

## **CSUEU ORGANIZING COMMITTEE REPORT – NOVEMBER 2014**

*“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 Take a Stand (TAS) campaign was an amazing feat for our union. It brought all sectors of union together to achieve an unprecedented outcome: guaranteed raises for 3 years, no takeaways, the highest ratification vote count, and a 98% YES vote on our contract. The TAS campaign showed us what we can do when we come together and fight. It showed us that we can win and win big. Beyond the TAS campaign we have also continued our campaign to stop custodial outsourcing on our chapters and scored a huge win at CSU Northridge just last week where CSUEU and CSU agreed to return all custodial positions back into our bargaining unit 5. Before us we find a new set of challenges and with those challenges a new set of opportunities.

The biggest challenge we face is the possibility of losing fair-share fees in the U.S. Supreme Court (SCOTUS) in 2016. While the threat is not imminent it is a very real and it has the potential of reducing our income by almost a third (over \$2,000,000 per year), which would obviously devastate our union. There is a way to overcome this threat and minimize the impact to our union and that requires us to raise our membership to 90%. The Organizing Committee has developed plans to ramp up our recruitment efforts to meet this challenge head on. These plans continue many of the efforts set in motion by the Organizing Committee during the last couple of years and include the following: all chapters will participate in the campus New Employee Orientation (NEO) or develop their own separate NEO, member status check during member meeting check-in, a member and PAC recruitment contest, charting and mapping, and member recruitment blitzes.

NEO is carried out on our chapters with mixed results. Some chapters participate in their campus' NEO meeting, some do their own meeting, and other chapters do not have regular and ongoing NEO. We would like NEO to become more of an on-boarding process rather than just a meeting, which would include components like follow-up CSUEU only meetings and passing probation workshops. In addition to improving NEO, we also need to check member status during member meeting check-in at ALL chapter meetings.

We'll be conducting a member and PAC recruitment contest that will be open to all members and will run from 2/1/15 thru 6/30/15. We will also continue with our member recruitment blitzes and will need to continue our charting and mapping efforts in support of the blitzes and other organizing activities.

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, working group/issue specific meetings and actions, charting, mapping and networking and much more. For all these juicy details and more, read below.

## **Member Recruitment**

As mentioned above, fair-share fees are under threat and will be coming before SCOTUS in 2016 with a ruling anticipated by mid-2016. If fair-share fees are struck down by SCOTUS, we will lose over \$170,000 of revenue per month, almost overnight. There is a way to protect our union from these impacts and that entails raising our membership to 90%. That may seem like a daunting goal but it's absolutely doable if we develop a solid strategic plan and follow through on the plan at every chapter. To that end, we will continue efforts already underway and will add in new efforts to increase membership. One of those new efforts will be a member and PAC recruitment contest.

On each chapter we'll send the contest announcement by December 15 and set a date for a contest launch party by January 15 to occur by March 1. Non-member lists will be made available to all contestants by February 1.

### Contest Rules & Eligibility:

1. All CSUEU members in good standing (In order to avoid any appearance of conflict of interest Statewide Officers are ineligible for contest)
2. Contestants will receive one raffle ticket entry for each submitted and approved:
  - a. Valid membership application
  - b. Sign-up of a new PAC contributor or increase in PAC contribution (minimum of three dollar contribution)
3. Contest begins February 1, 2015 and ends June 30, 2015
4. Winners will be announced and awarded no later than September 2015

### Prizes:

1<sup>st</sup> Prize: 3 day/2 night Hotel & Roundtrip airfare for two, to any U.S. city where Southwest Airlines flies

2<sup>nd</sup> Prize: 2014 Apple iPad (2 prizes)

3<sup>rd</sup> Prize: \$100 gift card and union swag (3 prizes)

New Employee Orientation (NEO) must occur on every chapter in some way. Whether it's in conjunction with a campus NEO meeting or a meeting we conduct just for CSUEU represented employees, we need to make contact with each new employee within 3 months of being hired. In addition to the PowerPoint template we developed and 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>), we've developed a concise support packet that includes presentation tips and a rap example along with frequently asked questions and answers that occur during NEO. The Organizing Committee is in the process of finalizing this document and should have it ready for distribution in a month or so.

