

Our Local Union Strength

Increasing our capacity and power to win for our members, students and communities



	Strong Local Union	Emerging Strength	Room to Get Stronger
ORGANIZED & INVOLVED MEMBERSHIP			
Membership	At least 98% membership.	At least 80% membership.	< 75% membership
Worksite Leaders	<p>1:10 - A respected, trained, and active leader at each worksite for every 10 bargaining unit members.</p> <p>Site leaders talk with all members in their area on a regular basis to share updates, hear concerns, solicit ideas, and involve colleagues in union activities. Site Reps regularly attend Rep Council meetings.</p>	<p>1:20 - A respected, trained, and active leader for every 20 bargaining unit members. Some sites remain without active leaders.</p> <p>Varying degrees of member outreach; not systematic. Usually one-way communication such as a reliance on emails. Rep Council attendance varies.</p>	<p>1:30 or less. Few active site leaders. Many sites with no active leaders. Limited networks.</p> <p>No member outreach program, other than the occasional email. No functioning Rep Council.</p>
Leadership Opportunities & Training	<p>All site reps and other site leaders, officers, executive board members, and bargaining team members are highly trained in union organizing and in the specific skills for their role. Local training aligns with strategic plan. Existing leaders use campaigns to surface and recruit newly identified leaders. Diverse conference participation.</p>	<p>Some trained leaders. A few leaders have completed organizing training. Training topics vary and aren't always aligned with strategic plan. Limited training on how to identify and recruit more leaders and members to be active in our union. Limited opportunities for new leaders to play leadership roles in the work of building the local.</p>	<p>Very limited training opportunities. The same leaders do all the work of our local union. Some delegation attends conferences each year. Organizing is a new skill set for most of our union's leaders.</p>
New Members	<p>Robust, year-round program to ask each new employee to join our union and participate. Inspiring, positive new hire orientation presentation. Site leaders welcome all new employees. Forms processed efficiently.</p>	<p>Transactional message used at new hire orientation. Occasional site follow-up during the year, but not systematic. Form processing varies.</p>	<p>No membership recruitment program. Planning discussions may be underway. District presents and collects forms. Forms processed in slow manner.</p>
Member Participation	<p>Members are proud to be union members and participating in achieving our local's vision for public education. A supermajority of members is active in union events, meetings, and actions. Our union is visible at every worksite.</p>	<p>A significant number of members are active in union events, meetings, and actions. Some union visibility in the workplace during big events but it varies from site to site. Member activism are viewed as temporary necessities not ongoing involvement to build power.</p>	<p>Limited to no member participation. Low attendance at union meetings. Little union visibility at worksites. The morale is very low because of fear, futility, or division, or members are waiting for our local's leadership to fix their concerns.</p>
COLLECTIVE BARGAINING & SITE ADVOCACY			
Collective Bargaining	<p>Our union uses bargaining as an opportunity to build and strengthen our union by soliciting member input, keeping members well informed throughout each step of the bargaining process, and activating significant numbers of members to win a great contract. The bargaining team is diverse, widely representative of our bargaining unit, and trained. Our bargaining program has a student-centered approach that aims to strengthen community partnerships for public education. We win on issues members and community care about.</p>	<p>Some member outreach and participation in contract campaign actions. Small, somewhat representative team. Some team members have at-the-table bargaining training; fewer with contract campaign training. Bargaining goals largely focus on salary and benefits; fewer proposals focused on student learning and working conditions. Members are given generic bargaining updates without real substance on the status of bargaining.</p>	<p>Collective bargaining program focuses mainly on the at-the-table component, except in times of crisis. Very limited information is shared with members. Our bargaining team isn't diverse nor widely representative of our bargaining unit. Training level varies. The bargaining process is viewed as secretive and confidential.</p>

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Worksite Issues & Contract Enforcement	Site leaders involve members to act together to address issues that are important to people and to enforce the contract.	Some site leaders involve members to address site concerns and enforce the contract.	Contract enforcement program relies mainly on grievances and the Grievance Chair/Officers or union staff.
COMMUNICATIONS			
1:1 Conversations	A systematic, member-to-member, two-way worksite communications network is established so that information can quickly be shared via conversations to/from our union's leadership.	Union conversations happen in some worksites more than others but may not reach every bargaining unit member. Some attempts at two-way communication, but mostly goes from leadership to our membership.	1:1 conversations are haphazard or may not yet happen at all. We rely on emails as primary method of communication. Communication is one-way.
Membership Meetings	Union site meetings held at all worksites with supermajority participation. General membership meetings are well attended. Meetings see members' ideas, advance union goals, further action plans, build unity, and increase union involvement.	Some site meetings held with strong participation. General membership meetings have solid attendance. Some meetings don't have a clear outcome or may fall into a rut of one-way communication. Meetings often convened just for crisis situations.	Only general membership meetings held with generally low turnout except in crisis situations. No worksite union meetings.
Print & Digital	Union news is regularly distributed to every bargaining unit member via leaflets, email, social media, and website. Analytics used to improve online and offline engagement. Our message is student-centered, clear, consistent, builds unity, and inspires action. Union posters, stickers, bulletin boards, and materials boost visibility.	Basic communication and visibility materials exist, but don't reach every member or every worksite. Our website and social media are current. We don't review analytics. Our message is inconsistent and isn't as compelling for our community as it could be.	Flow and reach of union information is limited. Website isn't kept up to date. Social media reach is low. We aren't using an email system that provides analytics. We don't have union posters, bulletin boards, or other materials.
POLITICS & POLICY			
Elected Officials	A clear, transparent process for candidate endorsement is used. Majority of our district board members were union-endorsed candidates. Our union regularly meets with and builds relationships with elected officials. We hold them accountable to our student-centered vision for public education.	No endorsement policy adopted but union does endorse occasionally. Our local union has some contact with local elected officials, but it's not consistent. We tend to reach out to elected officials only in a crisis situation.	No endorsement policy. Local union does not usually endorse in any race. Weak to non-existent relationship with local elected officials.
Political Organizing	We have a funded PAC. Many members volunteer during elections, as part of our strategy to build power. Many members participate in union advocacy activities that let elected officials know our position on important issues related to our students and public education.	PAC established; not fully funded. Some members volunteer during elections. Community coalition work varies. Many members don't see our political organizing work as a key part of our strategy to build power.	No PAC. Very limited volunteer participation during elections. Few members participate in policy advocacy efforts. High member frustration at unaccountable elected officials who don't support our union's bargaining effort for public education.
Vision for Public Education	We work in coalition with parents, other unions, and local community and student groups to organize and advocate for public education, workers' rights, and other community issues. Bargaining is used as a vehicle to create the schools our students deserve.	Some participation in community coalitions. We have built a few relationships with community groups and other unions, but usually in a crisis situation when we need parent and community support.	Limited relationships with community groups and other unions. Little to no participation in community coalitions.

