

## CSUEU ORGANIZING COMMITTEE REPORT – NOVEMBER 2013

.....  
"ORGANIZING IS THE PROCESS BY WHICH WE RECRUIT AND ENGAGE MEMBERS TO TAKE  
COLLECTIVE ACTION IN SUPPORT OF AND TAKE OWNERSHIP IN, THEIR UNION."  
.....

### **Executive Summary**

The Organizing Committee is starting to hit its stride just in time for our contract campaign. We haven't had any changes to the committee's membership since the last Board of Directors meeting and we feel that we now have a committed group that's dedicated to advancing the CSUEU organizing program over the long haul. *[They're the special ops of chapter organizers, because they have to organize on their own chapter and at the regional and statewide levels too. These are some of the most dedicated and capable activists that I've ever had the honor and pleasure to work with in CSUEU and they'll be playing a critical role in our contract campaign in the coming months.]* – Mike Geck

During our committee meetings, we always come to consensus to follow up with our assigned chapters (mainly chapter presidents, organizing chairs and LRRs) on current projects, campaigns and organizing efforts. At our last meeting, we agreed to at least one monthly contact/check-in, in addition to any specific event or action related contacts. If an Organizing Committee member contacts you, please take a moment to respond to their call or email. If it's been more than a month since your chapter has heard from an Organizing Committee member, please let committee chair Mike Geck know.

These check-ins are part of our plan to increase the CSUEU's organizing capacity. If we're going to be successful in attaining our contract campaign related goals, we must build up our organizing capacity and that's exactly what the Organizing Committee is committed to doing. We thank those chapters that have built up their organizing capacity during the last year and are looking to you for leadership on the Board of Directors to further expand our collective organizing capacity, chapter by chapter. This is all predicated on an active and engaged membership that will fight on their own behalf. If we want to win big in 2014, our members have to be willing to bet big when the time comes.

Having a member led union with an active and engaged membership requires the will, effort and leadership to make it so. We're at a crossroads; do we want to continue with the changes we've been making or continue to do the same thing the same way and expect different results? If we want better results than we've seen in the past, we have to continue to do things differently. Our upcoming contract campaign is a prime opportunity to innovate and extend ourselves, and achieve more than before, as a result.

The 2014 Contract Campaign Strategic Plan is what we've spent the most time on since the last Board of Directors meeting. We've developed another workshop for the Board of Directors where we will be putting the

finishing touches on the final (for now) plan and hopefully adopting it during the Board of Directors business meeting. At the time of the writing of this report, we're conducting webinars that are being attended by one of the most diverse groups that's convened in our union in a long time. This plan is centered on bringing *all* aspects of our union together, to clearly understand exactly what we're going to do, how we're going to do it, and who's going to get it done.

Since the last Board of Directors meeting, organizing committee members have participated in: salary reopener bargaining support and actions, membership drives, benefits fairs, chapter contracting-*in* campaigns and actions, legislative visits, chapter and bargaining unit meetings, working group/issue specific meetings and actions, benefit protections, charting, mapping and networking and of course contract campaign strategic planning. For all these juicy details and more, read below.

### **Member Recruitment**

From January to September 2013, Chapter 305 (San Francisco) has submitted a whopping 76 membership applications to HQ, followed by Chapter 315 (Long Beach) with an outstanding 63, then Fullerton with impressive 51 and Chapter 312 (Northridge) with impressive 46. We commend each of you for your outstanding achievement and continued membership recruitment efforts!

From September to October, according to the Member/Non-Member reports, we gained over a 150 represented employees, lost 43 members and gained 95 non-members... from one month to the next! This tells us that CSU is hiring and we're seeing our members retiring or moving on (maybe due to increased opportunities in a recovering economy that they don't find in the CSU, rant over). What this means is that some chapters may be recruiting members and at the same time existing members are retiring, new hires are walking through the door as fee-payers and membership percentage remains the same or dips, which can be a little discouraging.

