants to help		Will help with calls
Amy Koller	9/29	Made Contact	1 - Not supportive of the strike	yes	Do not call
Amy Koller	9/25/17	Made Contact	2 - Undecided	yes	
		Made Contact	3 - Commits to strike but can not be more active	yes	Had another call come up and I could not clarify why
email	10/18/2017	Made Contact	1 - Not supportive of the strike		
Erin Krizek	9/29/17	Made Contact	1 - Not supportive of the strike		Had another call come up and I could not clarify why

Larger campaign drives coordinated by teacher action and rep action encourages reps to call all unit members. More in depth tracking such as willingness to perform actions is recorded.

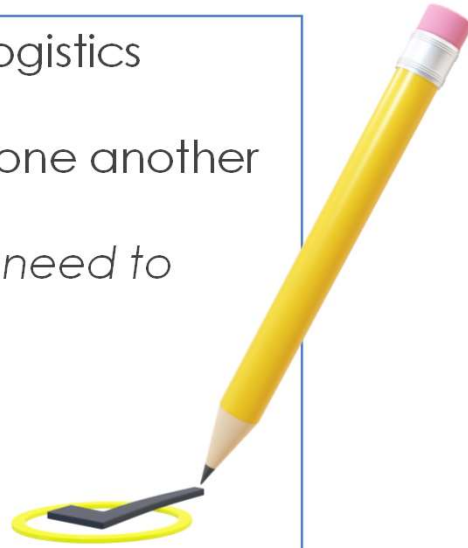
Online Organizing Takeaways

- Have multiple forms of communication to ensure you are reaching leadership and members
- Track information of rep and member actions
- Clear agendas that provide opportunities for participants to take actions
- Call, skype and reach members as often as you can
- Use social media to reach people at home
- Always be moving members to greater leadership roles



Agenda Check: What We Did Today

- Tech check and logistics
- Let's get to know one another
- *Why and how we need to keep organizing*



- Building a basic organizing plan
- Virtual tactics
- CVEU Panel discussion and online organizing takeaways
- Key insights and closing





ISSUES & ACTION	MEMBER SERVICES	PROFESSIONAL DEVELOPMENT	PARENTS & COMMUNITY	ABOUT CTA
Charter Schools	Member Engagement Center	California Educator	Awareness Holidays	State Council of Education

Home > Professional Development > Center for Organizing and Bargaining

PROFESSIONAL DEVELOPMENT

Print

CENTER FOR ORGANIZING AND BARGAINING

The Center for Organizing and Bargaining(C4OB) provides resources and expertise for primary contact staff and members in the areas of bargaining support, training, organizing unrepresented education workers and special projects.



YOU ARE CTA

[LOGOUT](#)
[MY PROFILE](#)



Hello,
Arleigh Kidd

MY CONTACTS

No data to display

Great Job All!

Organized People Have Power!



*Be well,
and keep
organizing!*



Upcoming Organizing Webinars:

Having Organizing Conversations Virtually to
Move our Members into Action - PART ONE

Thurs., May 14

3:30-4:30 p.m.

Having Organizing Conversations Virtually to
Move our Members into Action - PART TWO

Thurs., May 21

3:30-4:30 p.m.

Using Online Tools to Build Power -
Social Media + Hustle + Action Network

Thurs. May 28th

3:30-4:30 p.m.

Register today! <https://californiaeducator.org/c4obtrainings/>