



**STOP THE CUTS!**

**Campaign Plan**

**LAST REVISED: 5/7/2010**

**“Stop the Cuts” Campaign**

Presented for Board Adoption

May 7, 2010



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### **SUMMARY**

This document contains a campaign plan to mobilize our union at both the statewide and chapter levels to address campus layoffs and state budget cuts to the California State University. The campaign recognizes the differences between campuses expecting or facing layoffs and campuses who are not expecting layoffs. Common goals and activities will be required for all chapters to have a successful campaign, which will prepare us for contract bargaining in 2011. The results of this campaign will also be reported to SEIU as part of our Unity Fund Rebate agreement.

### **AUTHORS**

This campaign plan was drafted in a series of joint committee meetings between the Bargaining Team and the Organizing Committee, with support and input from the Executive Officers and CSUEU Staff.

### **THEME**

The theme of the campaign is **STOP THE CUTS!** This theme was chosen because the phrase can reference either cuts to staff at campus facing layoffs or cuts to the CSU budget affecting all campuses.

### **GOALS**

The following goals were determined by the joint committee:

- **SAVE OUR STAFF** – To mitigate or eliminate as many layoff notices as possible at the affected campuses.
- **SAVE OUR STUDENTS** – To raise awareness about the effect of staff cuts and fee increases on students and student services.
- **FUND THE CSU** – To raise awareness about the importance of the Master Plan for Higher Education in general and the CSU in particular, and the importance of higher education in California’s economy.
- **STRENGTHEN OUR UNION** – To educate, empower and increase our membership.
- **SHOW OUR STRENGTH** – To coordinate common actions on all campuses to demonstrate strength in solidarity within our union and among our chapters.

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## STRATEGY STEPS

Organizing contains a series of five phases to ensure maximum participation. Each organizing step will contain actions and messaging for each campus to use in their organizing efforts. This plan should be accelerated to meet campus needs, particularly those campuses already going through the layoff process. Items in *red* are required for an effective campaign.

The five steps for organizing are:

- **INFORM / EDUCATE** – Informing and educating our represented employees, campuses and communities about layoffs and cuts to the CSU budget.
- **ORGANIZE** – Organizing our members to respond to layoffs and cuts to the CSU budget.
- **MOBILIZE** – Mobilizing our members in actions to mitigate/eliminate layoffs and preserve funding for the CSU.
- **PRESSURE** – Pressure campus administration to mitigate/eliminate layoffs and California legislators to fund the CSU.
- **AGITATE** – Agitate as necessary campus administration and California legislators to make the right decisions concerning layoffs and budget cuts.

All actions taken by a chapter throughout the campaign should be evaluated against the following criteria:

- ***Is this action achievable given the current timeframe and available resources?***  
Chapters must evaluate if they are able to engage in actions given timelines for the layoff process or the available chapter and statewide resources.
- ***Does this action target the people who make the decisions relating to the layoff process or cuts to the CSU Budget?***  
Actions should only be taken if they target the people who make the decisions relating to the layoff process or funding the CSU Budget. Campuses in layoff mode may consider targeting cabinet members for actions. Campuses not in layoff should keep the focus on the CA Legislators who will ultimately decide the funding for the CSU Budget.
- ***Could this action backfire or have unwanted and unintended consequences?***  
Chapters must evaluate the potential negative consequences of each action and make a risk/benefit analysis. All actions should be formally approved by the chapter Executive Board.
- ***Does this action allow positive involvement and participation by the members?***  
Chapters must provide opportunities for positive involvement and participation from its members. Many members shy away from actions that are considered hostile, especially in the pressure and agitation stages. A good balance should be struck for the campaign to be effective.
- ***Can this action be built upon for future actions?***  
Actions have the most impact when they build upon each other. For example, having a rally about the state budget could be followed by a legislator visit.

