

## CSUEU ORGANIZING COMMITTEE REPORT – JUNE 2014

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

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### **Executive Summary**

The CSUEU Organizing Committee is all about organizing an active and engaged membership that will take action on their own behalf and the Take a Stand campaign has become the manifestation of our efforts towards that goal. We're at a pivotal moment in the campaign and contract bargaining where our ability to activate and mobilize our members will determine what our paychecks look like for the next 1-3 years. That's what it's going to come down to. There is no magic bargaining trick, there is no pot of gold at the end of the rainbow and, superman is not coming to save us. We can't count on benevolent powers that be to do the right thing without significant pressure from our members and supporters.

Our petition campaign yielded a phenomenal 15,000 signatures (by far the largest tally for any wet ink CSUEU petition drive we've seen in our union in a long time, possibly ever) and their delivery by our chapter presidents and representatives to the CSU Board of Trustees (BoT) and campus presidents was equally impressive. We've had pretty good bargaining support turnout at chapter rallies and meetings and, at our Take a Stand rally at the BoT meeting in May. We are definitely getting the CSU's attention with these actions, but they won't be enough to get us a fair contract. We have to keep up the pressure and, increase and escalate our direct actions.

The CSU has been unwilling (and they claim unable) to discuss compensation until the CA state budget has been finalized. We now have a budget and it's \$95 million short of what the CSU asked for. This means two things, the CSU can't hide behind the "we don't know what our budget's going to be" excuse anymore and that there will be less money in the CSU budget than we all hoped for. Both sides agree that our members deserve some sort of salary increase and that our compensation system is totally dysfunctional. The questions we have to answer are: what are we willing to fight for and how far are we willing to go to get it?

We, as union leaders, need to ratchet up our involvement in the bargaining process and increase the intensity of the message we're sending to the Chancellor's Office. We can't leave it up to just the bargaining team to send the message. We need to pack the bargaining room and let them know that we're not getting short-changed or brushed off. We need boots on the ground and in the bargaining room and at chapter actions to send this message.

Since the last Board of Directors (BoD) meeting, organizing committee members have participated in: full contract bargaining support and actions, membership drives, legislative visits, chapter and bargaining unit meetings, video production, working group/issue specific meetings and actions, benefit protections, charting, mapping and networking and much more. For all these juicy details and more, read below.

## Member Recruitment

From January 2014 to May 2014, we gained a total of 7 members. At the same time, the number of represented employees increased by 358. As a result the percentage of membership has fallen by 1.5%. If it weren't for our recruitment blitz at San Jose, we'd be -50 plus members. There will be no serious net gains in membership until we catch them coming through door when they're hired, check membership status at every meeting sign-in table and recruit non-members and, do building walk-throughs and targeted non-member outreach throughout the year. This shouldn't be a surprise to anyone, it's tried and true member recruitment 101, yet we still have problems at most chapters executing all of these basic member recruitment tactics. While we have seen significant improvements from some chapters, others are falling further behind.

The New Employee Orientation (NEO) PowerPoint template we developed has been posted to the Activist library and the Organizing Committee section of the Activist (<https://www.csueu.org/OrgCommittee/OrganizerWiki/tabid/282/topic/CampusCookbook/Default.aspx#NEO>) and we're working on adding additional support and resource materials. NEO is part of the chapter assessment/improvement process and we hope that every chapter works towards building a stable NEO recruitment program. We're also encouraging chapters to hold new employee meet-and-greet/surviving probation meetings on a regular basis throughout the year to ensure that each new employee is at the very least, contacted by the union and has an opportunity to get plugged in.

We're still working on identifying best practices, trouble spots and issues related to NEO. We need to better understand the challenges that chapters are experiencing with NEO and how we can work to overcome them, chapter by chapter. Headquarters is also putting together new New Employee packets, which should be available very soon.

Checking membership status at every meeting sign-in table... DO IT! At the June BoD meeting, we'll have sample barcoded membership cards that will be used during the check-in process, which will significantly speed things up for card-carrying members. For those without the new membership card, member status will need to be identified in a separate line that allows members to pass through to the function and non-members guided to a member recruiter before entering.

On the building walk-through and targeted non-member outreach front, the basic process for this type of venture is to:

- Ensure that you have member and non-member email lists
  - Target your messaging accordingly. Ask members to recruit their non-member friends and acquaintances and inform non-members that they aren't members and invite them to join.
- Chart and map member locations
  - This has been the most challenging aspect of the process, as most chapters are not getting this information from their campus HR/administration. We are attempting to address this in two ways, get it in the contract that the campus *shall* provide us our represented employees' physical location (and email address) and/or via a statewide information request our Executive Director, Brian Lee, is heading up via staff channels.

This information will be stored and updated in our new Customer Relationship Management (CRM) software. Member location fields in the member profile are will be

added to CRM soon. Once this is operational, canned reports will be developed that will allow chapters to download member location charts on demand for member recruitment and event/action outreach.

