

Building High Capacity Locals

Organizing & Engaging Membership in Your Local

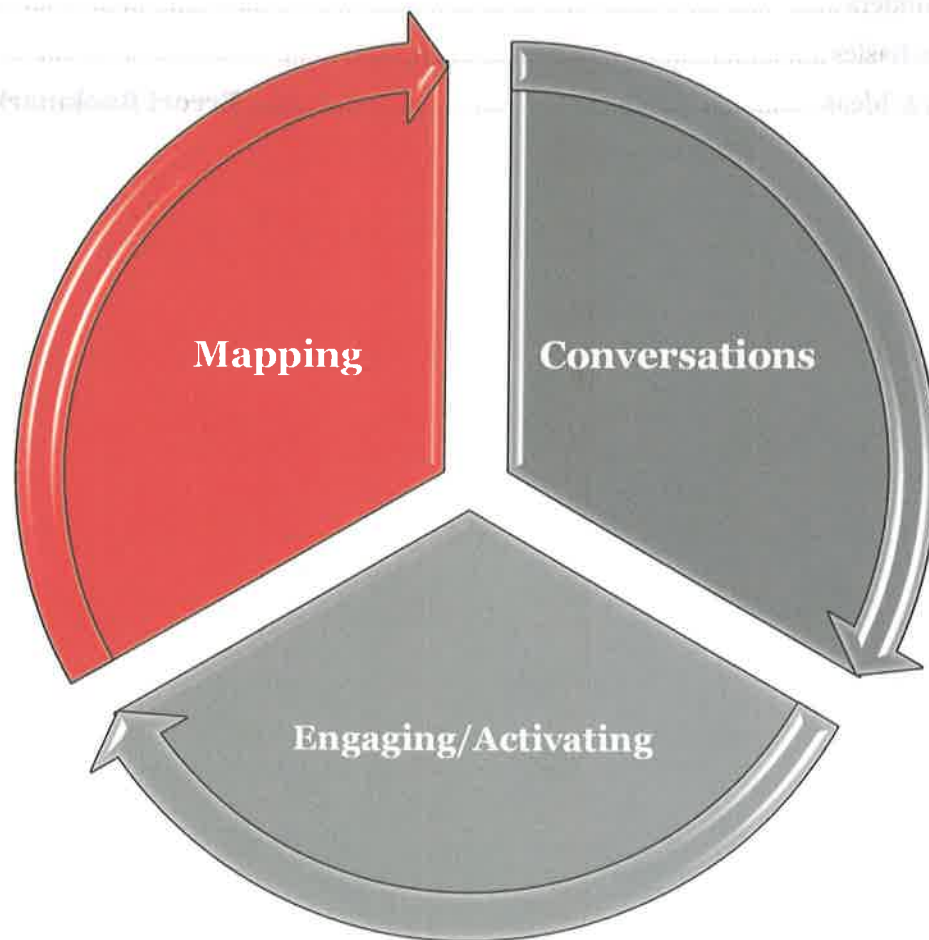
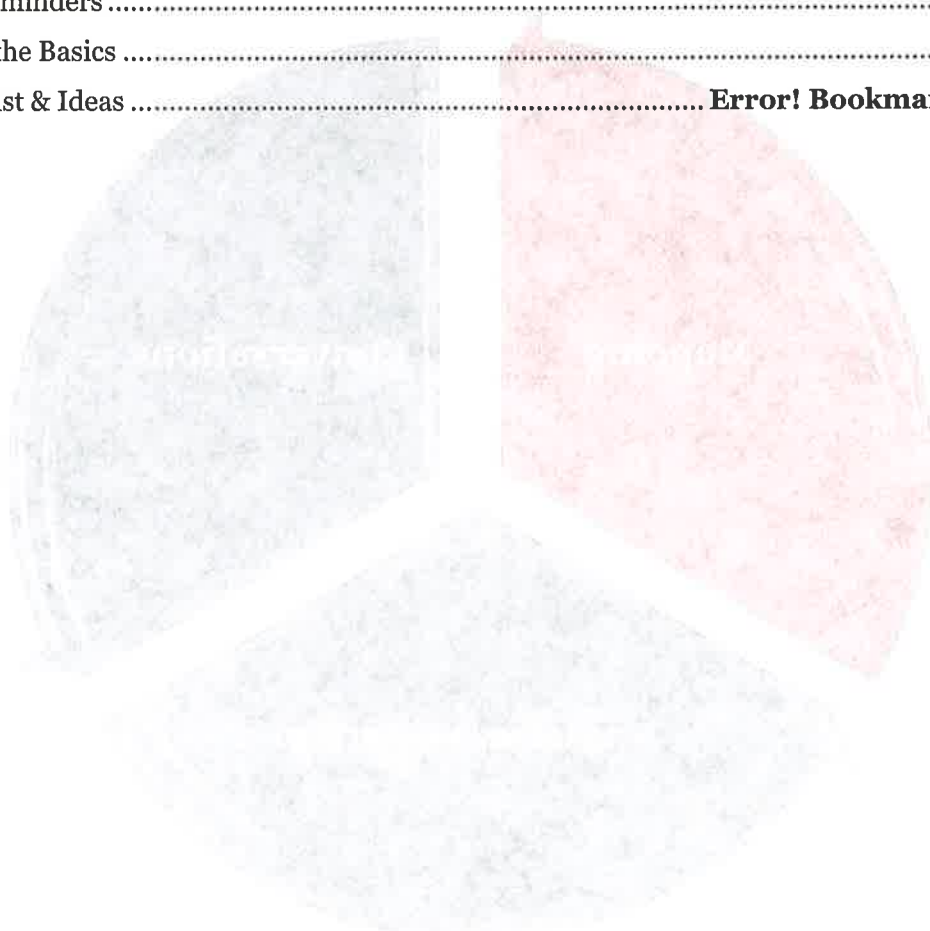