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### **INFORM/EDUCATE**

The first step of this campaign is to inform and educate the members about the campaign. This step sets up the structures necessary for the remaining steps in the organizing campaign. Members need accurate information in order to get involved with the campaign, and that information must be presented in regular meetings with the various populations at each chapter. Many of the meetings scheduled here should be continued at each campus after the campaign is over.

Chapters shall endeavor to take the following actions:

- **Schedule Monthly Stewards and E-Board Meetings.** This is the responsibility of the Chief Steward/President.
  - **For All Chapters** – Stewards and Executive Board members need to be thoroughly informed about statewide layoff bargaining and news concerning the CSU Budget.
  - **For Chapters in Layoff Mode** – Stewards and Executive Board members need to be thoroughly informed about Article 24 (Layoffs). Organizing Chairs must be ready to organize for layoff bargaining. Bargaining Unit Representatives must be prepared for layoff bargaining.
- **Schedule Monthly Membership Meetings.** This is the responsibility of the Executive Board. Membership meetings should accommodate Unit 5 work schedules and the night shift for broad distribution. The meetings should be considered “Lunch and Learns” for members to bring their lunches and save on chapter costs.
  - **For Chapters in Layoff Mode** – Topics would include the following.
    - **Layoff Presentation** – A presentation on Article 24 (Layoffs).
    - **Seniority Points Demonstration** – A demonstration on how seniority points work.
    - **Bargaining Unit Meetings** – Meetings with each of the bargaining units to discuss bargaining unit issues relating to the layoff process.
  - **For Chapters NOT in Layoff Mode** – Topics would include the following.
    - **State Budget Updates** – A presentation on the latest news concerning the CSU Budget and actions to take to preserve our funding.
    - **Workload Management** – A presentation on identifying workload issues due to layoffs, furloughs or cuts to the CSU Budget.
    - **Performance Evaluations** – A presentation on Article 10 (Performance Evaluations) with special emphasis on evaluations during the previous furlough year.
    - **Bargaining Unit Meetings** – Meetings with each of the bargaining units to discuss bargaining unit issues relating to furloughs or cuts to the CSU Budget.
  - **Know Your Rights Fliers** – LRRs will conduct training on the recommended use of Know Your Rights fliers.

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- **Schedule Regular Meetings with Human Resources.** This is the responsibility of the LRRs, Chapter President and Chief Steward. All chapters should schedule regular meetings with campus Human Resources departments to maintain an open dialogue around issues relating to layoffs and cuts to the CSU Budget. Information received from these meetings should be presented at the monthly membership meetings.
- **Collect Signed Membership and Commitment Cards.** This is the responsibility of the Executive Board. All chapters should set and achieve a goal of collecting new member applications and signed commitment cards from the chapter. The commitment cards will be used when organizing and mobilizing the chapters.
- **Distribute Accurate Information Effectively.** All chapters and the statewide organization will need to distribute accurate information in an effective manner. The methods to be used will vary depending on the information
  - **For All Chapters**
    - **Schedule Tabling to Increase Union/Steward Visibility** – Each chapter should publicize and perform tabling during lunch hours to increase union visibility and to answer questions about the layoff process or cuts to the CSU Budget.
    - **Distribute and Act upon Recommendations from the Retirement System Coalition** – Each chapter should distribute information from the retirement system coalition to educate our own members and preserve retirement security.
    - **Distribute Regular Reports to Chapter Membership** – Each chapter should distribute regular reports to the membership regarding news about layoffs or cuts to the CSU Budget.
    - **Assess the Need for Multilingual Materials** – Chapters with multilingual employees should work with CSUEU Communications to develop multi-lingual materials for the membership.
    - **Advertise Resources Available on CSUEU.org and the Activist Portal** – Most public information will be centralized at CSUEU.org. Additional organizing resources will be available on the Activist in the Organizing Wiki (see Statewide Resources).
  - **For Chapters in Layoff Mode**
    - **Schedule 1-on-1 Meetings with Noticed Employees** – Each chapter should schedule 1-on-1 meetings with employees who received a layoff notice. This is also known as the “intake appointment”.
- **Distribute Consistent Message to Media.** The entire organization will need to maintain a consistent message when working with the media. The message should be tailored for the media while remaining consistent to the overall message. Media outlets will include campus and local newspapers and websites, social networking outlets (Twitter, Facebook) and many others. Messaging and information should be coordinated with CSUEU Communications.