- Create a plan of attack
  - Put your recruitment team together and develop your goals and timeline; set how many members you want to recruit and when you want to do the walk-throughs. Then plan your way back from the walk-through day(s). Ensure that you're informing the chapter that you're doing a member recruitment drive and give those non-members the opportunity to sign up before the walk-throughs as they're the lowest of the low hanging fruit (offer to swing by and pick up their completed application).

Ensure that all team members are kept in the loop regarding the timeline and are ready to go when walk-through day comes.

- Execute the plan
  - This is where the shoe leather meets the pavement. Break up the recruitment team into pairs and assign each pair a set of buildings to recruit in. Optimally, you want to give each team as close to the same number of non-members to recruit, as possible. You'll find that some buildings have much higher concentrations of our members than others do and as a result, dividing the campus up into quadrants (for example) may not be the most equitable way to go.

Then it's all about being prepared for the day and the ABC's (Always Be Closing) of getting a signed card. As teams complete their assignments, they will join other teams in the field until all assignments completed or a majority of our employees have left for the day. During the walk-throughs, we'll employ a simple 1-5 evaluation for all represented employees encountered:

- 1-Strong Supporter who recruits others to the Union
- 2-Supporter of the Union
- 3-Assessed member who neither supports or is against the Union
- 4-Anti-union
- 5-Strong Anti-union who recruits others against the Union

Regroup at the end of the day to discuss what worked and what didn't and PDF all new member cards to be stored on secure media. Secure new member cards for delivery to headquarters. You'll also want to ensure that the member/non-member email lists are updated (all those members you signed up will need to be removed from the non-member list and added to the member list). Submit union supporter evaluation data to CSUEU headquarters for entry into CRM.

Organizing Committee members Mike Geck and Russell Kilday-Hicks partnered up with Pete Rauch (Chapter 321 President) and, Chapter 307 activists and visited every fee-payer we could get access to. We ended up with about 60 new members because of that building walk-through. If we go to them, most will sign up. Russell and Pete will be heading to Chapter 303 (Sacramento) the week before the BoD Meeting to do another chapter-wide, building walk-through member recruitment. We'll be reporting on that recruitment effort at the BoD meeting.

We had preliminary plans to do the same at Chapter 313 (SLO) but the chapter had valid concerns about the methodology and process of the walk-throughs and how they would work at their chapter. We have since postponed that chapter's walk-through and will be taking a slower, customized approach that addresses the chapter's concerns and at the same time, get's us personal contact with their fee-payers. One of their concerns is the fact that our contract says that we're not supposed to conduct union business during work time. Our senior level staff has told us that, in fact, we can do walk-throughs under certain conditions, which are present in most of our workplaces. We are awaiting a best practices know-you-right type of document that details those conditions and guidelines.

Reminder: being able to vote on the contract is always a good recruitment message. As we progress closer to finalizing a contract, we must beat this drum louder and louder with each passing day. In the next few months, our goal is to add member recruitment resources along with adding charting, mapping and networking resources to the Activist Organizing section

<https://activist.csueu.org/Organizing/JointCommitteeonOrganizingandBargaining/tabid/154/Default.aspx?topic=Campus+Cookbook#ChartingMapping>

### **2014 Contract Campaign**

Our *Take A Stand!* campaign got off to a slow start but we were able to correct course with a rapid escalation approach. We revised the 2014 Contract Campaign Strategic Plan campaign tactics arc and timeline as follows and were able to meet most of our goals:

#### March/April

- Member recruitment (ongoing throughout the campaign), petition and messaging development
  - Status: Member recruitment – Ongoing, Petition – 15,000 signatures gathered
- Visibility: buttons, placards, communications poster, tabling
  - Status: Completed successfully
- Chapter petitions, unity breaks, plan actions (flash mobs, info pickets)
  - Status: Limited participation on a few chapters
- Lobby Day (April 28-29, 2 weeks before May revise) focus on funding, contracting out, and staff trustee
  - Status: Completed successfully (almost exclusively because of the Legislative Committee)
- Commitment cards for actions
  - Status: Skipped this
- Collect meeting dates for every chapter
  - Status: Completed, mostly successful, a few chapters never responded.

#### May/June

- Board of Trustees (BoT) rally/deliver petitions to campus presidents (May 20<sup>th</sup>), e-mail actions, rallies
  - Status: Completed successfully
- Campus actions
  - Status: Completed successfully at chapters that hosted bargaining. Not much action on non-host chapters.
- Escalating direct actions
  - Status: Coming soon to a chapter near you.

To date, the biggest event we planned for this campaign was our rally at the May Board of Trustees meeting. The idea was to make our members presence known to the Chancellor's Office and the Board of

Trustees. Our members are fed up with unfair interpretations of our IRP contract language, the subjective nature under which we are judged worthy or unworthy of a raise and discretionary budgeting that rarely includes raises for our bargaining unit employees. It was our duty to give them a venue to voice their outrage and a platform to take a stand. We certainly accomplished that goal. We'd like to thank all the chapter and statewide activists who helped organize and put on the rally and give extra special thanks to all our staff that went above and beyond to make this a successful rally. There's no way we could've pulled it off without them.