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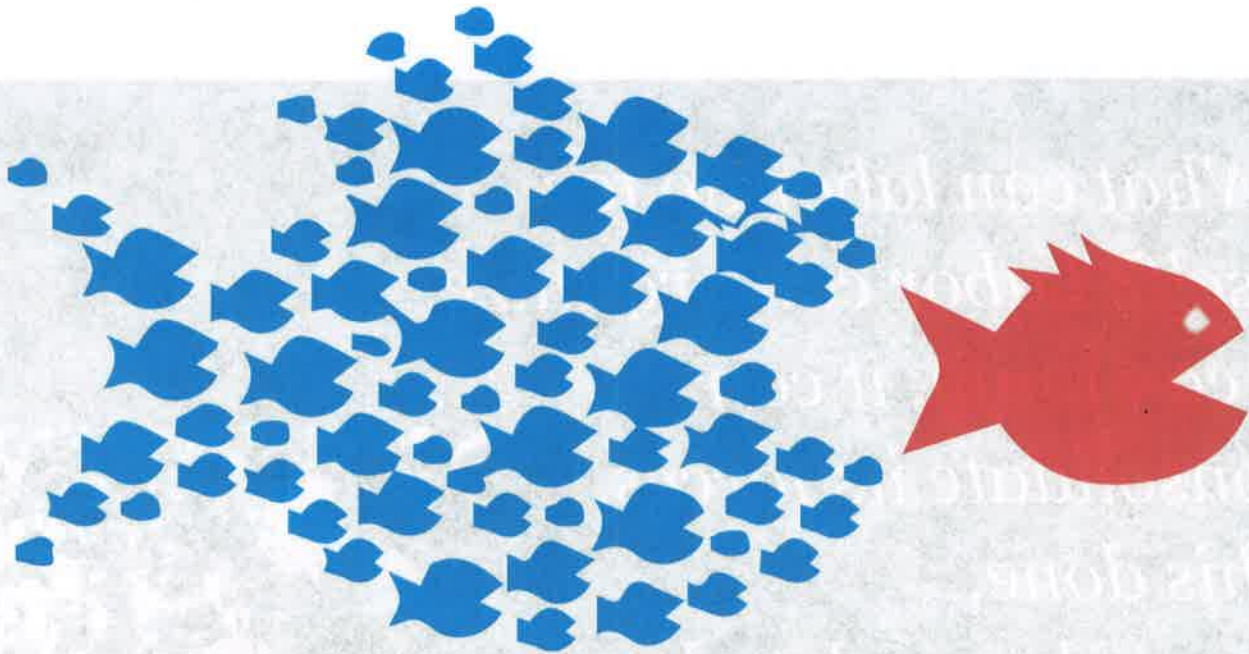


“What can labor do for itself? Labor can organize, it can unify, it can consolidate its forces. This done, it can demand and command.”