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### ORGANIZE

The second step of this campaign is to organize our membership for chapter actions. The steps taken here will galvanize the activists within the chapter to effectively hold events during the mobilization process. Some goals here, particularly developing the membership chart and the chapter turnout plan, can be used for future organizing efforts.

Chapters shall endeavor to take the following actions:

- **Develop Membership Chart.** This is the responsibility of the Executive Board. Each chapter should use their membership rosters to map and chart a communication and representation plan. This membership chart will be used to develop the chapter organizing plan. Templates will be made available on the Organizing Wiki (see Statewide Resources).
- **Develop Chapter Turnout Plan.** This is the responsibility of the Executive Board. Each chapter should develop a turnout plan for chapter events, which will contain the various steps required for each event to ensure maximum participation. Templates will be made available on the Organizing Wiki (see Statewide Resources).
- **Track/Measure Chapter Meetings.** This is the responsibility of the Executive Board. Attendance at chapter events will be tracked and reported to SEIU as part of our Unity Fund Rebate agreement.
- **Process and Collect Membership and Commitment Cards.** This is the responsibility of the Executive Board. All chapters should review the commitment cards they have received and schedule an activist meeting to work on a chapter organizing plan. Membership applications and commitment cards should be collected and processed throughout the campaign.
- **Increase Union Visibility.** All chapters will need to determine ways to increase union visibility at their chapters. The methods will vary depending on the climate and if the campus is in layoff mode. Potential methods may include:
  - **Distribute STOP THE CUTS Campaign Materials.** Buttons, banners, bumper stickers, t-shirts, picket signs, and posters will be distributed to each of the chapters. These materials should be distributed to the membership for use in chapter activities. Mini-packets could be developed for each member, which may also include materials such as KYR fliers and information on the layoff process or news about the CSU Budget.
  - **Update Chapter and Campus Bulletin Boards.** Chapters should update their bulletin boards with the most up-to-date information. Chapters should also increase distribution to other bulletin boards according to their local policies.
  - **Reach Out to Other Groups.** Chapters should reach out to students, unions and other populations at their chapter or in the surrounding community.
  - **Schedule Rallies.** Chapters should schedule rallies as appropriate to their chapter organizing plan. Rallies could be in support of the CSU Budget and/or to mobilize members to respond to the layoff process.



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- Schedule Local Legislator Visits. Chapters should schedule visits with their local legislators to help preserve funding and to inform our representatives of the effects of layoffs and cuts to the CSU Budget.
- **Prepare for Layoff Bargaining.** This will be performed only by campuses in layoff mode and will be the responsibility of the Executive Board. The following actions should be taken in preparation for layoff bargaining.
  - **Recruit and Train Bargaining Observers** – Chapters in layoff mode should recruit stewards for bargaining observation.
  - **Identify Communications** – Chapters in layoff mode should identify regular communications throughout the bargaining process.
  - **Arrange Bargaining Logistics** – Chapters in layoff mode should prepare all the logistics necessary to support layoff bargaining, including preferred hotels, parking, and facilities.
  - **Coordinate Layoff Bargaining with LRR** – Chapters in layoff mode should coordinate with their LRR to prepare information requests and to follow through on any grievances currently in progress.
  - **Request Seniority Points and Position Descriptions from Human Resources** – Chapters in layoff mode should request the seniority points for affected classifications and position descriptions for affected employees to be used during the intake process. This is the responsibility of the LRR, Chapter President and Chief Steward.
- Organize Events around the Board of Trustees Meetings. This is the responsibility of the CSUEU Organizing Committee. Actions will be scheduled at Board of Trustees Meetings as needed.