Focus on the actual number of members you recruit more than the percentage. You still want to set targets tied to percentage though, for example if a chapter is at 65%, has 1,000 represented employees and wants to get to 75% in a year, they're going to have to recruit 100 members or 8-9 per month. That's if the number of represented employees remains constant, but it doesn't, so you have to adjust that target to compensate for retirees and new hires if you want to see your chapter's membership percentage tick upwards. We suggest adding about 50% to the recruitment target. In the example above, we'd adjust our monthly target from 8-9 per month to say 13.

This now becomes a goal in your chapter's organizing plan where you strategize and schedule the actions necessary to get those members. You should also ensure that you're doing some form of new employee orientation on at least a quarterly basis and for the love of all that is good in the world, check membership status at meeting sign-in and have a member recruitment table and volunteers at the ready to sign up those fee-payers. You'll also want to review and revise these goals periodically throughout the year and adjust your targets accordingly.

Membership recruitment is one of our Contract Campaign Strategic Plan goals, specifically, we've set a long-term goal for 85% membership in three years, beginning in 2014. Since we're currently at about 65%, that equates to about 7% per year. So, taking our model above, 7% of October's represented employee total of 14,207 equates to 995 new members for the year plus 50% equals 1,492, or about 124 per month, which equates to about 5-6 per chapter, per month. Of course gaining 5-6 members at Maritime Academy is going to have a way, way bigger impact on their percentage than it will for San Diego, so don't think all you have to do is get 5-6 new members. As the size of the chapter grows, so does the target commensurately grow. We'll also be

setting an achievable contract campaign membership increase goal somewhere between 5-10% between now and July 2014. Being able to vote on the contract is always a good recruitment message.

### **2013 Salary Reopener**

What a ride Salary Reopener bargaining was! We got a very favorable result in these negotiations and the employees we represent will see it in their paychecks soon. We also got to see the new face of CSU bargaining. As the our Bargaining Team will attest to, this round of bargaining signaled a relatively positive change in their approach to bargaining, brought on by the CSU's new Chancellor and the people he's directly, or indirectly, chosen to negotiate with us. While we must remain cautious that this could be just a temporary change, the results of our GSI and the \$40 minimum speak for themselves.

One of the highlights of these negotiations was the culmination of finalizing the agreement and broadcasting those results in a simulcast directly to the chapters via a web-based simulcast from Chapter 306 (East Bay). The simulcast gave our chapter leaders and members an opportunity to interact directly with our bargaining team and further signaled a positive change in how we engage our chapters and members at a statewide level. Kudos to the Board of Directors for coming up with this idea during our workshop in June and an extra special kudos the Chapter 316 (SLO) team for running with the idea, pushing to make it happen and providing the technical and moral support along the way. We also want to acknowledge the Chapter 306 (East Bay) team for working through a very dynamic period of bargaining and for their special efforts in getting their members to turnout for the simulcast chapter meeting. We'd also like to thank them for the extra special efforts it took to make the simulcast itself a success.

The support given to the Bargaining Team and organizing at each chapter where bargaining occurred, was outstanding and played a key role in the successful outcome. Kudos to the Chapter 311 (L.A.) team for organizing a successful and well-attended chapter meeting and rally on very short notice. During the rally, the energized crowd directly engaged CSU negotiator, John Swarbrick, as he passed by and also held an impromptu Q&A session with the Bargaining Team. At the first bargaining session at the Chancellor's Office, Chapter 313 (C.O.) hosted a very well attended chapter meeting where attendees had almost an hour long Q&A with our Bargaining Team. During the second bargaining session at the Chancellor's Office, Chapter Presidents and activists were invited and encouraged to attend as bargaining witnesses and several did.