Eugene Debs, Labor & Political Organizer from Indiana

What Are the Goals of Organizing?



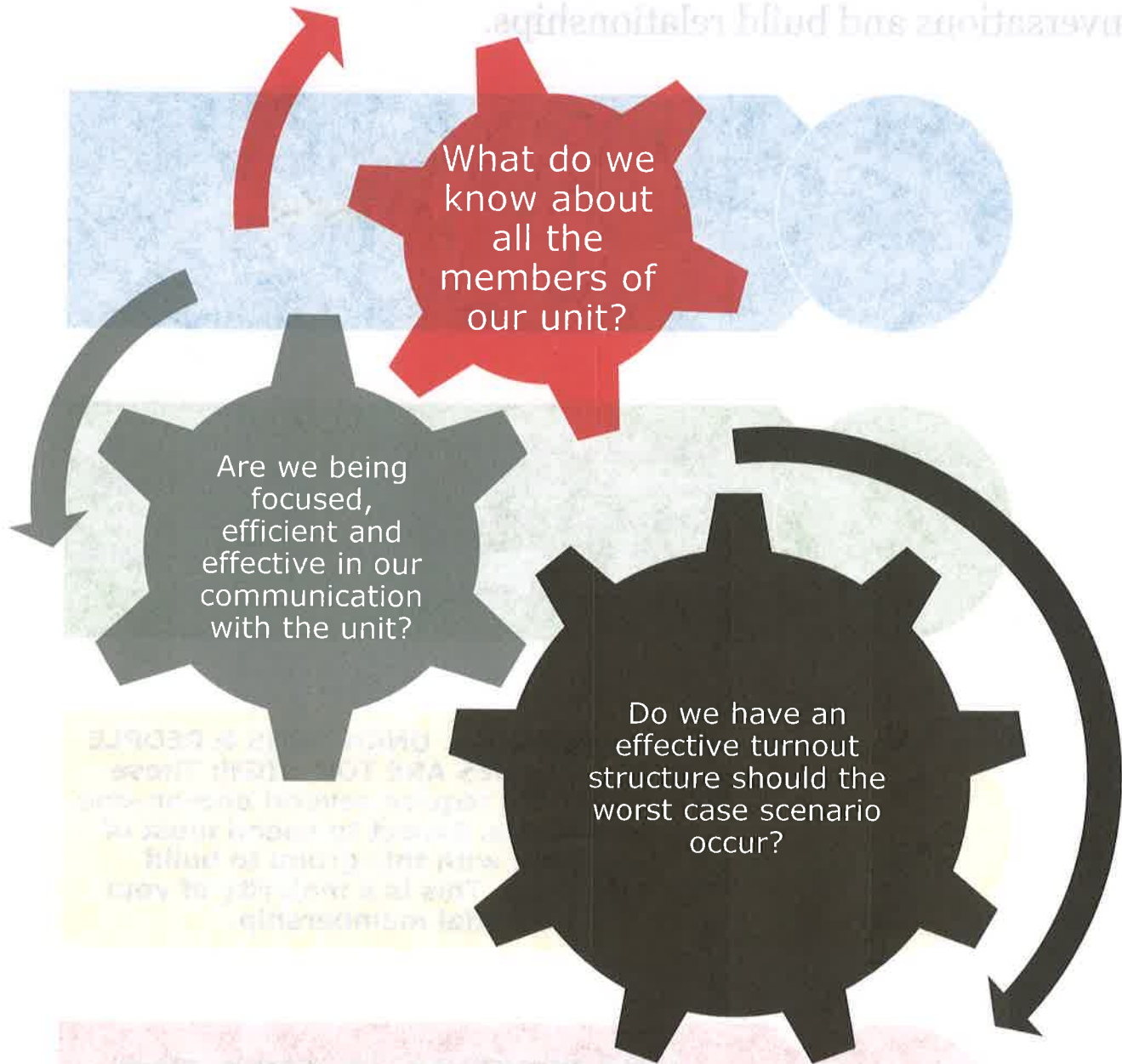
POWER IS THE GOAL.