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### **MOBILIZE**

The third step of this campaign is to mobilize the members to take actions regarding the layoff process or cuts to the CSU Budget. The steps taken here will implement the chapter organizing plan, with regular union actions as determined by the chapter to support the statewide campaign.

Chapters shall endeavor to take the following actions:

- **Process and Collect Membership and Commitment Cards.** This is the responsibility of the Executive Board. Chapters should always recruit new members and activists at their events. Membership applications and commitment cards should be collected and processed throughout the campaign.
- **Track/Measure Chapter Events.** This is the responsibility of the Executive Board. Attendance at chapter events will be tracked and reported to SEIU as part of our Unity Fund Rebate agreement.
- **Hold Statewide Union Days.** This is the responsibility of the CSUEU Organizing Committee. Union Days will be scheduled throughout the system to promote union solidarity. Union Days will encourage all members to wear their CSUEU clothing, buttons, arm bands, etc... and could be combined with tabling and/or Unity Breaks (see below) for photo opportunities.
- **Increase Union Visibility.** All chapters will need to determine ways to increase union visibility at their chapters. The methods will vary depending on the climate and if the campus is in layoff mode. Potential methods may include:
  - Update Chapter and Campus Bulletin Boards. Chapters should update their bulletin boards with the most up-to-date information. Chapters should also increase distribution to other bulletin boards according to their local policies.
  - Reach Out to Other Groups. Chapters should reach out to students, unions and other populations at their chapter or in the surrounding community.
- **Conduct Petition or Letter-Writing Campaigns.** Chapters may collect signatures for a petition to stop the layoffs or stop the budget cuts, which would be sent to the populations that can make the appropriate decisions.
- **Hold Campus Rallies to Engage Membership.** This is the responsibility of the Executive Board. Rallies should be planned to raise awareness of the layoff bargaining and to restore funding to the CSU Budget.
- **Hold Unity Breaks to Increase Solidarity.** Chapters may hold unity breaks, where the employees will gather at set times for breaks and to pick up information concerning the layoff process or the CSU Budget.
- **Visit Local Legislators.** Chapters should schedule visits with their local legislators to help preserve funding for the CSU, protect retirement security and inform our representatives of the effects of layoffs and cuts to the CSU Budget. Visits should include students who are being affected and employees who have been issued layoff notices to put a face on the effects of the cuts to the CSU Budget.

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Chapters in layoff mode shall endeavor to take the following actions:

- **Hold Intake Meetings with Affected Employees.** Chapters should hold individual intake meetings with affected employees to review their layoff notice and position description. Affected employees should be encouraged to get involved to help mitigate layoffs.
- **Hold Layoff Meeting with Affected Employees.** Chapters should hold at least one meeting with all employees affected by layoff to answer questions and inform the employees about the latest news of the process. Chapters should also hold at least one meeting with all employees affected by layoff if a mitigation agreement is reached to answer questions and inform the employees.
- **Bring Observers to Bargaining Sessions.** Observers play a key role in layoff negotiations. Observers should be trained prior to attending bargaining so as not to disrupt the bargaining process.
- **Involved Affected Employees in the Grievance Process.** Affected employees should be engaged in the grievance process to keep the human cost of layoffs in the frontline.

Chapters NOT in layoff mode shall endeavor to take the following actions:

- **Volunteer for Campuses in Layoff Mode.** Chapters who are not in layoff mode may offer their resources to campuses in layoff mode. Resources could be given in the form of chapter release time, volunteer hours, or other means. Stewards could come and help out with the intake process as needed by campuses in the layoff process. Chapter may also send representatives in support of actions being taken at other campuses, such as rallies and marches.
- **File Grievances on Direct Dealing for Voluntary Work Reductions.** Chapters who are not in layoff mode may need to respond to their campuses attempting to coerce employees into voluntary time-base reductions prior to the layoff process. This is a violation of Article 24 and should be filed upon immediately.