Leading up to that bargaining session, there was some contention between some chapter presidents and our bargaining team. Any member is always welcome to observe bargaining, but we don't necessarily publicize it outside of the chapter that's hosting bargaining. VP for Organizing, Mike Geck approached VP for Representation, Alisandra Brewer with an idea about inviting *and* encouraging chapter presidents to attend the second bargaining session at the C.O. and she enthusiastically encouraged Mike to proceed with organizing it. Not only would a room lined with chapter presidents and activists send a strong message to the CSU but it would also give those chapter presidents and activists direct access to the bargaining process and proposals. In addition, it provided a venue for dialogue between the bargaining team and chapter leaders and activists that was quite amazing. We did the same thing at East Bay and had similar results.

The opportunities for Q&A and direct dialogue between the Bargaining Team and all aspects of our union during these negotiations were a very positive outcome for those who could participate. Unfortunately, due to our busy schedules and a few technical obstacles, not all of our chapters could participate in these opportunities for direct dialogue. In the coming contract campaign, we should all make the extra effort to

increase the opportunities for our chapter leaders and activists and our bargaining team to dialogue and as a result gain deeper understanding for each other's perspective.

### **2014 Contract Campaign**

We hope that the 2014 Contract Campaign Strategic Planning webinars and Board of Directors workshop in October and November will help us all come to consensus at the Board of Directors meeting on what we're going to do, how we're going to do it and who's going to get it done. During our in-person committee meeting about a month ago, the Organizing Committee went through the process of developing a framework for our 2014 Contract Campaign Strategic Plan (CCSP) in addition to a run through on a conference call/webinar. In order to get broad feedback and input from our committees, bargaining team, board of directors and staff we're facilitating a contract campaign strategic planning, three-part webinar series. These webinars are designed to provide the opportunity to weigh in on our CCSP prior to the BoD workshop in November.

As of the writing of this report we've conducted 10 out of the 12 planned webinar dates and have seen limited participation, input and feedback from about 10 out of 24 chapters. What we've developed so far, has resulted in really positive feedback from the attendees and is reassuring us that we're on the right track. I won't go into details on the plan itself, as it will be submitted as a separate document to the Board of Directors for approval and adoption.

### **Legislative Support**

Most, if not all, of our committee members and many of our chapter org chairs have helped organize and/or attend district office visits. Tracking these visits and their outcomes needs to be done by either the legislative or organizing committee as a matter of course moving forward so that we get a better idea of who's doing what and what the impact of those efforts are. We've also committed to working with the Legislative Committee on a Political Action Campaign (PAC) membership drive that we'll incorporate into our regular membership drive during the contract campaign.

### **"Contracting In" Campaign**

Still WINNING!!!

CSUEU is continuing to engage management at every custodial contracting out meet and confer. At this time, every chapter that has had custodial contracting out meet and confers has either formally or informally committed to bring jobs back in-house. Since the last Board of Directors meeting, we had direct contact and involvement with Long Beach and Fresno. Long Beach management has informally committed to bringing most if not all of the jobs back and is currently scheduling meet and confer dates to formalize those commitments. Kudos to Janine and company for keeping up the pressure on management and keeping the ruckus at the ready if need be.

Fresno's management recently agreed to bring over 20 jobs back in house, woohoo!!! Kudos to Nancy, Shirley and the rest of the Chapter 309 team (including Organizing Committee member Stephanie Bradshaw and Jo Ann Juarez-Salazar, staff assigned to Fresno and the Organizing Committee) for doing an outstanding job

fighting for the return of our work, to our bargaining units. The members were informed and engaged leading up to the agreement date where CSUEU *and* CFA activists lined the halls on the way to the meet and confer meeting room.

Last but not least, kudos to the bargaining teams that have negotiated these victories. Getting these agreements in writing is what guarantees that these workers will be represented by CSUEU.

We still have some campuses that are contracting out custodial work and we'll be looking at rolling the contracting-in train into Monterey Bay and the Chancellor's Office at some point. We've learned a lot over this past year and are ready to employ several strategies and tactics that have proven successful at other chapters. This has definitely been huge victory for CSUEU so far and a shining example of what can be accomplished when we work together in concert at all levels of the organization.