Leaders put thought into what is happening and educate the membership on the issues.

Then, a **small group of members** work to engage all members on the issues.

And, **all members** support and engage in actions to deal with the issues.

Mapping: Knowing Your Unit (Potential and/or Bargaining Unit) & Building a Structure



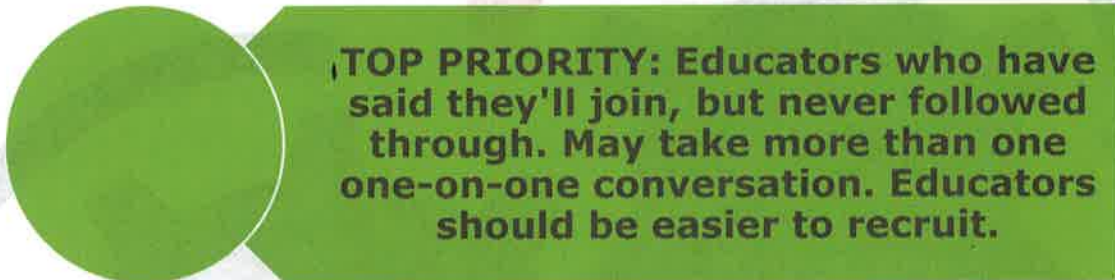
Mapping ensures these gears move in the right direction.

Basic Mapping: Learning the System

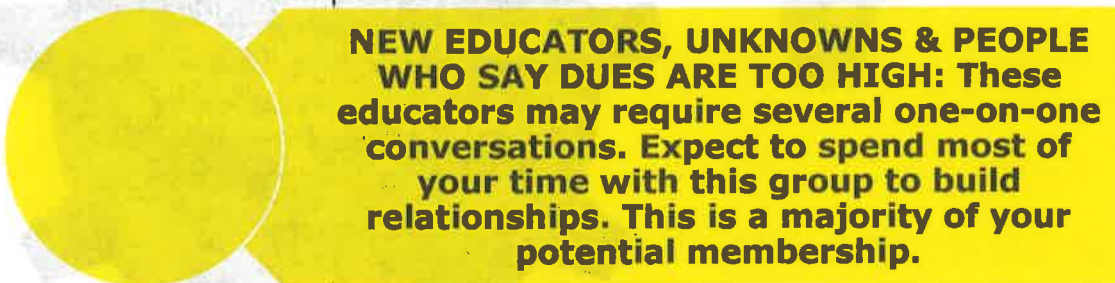
Mapping assigns each person a color depending on what you know about them. The colors will help you prioritize your conversations and build relationships.



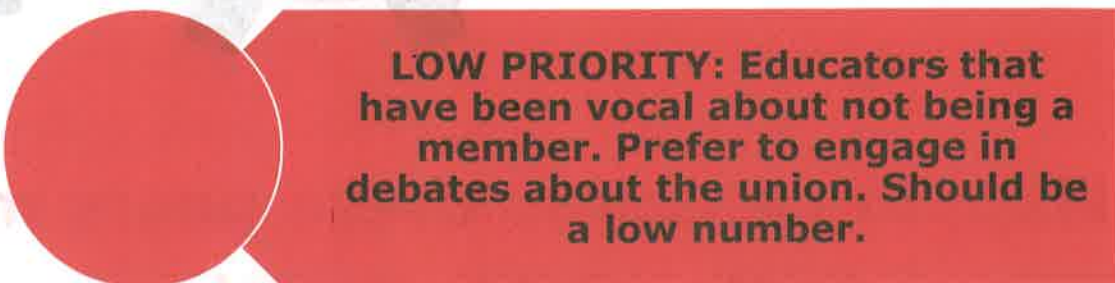
ALREADY A MEMBER



TOP PRIORITY: Educators who have said they'll join, but never followed through. May take more than one one-on-one conversation. Educators should be easier to recruit.



NEW EDUCATORS, UNKNOWNNS & PEOPLE WHO SAY DUES ARE TOO HIGH: These educators may require several one-on-one conversations. Expect to spend most of your time with this group to build relationships. This is a majority of your potential membership.



LOW PRIORITY: Educators that have been vocal about not being a member. Prefer to engage in debates about the union. Should be a low number.

