

CSUEU ORGANIZING COMMITTEE REPORT – MARCH 2015

“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

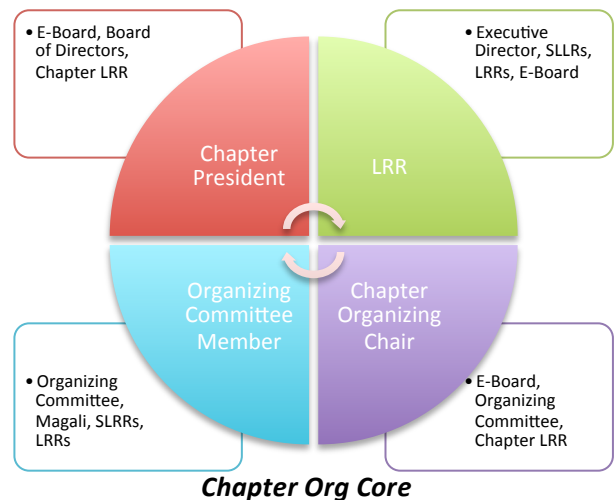
These past few months, the Organizing Committee has shifted its focus to the imminent threats we face in the Supreme Court and the underlying issues within CSUEU that prevent us from leveraging our people power through grassroots organizing. Structural changes that have been/are being instituted to help CSUEU evolve in a way that increases our organizing capacity and strength so that we can be more effective at the bargaining table, defend our contract better and protect our work better. These changes have occurred in all aspects of our union including the Board of Directors, staff, and on many chapters.

Having an experienced, effective and professional organizer on staff assigned to the committee has been a tremendous help and stabilizing force. In addition, field staff have been assigned more responsibility in maintaining foundational organizing activities like new employee orientation, member and member leader recruitment, and leadership development. Connecting this new staff approach with our chapter presidents, chapter organizing chairs (org chairs) and organizing committee members is what we must all work towards in the coming weeks. There are more new chapter presidents, chapter org chairs, and staff (all at one time) than we’ve seen in a long time and this presents us with a great opportunity to make new connections and bring new ideas, new experiences and new ways of doing to the table.

This chart illustrates the connection we’re trying to foster between these four core individuals because history has proven that wherever we have effectively worked this model, we have seen

success. One of our ancillary objectives for the Org Chair training this weekend was to provide a time and space to help build and strengthen these connections. Even though several LRRs couldn’t be there, they received very similar training and will be able to link right up with their chapter president, org chair, and org comm member. These four individuals represent an intersection of chapter, staff and statewide organizing perspectives that we can apply to plan better, set better goals and achieve better outcomes.

Having the “Chapter Org Core” working cohesively together will better prepare us for the biggest challenge we face, the possibility of losing fair-share fees in the U.S. Supreme Court (SCOTUS) in 2016 and the



devastating impact it *could* have on our union. Raising our membership to 90% to lessen the impact is our immediate goal for the next year, retaining them is the goal immediately behind it. Just to get started on this challenging goal, every chapter needs to have each of the following basics in place: effective New Employee Orientation (NEO), member status check during member meeting check-in, and charting and mapping; all of which are critical to a successful ongoing member/PAC recruitment strategy.

Member Recruitment

Our member and PAC recruitment contest flyer/FAQ was distributed back in January. We're hoping that it continues to generate steward training signups and signed membership applications. We're expecting the contest to have its biggest impact in the next three months, so now's the time to increase promotion of the contest and recruit new stewards and recruiters at every chapter.