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### **PRESSURE**

The fourth step of this campaign is to pressure the decision makers to rescind or mitigate layoffs or restore funding to the CSU Budget. Actions taken here are generally considered *within the acceptable norms* of the chapter, but send a clear message to the decision makers.

Chapters shall endeavor to take the following actions:

- **Process and Collect Membership and Commitment Cards.** This is the responsibility of the Executive Board. Chapters should always recruit new members and activists at their events. Membership applications and commitment cards should be collected and processed throughout the campaign.
- **Track/Measure Chapter Events.** This is the responsibility of the Executive Board. Attendance at chapter events will be tracked and reported to SEIU as part of our Unity Fund Rebate agreement.
- **Hold Statewide Union Days.** This is the responsibility of the CSUEU Organizing Committee. Union Days will be scheduled throughout the system to promote union solidarity. Union Days will encourage all members to wear their CSUEU clothing, buttons, arm bands, etc... and could be combined with tabling and/or Unity Breaks (see below) for photo opportunities.
- **Attend Campus Budget Forums.** All chapters should attend campus budget forums. Each chapter should mobilize as many members to attend the budget forums and wear CSUEU buttons or shirts.
- **Increase Representation and Contract Enforcement.** All chapters should increase representation and contract enforcement, particularly around issues relating to workload due to furloughs, layoffs and cuts to the CSU Budget.
- **Implement “Work to Rule” Campaign.** All chapters should engage their members during the monthly full membership and bargaining unit meetings to provide guidelines on working to rule. This can demonstrate the need for more resources at the campuses to provide quality support and shows the effects of not funding the CSU.

Chapters in layoff mode shall endeavor to take the following actions:

- **Send Weekly Communications to Membership.** Chapters in layoff mode should be in constant communication with their members. Care should be taken to distribute these communications in methods that target all members, particularly for Unit 5 members who do not have regular access to a computer.
- **Sign Petitions to Mitigate Layoffs.** Chapters in layoff mode should use petitions to administrators to preserve as many jobs as possible. This puts a real face on the strength of the union and shows support for the affected employees.
- **Hold Public Meetings.** Chapters in layoff mode may decide to hold public meetings with the community to talk about the effect of layoffs at the chapter. Public meeting could be done in collaboration with local labor councils and sympathetic groups to draw more attention.

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- Generate Campus Newspaper Articles. Chapters in layoff mode may decide to publicize their events and have them covered by local students, particularly those in journalism classes. Articles can be shared with CSUEU HQ for publication on the CSUEU website.
- Implement “Assignments in Writing” Campaign. Chapters in layoff mode may decide to require employees to have all current and new assignments in writing to help the employee understand their new classification and duties. This action will force management to delineate the duties for the employees being re-assigned.

Chapters NOT in layoff mode shall endeavor to take the following actions:

- Volunteer for Campuses in Layoff Mode. Chapters who are not in layoff mode may offer their resources to campuses in layoff mode. Resources could be given in the form of chapter release time, volunteer hours, or other means. Stewards could come and help out with the intake process as needed by campuses in the layoff process. Chapter may also send representatives in support of actions being taken at other campuses, such as rallies and marches.
- Survey Members for Areas of Concern. Chapters who are not in layoff may survey their membership for current areas of concern. The results of this survey can be used for future monthly meetings and to identify areas for contract enforcement.

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### **AGITATE**

The fifth step of this campaign is to agitate the decision makers to rescind or mitigate layoffs or restore funding to the CSU Budget. Actions taken here are generally considered *outside the acceptable norms* of the chapter, and will likely have negative repercussions. Actions in the agitate stage should be taken with extreme caution and where the potential benefit outweighs the risk to the chapter.