### **Chapter Assignments**

In one way or another, each of our committee members has helped at least one chapter (if not all) that they're assigned to, further its organizing goals and program. Some committee members have long established relationships with the chapters they're assigned to and some are just now starting to build those relationships. We're happy to report that we're seeing positive outcomes on several chapters resulting from our chapter assignment experiment. We recently evaluated our chapter assignments and have come up with the following:

<b>First Name</b>	<b>Last Name</b>	<b>Chapter</b>	<b>Campus</b>
<b>Kenneth</b>	<b>Castillo</b>	<b>311</b>	<b>Los Angeles</b>
<b>Nadine</b>	<b>Mendoza</b>	<b>320</b>	<b>San Bernardino</b>
Nadine	Mendoza	319	Pomona
Ken	Castillo	313	Chancellor's Office
Ken	Castillo	314	Dominguez Hill
Nadine	Mendoza	317	Fullerton
<b>Rosa</b>	<b>Jones</b>	<b>316</b>	<b>San Luis Obispo</b>
<i>Joseph</i>	<i>Dobzynski</i>	<i>324</i>	<i>Channel Islands</i>
Rosa	Jones	310	Bakersfield
Rosa	Jones	312	Northridge
<b>Julia</b>	<b>Hubbard</b>	<b>322</b>	<b>Monterey Bay</b>
<b>Stephanie</b>	<b>Bradshaw</b>	<b>309</b>	<b>Fresno</b>
Renee	Giannini	308	Stanislaus
Julia, Stephanie, Russell		307	San Jose
<b>Russell</b>	<b>Kilday-Hicks</b>	<b>305</b>	<b>San Francisco</b>
Russell	Kilday-Hicks	304	Sonoma
Russell	Kilday-Hicks	306	East Bay
Russell	Kilday-Hicks	323	Maritime Academy
<b>Mike</b>	<b>Geck</b>	<b>321</b>	<b>San Marcos</b>
Mike	Geck	318	San Diego
Jennifer	Moran	315	Long Beach
<b>Jo Ann</b>	<b>Juarez-Salazar</b>		
Jo Ann	Juarez-Salazar	302	Chico

Jo Ann	Juarez-Salazar	303	Sacramento
Jo Ann	Juarez-Salazar	301	Humboldt

### ***Committee Changes***

None, yippee!!!

We still have a gap in the Organizing Committee’s Northern California (Humboldt, Chico, Sacramento) regional chapter assignment. **We are actively seeking an Organizing Committee member from one these areas and ask that you inform anyone interested in joining the Organizing Committee to contact VP for Organizing, Mike Geck @ (619) 252-0282 or [mgeck@csueu.org](mailto:mgeck@csueu.org).**

### ***Training***

#### ***New Employee Orientation (NEO)***

With regard to NEO, our intentions are to provide consistent and useful information to all chapters on how to identify new fee-payers, engage them at orientation and contact them regularly throughout their probation period to provide support and assistance. Julia Hubbard and Jo Ann Juarez-Salazar have been redeveloping NEO packets that incorporate NEO PowerPoint presentations, welcome and follow-up email/conversation templates and best practices documentation, all gathered and aggregated from our chapters. Since our last Board of Directors meeting, they have been compiling and refining the information gathered and will be delivering the final drafts to the Organizing Committee for final review and revision. We hope that this process will be completed by the end of the year, in time for 2014 membership recruitment efforts connected to the contract campaign.

In addition to developing consistent and comprehensive NEO “packets”, we will be developing a “surviving probation” workshop that provides new employees with an overview of the probation process and answers common questions.

Below is the comprehensive NEO training package outline suggested by the committee earlier in the year:

- Initial Contact – How to make the initial contact with a new employee
- New Employee Orientation – Getting invited to orientation and how to discuss the importance of a union within the workplace
- Surviving Probation – A workshop for new employees to answer questions about the probation process.
- Know Your Contract – A workshop for new and current employees to learn more about the contract.
- Probation Party – A small event to congratulate employees who have made it through probation. Maybe a quarterly or bi-annual event for all employees that passed during the last 4-6 months.
- Probation Assessment – How to contact post-probation employees to have them assess the union’s role in assisting them through probation.