Basic Mapping on the Mapping Roster

Steps:

1. Obtain a copy of your mapping roster by worksite.
2. Review the roster for your worksite and add any staff not listed. You should alert the membership chair of any changes.
3. For each potential member, you should write down their job title under grade level/department.
4. Then for each potential member, write down everything you know about them, including:
 - a. How many years they've been in the district.
 - b. Issues they have with the district.
 - c. Why they won't join, who has asked them to join and your relationship with them.
 - d. Who they're close to at the worksite.
 - e. What you know about their life outside of school (i.e. partner's job, number of kids, stresses outside the school, etc.).
 - f. Any other tidbits that you know about them.
5. Once you have written notes for each potential member, use the traffic light prioritization (blue, green, yellow, red on previous page) to highlight what priority you would give each potential member.
6. Then, for each potential member, assign a current member who has a relationship with them so that they can be the point of contact for that potential member.

LEA Name	Individual ID	Name	SEA Membership Type	Grade Level/ Department	Estimated Generation	Athletic Coach	Everything We Know About Them	Organiz
A+ Schools Education Association	1565665	William Shakes	Potential Member		☐ Silent Generation ☐ Baby Boomer ☐ Generation X ☐ Millennial	☐ Yes ☐ No		
	1226598	Bobby Knight	Potential Member		☐ Silent Generation ☐ Baby Boomer ☐ Generation X ☐ Millennial	☐ Yes ☐ No		