Chapters shall endeavor to take the following actions:

- **Process and Collect Membership and Commitment Cards.** This is the responsibility of the Executive Board. Chapters should always recruit new members and activists at their events. Membership applications and commitment cards should be collected and processed throughout the campaign.
- **Track/Measure Chapter Events.** This is the responsibility of the Executive Board. Attendance at chapter events will be tracked and reported to SEIU as part of our Unity Fund Rebate agreement.
- **Hold Statewide Union Days.** This is the responsibility of the CSUEU Organizing Committee. Union Days will be scheduled throughout the system to promote union solidarity. Union Days will encourage all members to wear their CSUEU clothing, buttons, arm bands, etc... and could be combined with tabling and/or Unity Breaks (see below) for photo opportunities.

The following actions may be taken by campuses in layoff mode:

- **Reach Out to Other Groups.** Chapters in layoff mode may reach out to other groups, including other unions, students, and alumni to engage them to pressure management to rescind layoff notices. Chapters could attend fundraising gatherings wearing their CSUEU buttons and shirts.
- **Whistleblow on Wasteful Spending.** Chapters in layoff mode may reach out to their members to identify areas of wasteful or fraudulent spending at the University. This could be part of a campaign for CSU Foundation transparency.
- **Use Spoof Media/Video to Satirize University Actions.** Chapters in layoff mode may engage in guerilla journalism to satirize the University, especially where negotiations have turned hostile or where the administrators are unwilling to bargain. Examples may include faux press releases, satirical video, websites, or other means of distribution.
- **Send Mock Condolence Cards to Campus President.** Chapters in layoff mode may send a mock condolence card to the campus president, signed by the membership, about their impending loss of staff members. This will put a human face on the affected employees.
- **Conduct a Mock Funeral March for Affected Employees.** Chapters in layoff mode, once all layoffs have been mitigated, may hold a funeral march on campus for the affected employees. Chapters in layoff mode may also have a funeral wake for affected employees at a local establishment on their last day.

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The following actions may be taken by campuses not in layoff mode:

- **Volunteer for Campuses in Layoff Mode.** Chapters who are not in layoff mode may offer their resources to campuses in layoff mode. Resources could be given in the form of chapter release time, volunteer hours, or other means. Stewards could come and help out with the intake process as needed by campuses in the layoff process. Chapter may also send representatives in support of actions being taken at other campuses, such as rallies and marches.
- **Reach Out to Other Groups.** Chapters not in layoff mode may reach out to other groups, including other unions, students, and alumni to engage them to pressure the California legislators to fund the CSU. Chapters could attend fundraising gatherings wearing their CSUEU buttons and shirts to promote the message. Support activities of chapters in layoff.
- **Send Mock Condolence Cards to Campus Presidents.** Chapters not in layoff mode may send a mock condolence card to the campus president at a campus where employees have been noticed for layoff, signed by the membership, about their impending loss of staff members. This will put a human face on the affected employees at other campuses.

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### **CAMPAIGN SUPPORT**

This section lists statewide support available to the chapters during the campaign. Statewide support will require actions to be taken by statewide committees, executive officers, the Board of Directors and/or CSUEU Staff as necessary to support the campaign.

### **STATEWIDE/REGIONAL SUPPORT**

The CSUEU Chief of Staff will assign CSUEU Staff as available to implement actions and ensure successful bargaining and representation. Consideration will be given first to campuses in layoff mode, then to campuses not in layoff mode to ensure resources are assigned appropriately. The Bargaining Team should coordinate their schedules around local events whenever possible for maximum effectiveness during the campaign.

### **STATEWIDE/REGIONAL ACTIONS**

The Organizing Committee will identify statewide and/or regional actions, such as email campaigns and Board of Trustees actions. These actions would be taken at the behest of the Board of Directors.



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### **CAMPAIGN MATERIALS**

This section lists statewide campaign materials available to the chapters for use in the campaign. Statewide campaign materials will require actions to be taken by statewide committees, executive officers, the Board of Directors and/or CSUEU Staff as necessary to support the campaign.