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PUTTING IT INTO ACTION			
Focused Resources	A strategic plan is in place and is regularly discussed at every leadership meeting. Time & financial resources are aligned with the plan.	Some general plan ideas and a calendar guide the union's work. Time and budget aren't always aligned with plan.	No strategic plan nor aligned budget. Time spent more on reacting to situations and putting out fires than on implementing a proactive plan.
Bargaining Unit List & Charts	An accurate and complete list of bargaining unit members with site, non-work contact information, and union participation info is used. CTA 360 fully integrated. Lists/charts used for member outreach and organizing, including to track campaign progress.	Basic list exists but is incomplete and out of date in some places. Lists not regularly used for outreach. CTA 360 is available to only a few leaders and training level varies. Member participation inconsistently tracked.	No list of bargaining unit members. CTA 360 not used.
Team Coordination	Many leaders share in the work with clear responsibilities and a designated Point Person for each area. Things stay well-coordinated across the union's work. Unified team. Opportunities for new leaders to play active roles.	Programs are generally well executed but not without some cumbersome challenges. Responsibilities not always clear. Implementation can be slow. Division may impact our effectiveness. Mixed level of involvement from team.	There are many good ideas, but many are never executed. Lack of shared purpose and shared action plan. Union's work dependent on just a few people.



Our Plan for Local Union Strength

Now that we've had a chance to discuss which building blocks of union strength are in place and where there is room for our local union chapter to grow, it's time to put together a plan for the coming year.

1. Areas of Strength: Which building blocks of union strength are already in place in our local union chapter?

- | | |
|---|---|
| <input type="checkbox"/> Membership | <input type="checkbox"/> Membership Meetings |
| <input type="checkbox"/> Worksite Leaders | <input type="checkbox"/> Print & Digital Communications |
| <input type="checkbox"/> Leadership Opportunities & Training | <input type="checkbox"/> Elected Officials |
| <input type="checkbox"/> New Members | <input type="checkbox"/> Political Organizing |
| <input type="checkbox"/> Member Participation | <input type="checkbox"/> Vision for Public Education |
| <input type="checkbox"/> Collective Bargaining | <input type="checkbox"/> Focused Resources |
| <input type="checkbox"/> Worksite Issues & Contract Enforcement | <input type="checkbox"/> Bargaining Unit Lists & Charts |
| <input type="checkbox"/> 1:1 Conversations | <input type="checkbox"/> Team Coordination |

2. Priorities to Strengthen: Which 1-3 building blocks are most important to strengthen this year? Why?

Check 1-3 priority areas

- | | |
|---|---|
| <input type="checkbox"/> Membership | <input type="checkbox"/> Membership Meetings |
| <input type="checkbox"/> Worksite Leaders | <input type="checkbox"/> Print & Digital Communications |
| <input type="checkbox"/> Leadership Opportunities & Training | <input type="checkbox"/> Elected Officials |
| <input type="checkbox"/> New Members | <input type="checkbox"/> Political Organizing |
| <input type="checkbox"/> Member Participation | <input type="checkbox"/> Vision for Public Education |
| <input type="checkbox"/> Collective Bargaining | <input type="checkbox"/> Focused Resources |
| <input type="checkbox"/> Worksite Issues & Contract Enforcement | <input type="checkbox"/> Bargaining Unit Lists & Charts |
| <input type="checkbox"/> 1:1 Conversations | <input type="checkbox"/> Team Coordination |

3. Our Plan to Strengthen Our Union

Priority Areas <i>From the list above</i>	Goals What goal would be meaningful and measurable?	Action Steps What activities will we do to make progress and hit our goal?	Point Person Who will drive this effort forward and help us stay on track?	Others Who will help the Point Person get the work done?	Timeline By when does each step need to happen?
1.					
2.					
3.					