#### ***Contract Campaign Training***

We anticipate the need for a much a larger turnout from our members for this contract campaign compared to recent campaigns as there’s finally money on the table. In order for us to get our fair share, our

members are going to need to take some action on their own behalf. So far, we've identified two training sessions that need to occur in support of the contract campaign; membership recruitment and member mobilization & turnout. These trainings will be developed following the November BoD meeting and will be rolled out in the first quarter of the year. The format and details are still up in the air and may include in-person training at the chapter and/or regional level and webinars.

### ***Organizing Plans***

As part of the CCSP, we included the requirement for each chapter to develop a 2014 Chapter Organizing Plan. For the chapters that did this for 2013, this is a good time to review how you met your plan's goals and timelines and make adjustments for 2014. The 2014 plan should include participation in our statewide membership recruitment drive in, or around April (specific dates and details TBD), along with ways your chapter will support the contract campaign.

We'll continue to assist chapters with developing and submitting chapter organizing plans that contain specific goals and timelines, along with strategies and tactics to achieve those goals. The Chapter Organizing Plan helps chapters focus on what they want to achieve on their chapter beyond hosting chapter meetings and governance related tasks. It gets us to think long range and more strategic about what we're trying to accomplish and how we go about getting it done. It also helps the assigned Organizing Committee member understand where they can be most helpful in relation to the chapters' goals and priorities.

An organizing plan is critical to "planning the work and working the plan", tracking progress, figuring out what works and what doesn't and understanding where you need to make adjustments along the way. Please reach out to your Chapter Organizing Chair and Committee, assigned Organizing Committee member, your E-Board and LRR to begin working on your 2014 plan right away (if you haven't already done so).

### ***Unfinished Business***

#### *Is Organizing a Priority for CSUEU?*

Our Organizing Program has been at the bottom of the budget allocation list for years, accounting for about 1% of the total CSUEU budget. As Russell Kilday-Hicks is famous for quoting, "Show me where you spend your money and I'll show you where your priorities are." As Organizers, of course we deeply believe in the amazing and transformative power of organizing, but the committee does not determine the priorities for CSUEU, the Board of Directors does. The Organizing Committee needs to know, in clear and in no uncertain terms, exactly what kind of a priority organizing is for CSUEU. The Board of Directors must also have reasonable expectations with regard to the resources it is willing to allocate to the program. The committee is stocked with energized, talented and capable volunteers but if the resources aren't there for us, we can't be expected to produce a feast with the ingredients for stone soup.

#### *Resource Requests to the Board of Directors*

##### *One Day per Month Release Time*

The committee agreed that we would like to obtain 1 day of release time per month for each committee member to develop organizing at his or her assigned chapters. This time will be used to: visit, develop relationships and help assigned chapters develop an organizing plan and reach the goals and objectives contained therein. Implementing the strategy and plans to reach the goals outlined earlier in this report is going to require more time and energy than any one of us is capable of volunteering. We are starting from scratch at several chapters when it comes to organizing and it's going to take a lot of energy to get

some momentum moving forward. We can't continue to do the same thing the same way and expect different results. The change that will have the most impact on the Organizing Committee's ability to further our union's organizing objectives is more time to organize.

In solidarity,

Mike Geck

CSUEU Vice President for Organizing

CSUEU Organizing Committee Chair

CSUEU Organizing Committee: Stephanie Bradshaw - Chapter 309, Kenneth Castillo - Chapter 311, Julia Hubbard - Chapter 322, Rosa Jones - Chapter 316, Russell Kilday-Hicks - Chapter 305, Nadine Mendoza - Chapter 320, JoAnn Juarez-Salazar - Staff Assigned

CSUEU Organizing Committee At-Large Members: Renee Giannini, Joseph Dobzynski Jr. and Jennifer Moran