#### **“STOP THE CUTS” CAMPAIGN MATERIALS**

The Organizing Committee shall endeavor to make available the following campaign materials:

- Commitment Cards – Commitment Cards will be distributed to the chapters for use throughout the campaign.
- Bumper Stickers – Bumper stickers will be distributed to the membership to promote union awareness.
- Picket Signs – Picket signs will be distributed to the membership for rallies and marches. The picket signs will have a blank area for chapters to write appropriate messages.
- T-Shirts – T-Shirts will be distributed to the membership for rallies, marches and Union Days.

#### **LAYOFF TRAINING MATERIALS**

The Bargaining Team will prepare layoff training materials for campuses facing layoff. A video training may be developed and available through the Activist website, time permitting.

#### **LUNCH AND LEARN MATERIALS**

The LRRs and SLRRs will develop materials for regular chapter meetings. These materials will also include Know Your Rights fliers, event templates, event checklists and other materials to aid campuses with their organizing efforts.

#### **COMMUNICATIONS MATERIALS**

The Communications Committee will develop materials and resources for chapters for writing press releases, engaging with local media, and developing any chapter communication needs with available resources.

#### **CROSS-CAMPUS SUPPORT MATERIALS**

The Organizing Committee will review the potential for creating a buddy system among chapters to assist campuses going through the layoff process. This would be at the behest of the campuses going through the layoff process and according to their campus organizing plans.

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### **MULTILINGUAL MATERIALS**

CSUEU Communications will assist campuses in identifying and producing statewide resources in multiple languages.

### **CAMPAIGN RESOURCES**

This section lists statewide resources available to the chapters throughout this campaign. Statewide campaign resources will require actions to be taken by statewide committees, executive officers, the Board of Directors and/or CSUEU Staff as necessary to support the campaign.

### **CSUEU.ORG**

CSUEU Staff and Activists will maintain the CSUEU website with timely information on layoff bargaining and the CSU Budget.

### **MAILMAN**

CSUEU Staff, Activists and Chapter Communications Officers will maintain Mailman for all communications to the chapter and internally in CSUEU's governance structure. Training will be made available as needed for setup and use.

### **THE ACTIVIST**

CSUEU Staff and Activists will coordinate through the Activist website for developing statewide actions and to coordinate chapter support. The Organizing Committee will maintain a site within the Activist for news and resources for organizing. The Bargaining Team will maintain a site within the Activist for news and resources for bargaining.

### **ORGANIZING WIKI**

The Organizing Committee will maintain the Organizing Wiki, a site on The Activist which will contain lots of information regarding organizing, including basic organizing training, chapter organizing materials, and updates to the statewide organizing plan as needed throughout the campaign.

### **FROM THE TRENCHES**

The Organizing Committee will maintain From the Trenches, the official public blog for the Organizing Committee. This blog will contain regular updates about the activities of the Organizing Committee throughout the campaign.

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### **CAMPAIGN TRACKING**

This section lists tracking mechanisms to be used throughout this campaign. Campaign tracking will require actions to be taken by statewide committees, executive officers, the Board of Directors and/or CSUEU Staff as necessary to support the campaign.

### **CHAPTER TRACKING**

The Organizing Committee will collect, track and review campaign achievements on a monthly basis. The following statistics will be kept:

- Commitment Cards Sent/Received
- Meeting Scheduling
- Event Scheduling
- Meeting and Event Turnout
- Membership Applications

### **FINANCIAL TRACKING**

The Finance Committee will develop materials to track chapter expenditures throughout the campaign. This information will be used as a baseline for future campaigns.

### **COALITION TRACKING**

The Board of Directors will coordinate with statewide labor and retirement coalitions to identify coordinated events and actions that fall in line with the campaign. Actions may include lobbying visits, rallies, or joint demonstrations.

### **BOARD OF TRUSTEES TRACKING**

The Organizing Committee will identify opportunities for statewide action at the Board of Trustees meeting. Actions will be planned and executed at the behest of the Board of Directors. The Bargaining Team should coordinate their schedule around the Board of Trustees meetings.