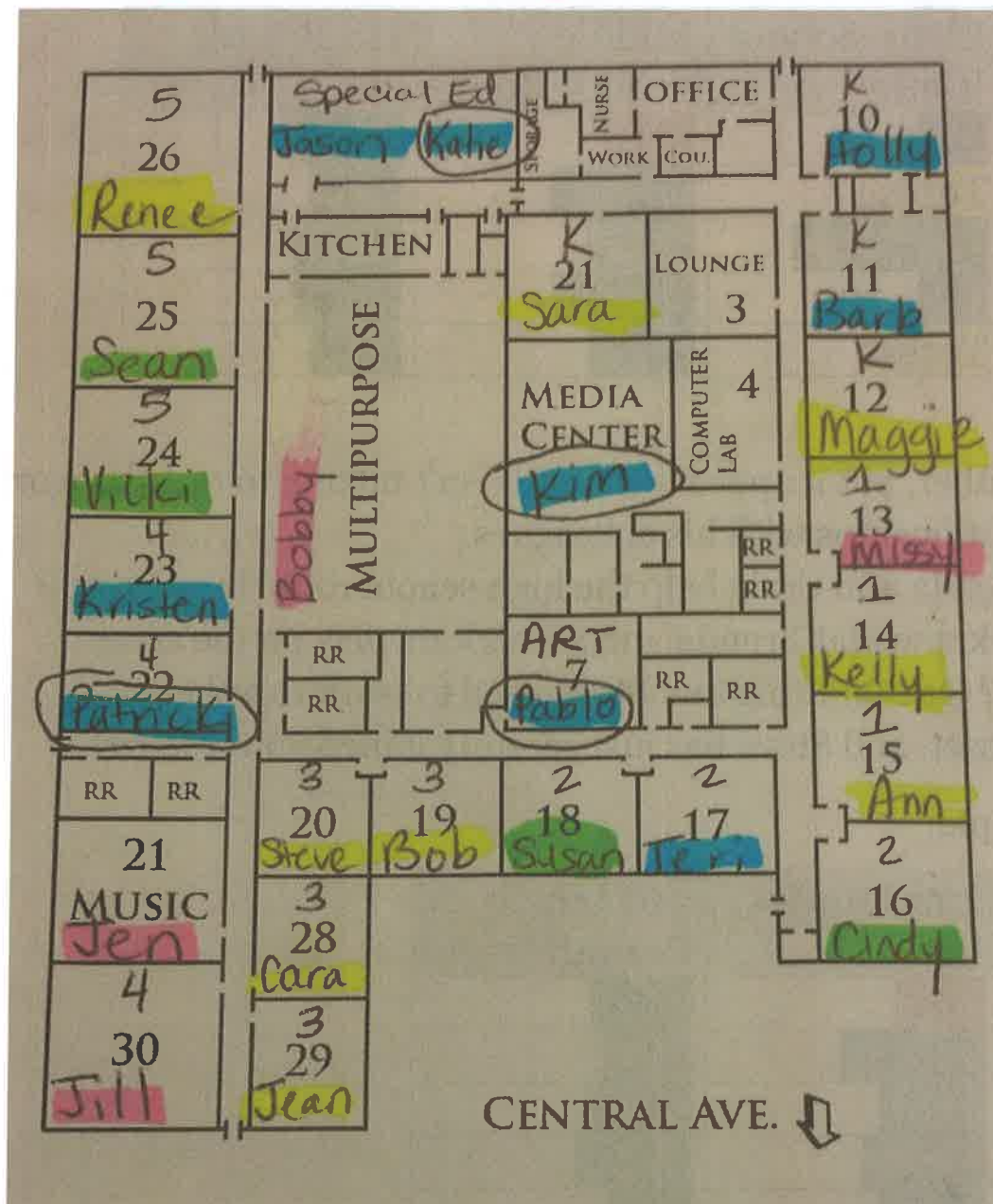
Advanced Mapping: Connections & Trends

Now that you've prioritized your potential members, you are hopefully starting to see your membership increase. It's time to take your mapping deeper.

Steps:

1. You're going to need a map of your worksite (if your worksite isn't in one building, i.e. bus drivers, then your advanced mapping will be a chart).
2. On your map, write each member's name down and highlight them with the same colors you used on your roster.
3. Current members should be highlighted with blue, and those members who are strong leaders should be circled.
4. Once you have your map and chart highlighted, look for trends.
 - a. Is one area full of yellow potential members?
 - b. Is one department strong in membership and another weak?
 - c. Do any of your members see most of the workforce (i.e. special education teachers, specials teachers, librarians, district maintenance workers, etc.)? You're going to want to think about how to get these members to be leaders.
5. On your roster, you're also going to look for trends. Mark the columns for "Estimated Generation" and "Athletic Coach."
 - a. Are all your coaches yellows? Why? Have you developed a plan to work on coaches?
 - b. Are all your baby boomers colored blue and your millennials colored yellow? How are you engaging millennials?
6. Next, look at the notes you wrote down. Do you see any trends?
 - a. Are all your potentials who live out of the district colored yellow?
 - b. Are potentials who are close with a current member colored green? Is that member asking them to join or just giving them the information without asking them to be a member?
7. The next step to your advanced mapping can be charting potentials and members based on their schedules.
8. See the next pages for some examples of visual mapping.

Examples of Charting



Examples of Charting, Cont.

	Elem. School Route	Middle School Route	HS Route
Morning Drivers	Bill	Fred	Dave
	Teresa	Brenda	Sara
	Catherine	Craig	Steve
Field Trip Drivers	Bill	Brenda	Steve
	Teresa	Craig	Sara

1. Bill is a member, but it appears as if Bill isn't talking to members or building relationships with his colleagues.
2. How can Brenda and Craig help the high school route bus drivers? What if you knew that Brenda and Sara's kids play on the same sports team? Or that Craig and Steve used to work together at another district, and Steve has just recently joined your district.