As bargaining continues, there is still a lot we can do to positively impact bargaining outcomes; doing nothing is not an option. We're currently developing statewide actions, some of which will only be effective if every campus participates. The week leading up to our June BoD meeting, at Pete Rauch's suggestion, an email campaign will be launched against the CSU's bargaining team where members from every chapter are encouraged to send personal emails to each CSU bargaining team member telling their stories of hardship due to our broken compensation system. In addition, we will be suggesting another regional convergence at a soon-to-be-determined bargaining site in late July. This rally needs to be bigger and louder than the one we had at the Chancellor's Office in May and that means that we will need members from every chapter in the defined region to participate.

### ***Legislative Support***

Several committee members and many of our chapter organizing chairs helped organize and/or participated in district office visits. We also participated in a very successful Lobby Day and aided the Legislative Committee with collecting PR packets from each campus. The Organizing Committee is committed to working with the Legislative Committee on a Political Action Campaign (PAC) membership drive that we'll incorporate into our membership drives during and beyond the contract campaign. During the summer we will continue to work with the Legislative and Communications committees on our GOTV campaign leading up to elections in November.

## 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, while others are still getting to know each other. We're happy to report that we're seeing positive outcomes on several chapters resulting from our chapter assignment experiment. Here's the chapter assignments chart to the right.

First Name	Last Name	Chapter	Campus
<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>	324	Channel Islands
Rosa	Jones	310	Bakersfield
Rosa	Jones	312	Northridge
<b>Stephanie</b>	<b>Bradshaw</b>	<b>309</b>	<b>Fresno</b>
<i>Renee</i>	<i>Giannini</i>	308	Stanislaus
Stephanie, Russell		322	Monterey Bay
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>Vacant</b>			<b>Staff Assigned</b>
Vacant		302	Chico
Vacant		303	Sacramento
Vacant		301	Humboldt

## Committee Changes

Due to staff vacancies in CSUEU, the Organizing Committee has not had a staffer assigned to the committee for several months.

We'd like to thank Andrew Heller in particular for helping out on several occasions during our Take a Stand campaign. He's a natural organizer and his efforts yielded many new members and increased turnout at several actions in support of bargaining. We are eagerly awaiting a staff assignment to our committee as staff are vital to our committee's success. Not having a staff person assigned to our committee has had a significant impact on our ability to carry out the organization's organizing goals.

It is with a heavy heart that we say farewell to our awesome Organizing Committee member from Monterey Bay, Julia Hubbard. Julia was a very involved member who was instrumental in developing our NEO PowerPoint presentation amongst many other valuable contributions to our committee and her chapter. Thank you for all you did for CSUEU and the Organizing Committee, Julia. We wish you well in your future ventures. Please know that you will be sorely missed.

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 of 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).**

## New Employee Orientation (NEO)

With regard to NEO, please refer to the *Member Recruitment>NEO* section earlier in this report for the most recent update. In addition, we will be providing 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. We've already uploaded the NEO PowerPoint template to the Activist <https://www.csueu.org/OrgCommittee/OrganizerWiki/tabid/282/topic/CampusCookbook/Default.aspx#NEO> and will be uploading welcome and follow-up email/conversation templates and best practices documentation, all gathered and aggregated from our chapters.

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 last 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 3-6 months.
- Probation Assessment – How to contact post-probation employees to have them assess the union’s role in assisting them through probation.

During our recent committee meeting, we came to the conclusion that there needs to be a point person for NEO that will ensure it’s getting done no matter what. Brian Lee responded by stating that our LRRs will be responsible for ensuring that each chapter has an NEO recruitment program. They will be responsible for getting volunteers to do the NEO presentations and meetings and will fill in when there is a gap.

### ***Organizing Plans***

In conjunction with chapter assessments and chapter improvement plans, we will 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. Chapter organizing plans help 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. This should be a team effort between the Chapter Organizing Chair and Committee, the assigned Organizing Committee member, the chapter E-Board and assigned LRR. When a well-developed plan is put into action, we become much more effective at achieving our goals.

## **Chapter Organizing Highlights**

Every chapter is doing a pretty good job of holding regular chapter meetings and most are doing a pretty good job of holding bargaining unit meetings, workshops, unity breaks, tabling and other member engagement/organizing activities. We'll solicit content at the June BoD for an in-depth chapter organizing report to be compiled and delivered this summer.

## **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. We don't even have staff assigned to our committee. 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,

CSUEU Organizing Committee: Stephanie Bradshaw - Chapter 309, Kenneth Castillo - Chapter 311, Mike Geck – Chapter 321, Rosa Jones - Chapter 316, Russell Kilday-Hicks - Chapter 305, Nadine Mendoza - Chapter 320, Joseph Jelincic - Staff Assigned

CSUEU Organizing Committee At-Large Members: Renee Giannini – Chapter 308, Joseph Dobzynski Jr. – Chapter 324 and Jennifer Moran – Chapter 315