In addition, 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 one of our committee meeting earlier in the year, 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. In cooperation with the Organizing Committee member assigned to the chapter and chapter leadership, the chapter LRRs will be ultimately responsible for getting volunteers to do the NEO presentations and meetings and will fill in when there is a gap.

Organizing Committee members will be in contact with their assigned chapters to help with training, nailing down who will conduct NEO presentations and the dates they’ll occur on. During this process, we’ll be 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 together to overcome them, chapter by chapter. We’re also encouraging chapters to hold new employee meet-and-greet and surviving probation meetings on a regular basis throughout the year.

Checking membership status at every meeting sign-in table... DO IT! Our new bar-coded membership cards have been delivered to the chapters. We’re in the process of developing the new barcode scan 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.

Member recruitment blitzes have been a great way to sign up new members by the dozens and will continue to occur as chapters request them. In addition to all the lessons learned and materials gathered over the year, we’re working on a member recruitment blitz information packet that we hope to have finalized by the end of the year.

### **2014 Contract Campaign**

Our *Take A Stand!* campaign kicked butt! Refer to the Executive Summary portion of this report for further details.

### **Training**

One of the biggest gaps we had during the last couple of years was a lack of comprehensive training for all Chapter Organizing Chairs and chapter activists. We did a lot of one-on-one training in tandem with actions that took place on chapters but that didn’t even come close to meeting the need. We came to the conclusion that in order for the new Chapter Organizing Chairs to get off on the right foot and be effective organizers they must be trained soon after they take office. We will most likely conduct this training in conjunction with our Board of Directors meeting in March. The training will not be exclusive to Chapter Organizing Chairs, Chapter

Presidents often fill in for vacancies in this position and do A LOT of organizing and should take part in the training too along with other chapter activists who want to do more organizing on their chapters.

In addition to the in-person training, we've developed "The Guide", a concise getting started guide for Chapter Organizing Chairs. "The Guide" is in the later stages of development and will be completed well before the training occurs. We will also be developing modules for the training between now and the next BoD and those will be disseminated to the BoD and Chapter Organizing Chairs as they are completed. In order for us to target our efforts and training where they are most needed, we sent out a Chapter Organizing Chair assessment in September 2014, but only received eight responses. We will be contacting the remaining chapters in the coming weeks and ask that chapter leaders please make themselves available to their assigned Organizing Committee member when they reach out.

We will be uploading all the training materials developed to The Activist and continue to grow the resources available to our chapter activists and organizers at a much faster clip than we have during the last couple of years.

### ***Looking Forward to 2015***

In addition to the other contents of this report, the Organizing Committee has discussed and would like to pursue a Fight for 15 campaign and a "Quartile" campaign. The Fight for 15 campaign would target our lowest paid employees who make less than \$15 per hour (we have over 1,000 of them) and link up with other campus employees who make less than \$15. In addition, SEIU already has a very robust Fight for 15 campaign underway and has offered to help us with our campaign. This campaign can not only effectively immediately increase the pay for many of our lowest paid people but also give us the opportunity to build lasting relationships and solidarity with many of our fellow campus community members.

The "Quartile" campaign is in reference to the memo that was released at Dominguez Hills that attempted rectify the problem of our represented employees not moving through our salary ranges. CSU Dominguez Hills campus president, Willie Hagan pulled that proposal back stating that he would wait for our contract to be ratified before rolling out such a program. We are hopeful that Dominguez Hills will follow through on campus-wide IRP program and as a result give us a foothold that we can leverage on other campuses. Our strategic approach will be to flip each campus one at a time, gaining momentum as we progress up and down the state.

The Organizing Committee will be developing strategic campaign plans for these two efforts in the coming weeks/months.