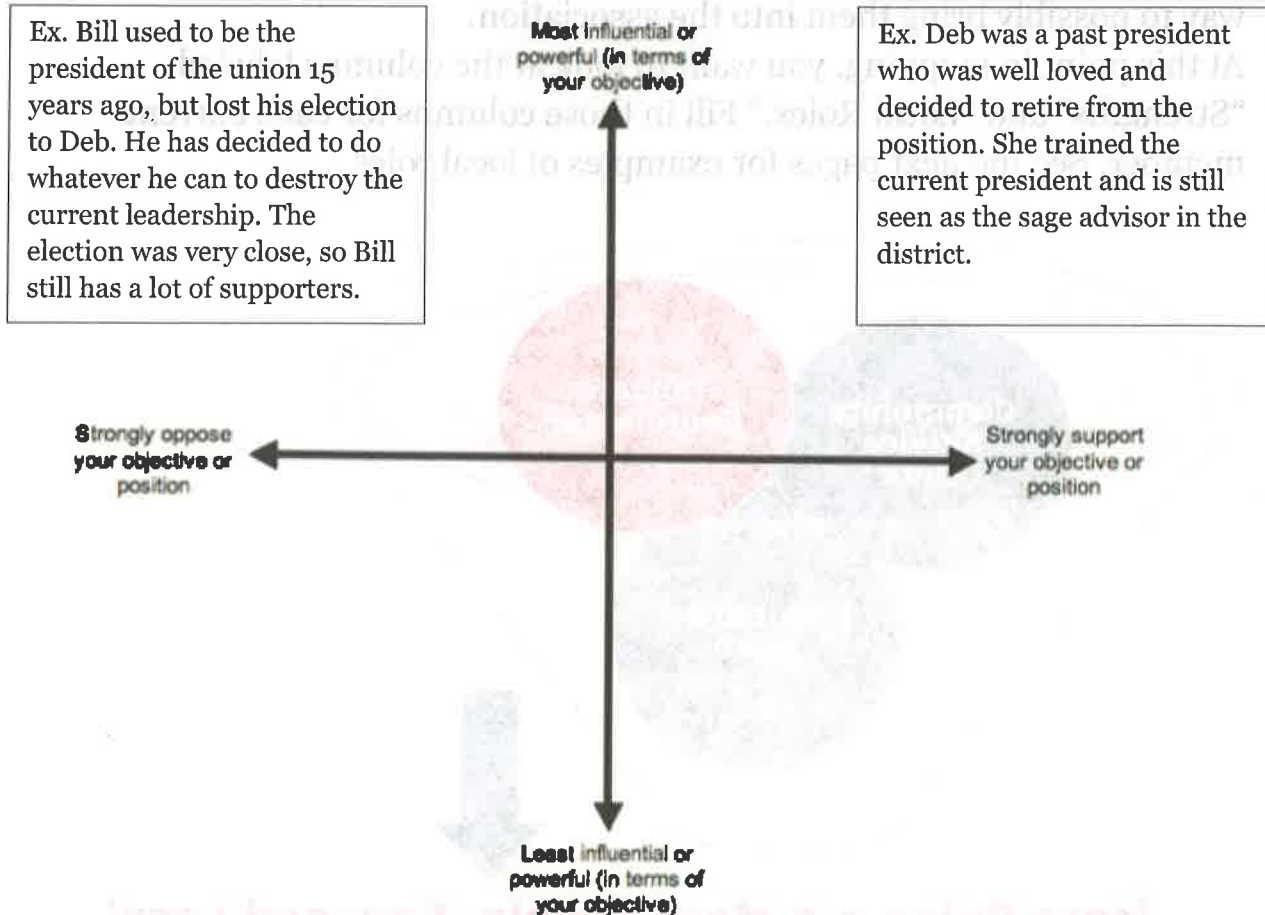
Another Example:

1st Lunch Period	2nd Lunch Period	3rd Lunch Period
Bill	Fred	Dave
Teresa	Brenda	Sara
Catherine	Mark	Steve
Nancy	Sheila	Leslie
Bob	Craig	Joel

Point of Influence: Mapping Those Who Have Influence Over Others

There are people who influence others and lead in both positive and negative ways. When you're mapping, it's important to know who are influencers and how they feel about the union.

An easy way to visualize leaders in each building is to use a power map. Include all pertinent information on your map. For example, positive leaders for the union are circled, while negative leaders for the union are underlined.