## 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>
Kenneth	Castillo	313	Chancellor's Office
Kenneth	Castillo	314	Dominguez Hill
Kenneth	Castillo	312	Northridge
<b>Nadine</b>	<b>Mendoza</b>	<b>320</b>	<b>San Bernardino</b>
Nadine	Mendoza	319	Pomona
Nadine	Mendoza	317	Fullerton
<b>Rosa</b>	<b>Jones</b>	<b>316</b>	<b>San Luis Obispo</b>
Rosa	Jones	324	Channel Islands
Rosa	Jones	310	Bakersfield
<b>Stephanie</b>	<b>Bradshaw</b>	<b>309</b>	<b>Fresno</b>
Stephanie	Bradshaw	303	Sacramento
<b>Renee</b>	<b>Giannini</b>	<b>308</b>	<b>Stanislaus</b>
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
Mike	Geck	315	Long Beach
<b>Vacant</b>			<b>Staff Assigned</b>
Magali	Kincaid	302	Chico
Magali	Kincaid	301	Humboldt

## Committee Changes

We are thrilled to report that Magali Kincaid, our new SLRR, has been assigned to our committee. Magali brings a wealth of knowledge and experience in community, higher education and union organizing to the committee and CSUEU and has already had a huge impact in our organizing efforts. With this assignment being filled with a very capable, dedicated and experienced professional organizer, we finally feel like we're capable of meeting the organizing needs of our union.

We had a few changes to chapter assignments, listed in above chart.

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).**

## 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. This go around, we suggest that chapters focus heavily on NEO, charting and mapping, and most importantly member recruitment.

### ***Chapter Organizing Highlights***

We want to shine the spotlight on one particular chapter, Chapter 312 (CSUN). Back in early September, Hai-Ling contacted Mike Geck and Magali Kincaid regarding an upcoming custodial outsourcing meet and confer. We asked what her goal for the meet and confer was. Her response, “Chapter wants to stop contracting out, period.” We rolled up our sleeves and got to work immediately. We had several early morning meetings with BU5 in the weeks following and during one of the first meetings, we informed the unit about what was going down and solicited volunteers for a steering committee and got several rank-and-file volunteers from the audience. The steering committee members were: Hai-Ling Tang, Felicia Newsome (Chapter BU 5 rep), Mike Geck, Magali Kincaid, Brenda Brown (LRR assigned to the chapter) and rank-and-file members Steve Cantu, Yolanda Marsano, and Isidro Ortiz. The steering committee began planning and taking action soon thereafter.

We continued to meet with BU5 on a regular basis and with other bargaining units on campus. We also informed the campus community via posting flyers in bathrooms and buildings throughout campus along with several tabling events. The support from our members and the campus community was overwhelming. Mike and Magali also met with the student group MEChA on several occasions to garner their support. We received several reports that facilities management was getting very nervous and even began harassing some of our activists. We put a stop to that quick and received subsequent reports that management changed their tune 180 degrees and began treating our activists much more respectfully and nicer.

On the day of the meet and confer we had a solidarity breakfast break where we gathered in front of the admin building and were joined by many rank-and-file members, students, faculty and several MEChA members, one of whom brought their banjo and led the picket line with a lively chant song that got the crowd fired up. After the demonstration, we went to the meet and confer with several observers. Management asked for a side bar to discuss some possible outcomes, we obliged. Upon their return management began with their stated desire that they would like to bring all custodial jobs back in house within 3 years, possibly sooner. We were expecting some movement but were shocked to find out that they had essentially conceded to our demands.

During negotiations management requested that the existing in-house step it up a bit and show that bringing these jobs in-house will result in a more effective operation for the campus. Our BU 5 members in attendance (several of which are leads) agreed and with that we had essentially won our jobs back. After management left we all did the happy dance, slapped each other on the back and reveled in our victory. It was truly an amazing feat accomplished by bringing all sectors of our union and campus community together in concert to fight for our jobs. Hats off to the chapter steering committee for their tireless work and dedication to their union and campus. Our guess is that there is absolutely no way we would’ve achieved this outcome if the chapter rank-and-file had not taken such a strong and active role in this campaign.

## ***Unfinished Business***

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

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, Magali Kincaid - Staff Assigned

CSUEU Organizing Committee At-Large Members: Renee Giannini – Chapter 308