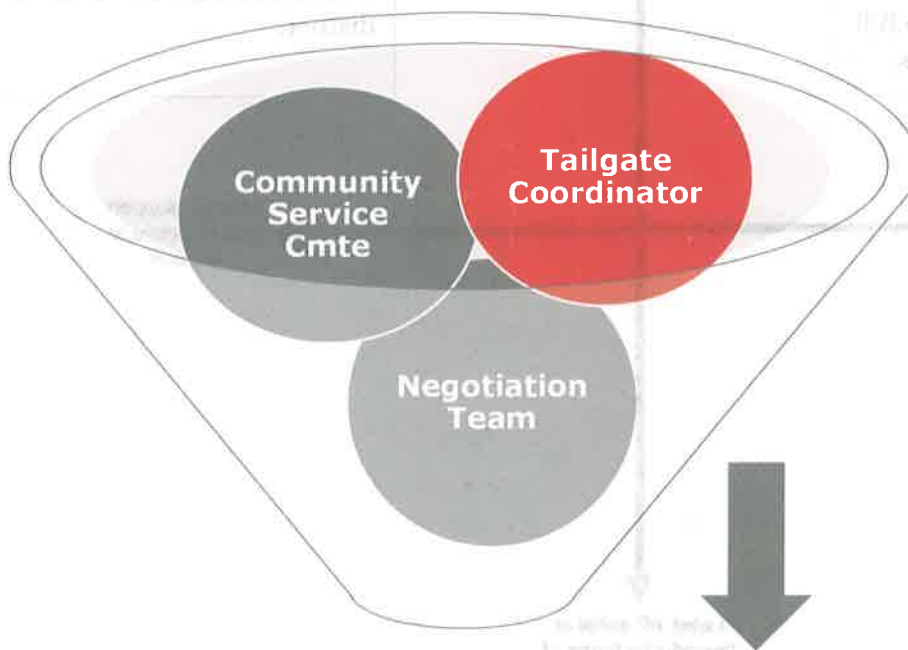


Mapping for Engagement

You've built your membership above 70 percent, but only the same 10 people volunteer or show up to events. Mapping for engagement will help you find ways to get more members involved and engaged.

Steps:

1. The goal here is to engage members doing what they do best or what fits their personality. For example, you may have a member who is really good with numbers and analyzing them. Have you thought about putting them on the negotiation team instead of the member you currently have on there that would be happier hosting member social events?
2. On your mapping rosters, focus only on your current members at first; however, you can do this same exercise with potential members as another way to possibly bring them into the association.
3. At this point in mapping, you want to look at the columns labeled "Strengths" and "Local Roles." Fill in those columns for each current member. See the next pages for examples of local roles.



More Roles = A More Visible, Engaged Local

Examples of Local Roles

Basic Local Roles

- Building Discussion Team
- ARs
- Calendar Cmte
- Corporation Discussion
- Curriculum Cmte
- DISCO
- Evaluation Cmte
- Negotiations
- Greivance Cmte
- Membership Chair
- Officers
- PAC
- Sick Bank Cmte
- Insurance Cmte
- Textbook Cmte

Next Level Roles

- New Teacher Welcoming Cmte
- Newsletters
- Social Media Director
- Scholarship Cmte
- Social Cmte

Active/Engaged Roles

- Birthday Club/E-card
- Book Giveaway
- Candy Delivery
- Community Service Cmte
- Cookout Cmte
- Coordinate Bargaining Team Support
- County Fair/Parade
- Data Entry
- Did You Know/Contract Communications
- Grammar Cmte for Contract
- Member Benefits Chair
- Membership Gifts
- Mentors
- Retirement Dinner
- Tailgating Cmte
- Teacher Appreciation Week Cmte
- T-Shirt Chair
- Personal Advisor
- Messages/Text Communications Coordinator
- Volunteer Coordinator

Mapping Reminders

- ✓ Mapping rosters, maps and charts should not be shared outside of those actively building the plan for membership (officers, membership chair, ARs).
- ✓ Mapping is only useful as long as the information is accurate. Set aside 10 – 15 minutes during each AR meeting to have ARs check their mapping pieces and update them as needed. Talk about struggles they're having and see if connections can be made elsewhere in the district.
- ✓ Celebrate your successes! Organizing and building a powerful local starts with **one new member!**

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

Margaret Mead

Remember the Issues

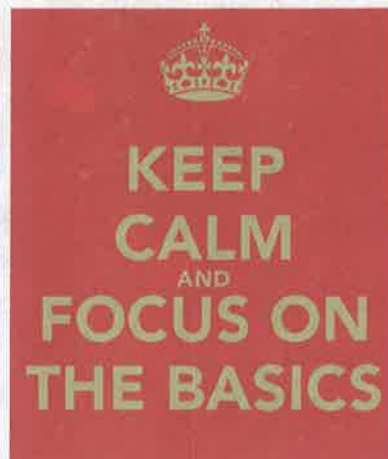
“The fight is never about grapes or lettuce. It is always about people.”

Cesar Chavez,
Organizer of
Farm Workers



Remember the Basics

MAPPING: The first step to having a SMART organizing plan.



ONE-ON-ONES AND RELATIONSHIPS: The only way to really build a STRONG union.