According to the November and February Member/NonMember reports, we've gained exactly 1 (one) employee in our bargaining units. During that time we gained 65 new members, which isn't really, really bad considering the December vacation shut down and January post-vacation rush, but it's certainly not on pace to reach our recruitment goals. Here's what we're doing different to get better results (because doing the same thing the same way expecting different results is just crazy!):

- TRAINING! We finally got basic training for our chapter org chairs! We also developed The Guide for Org Chairs, an NEO Basics packet, and a Member Blitz packet.
- Shifting LRR responsibilities to incorporate organizing and recruitment goals
- Building and strengthening the Chapter Org Core
- Recruiting more stewards and recruiters
- Charting and mapping every chapter
- Increasing the Organizing Committee's hands on, in the field support, for NEO, member recruitment, and charting and mapping
- Website redesign

One of our biggest challenges has always been locating our represented employees in the workplace. We have been after this list for years and last year we got word that the CSU was willing to give it up. We've been assured that the CSU will be handing it over at some point. Unfortunately as of the writing of this report, we're still waiting. Having been assured that it's on its way and having gone through the arduous and very, very time consuming task of building the list from scratch, we decided to hold off on charting and mapping this winter. As of the writing of this report, the Chapter Org Cores at East Bay, Northridge and SLO will be spending several hours together charting and mapping their chapters. We plan on scheduling several more of these collaborative working meetings in the weeks and months to come.

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. This is our chance to shine a little and show new employees they are welcomed and supported by their union.

LRRs are still responsible for ensuring that each chapter has an NEO recruitment program. In cooperation with the Chapter Org Core, the chapter LRRs are ultimately responsible for getting volunteers to do the NEO presentations and meetings and will fill in when there is a gap. During the coming weeks, Chapter Org

Cores should work together to establish or improve their NEO programs. If we're going to achieve a 90% membership rate, we need to sign up at least 90% of all new employees coming through the door. We're also encouraging chapters to hold new employee meet-and-greet and surviving probation meetings on a regular basis throughout the year. These meet-ups are where we welcome them into the union and the workplace and start to build a deeper connection.

Checking membership status at every meeting sign-in table... DO IT! As of the writing of this report, we're still waiting on CSEA IT to deliver on a barcode scan process that is compatible with CRM. We're hoping to have this ready to test out at our Org Chair training this weekend and rolled out into the field in the coming weeks, possibly months.

Member recruitment blitz packets are done, charting and mapping is occurring and being planned at several chapters and soon we'll be blitzing up and down the state. Chapter Org Cores should work together to plan for a blitz or a staged targeted member recruitment effort in the coming weeks and months.

Looking Forward

Outsourcing is still a huge problem on many of our chapters with Fullerton, Fresno, Dominguez Hills and San Marcos all notifying us recently that they want outsource unit 5 jobs. A fight has been raging at Maritime over outsourcing housing custodial services and Chapter 323 is swinging! They have gotten tons of support and petition signatures from students, are passing out flyers and getting the custodial crew to step up and fight for their jobs. This is another great example, coming off the heels of our victory at CSUN, of how chapter leadership, Organizing Committee members, chapter LRRs and affected employees can come together and fight back against the privatization of the CSU and the outsourcing of our jobs. We will continue to help organize and empower our members in the fight to protect our work and our future.

The Fight for 15 campaign, anti-bullying, campus compensation programs and external organizing are the key issues we've identified to organize around. Our Fight for 15 campaign should be all about getting a \$15 per hour minimum wage for over 1,000 CSUEU represented employees. SEIU (international), SEIU-CA, SEIU locals near our campuses and grassroots organizations who have been part of the Fight for 15 campaign are now knocking on our door and asking us to join the fight. On April 15, the Fight for 15 campaign will conduct a national (and international) day of action. We've identified events that will be occurring in the Bay Area, Los Angeles, Sacramento and San Diego and are in the process of identifying events in the other parts of the State our chapters can plug into. Poverty is not a CSU value, it's time take a stand for our lowest paid brothers and sisters!

Bullying continues to be a pervasive and destructive force in our workplaces and is near the top of the list of issues we need to confront at most, if not all, of chapters. We have pushed for a system-wide anti-bullying policy in the CSU and there are indications that it is in the works. We have seen other issues of this magnitude be derailed, sidelined or discarded by the CSU before and must guard against being co-opted or stalled into inaction.

During the past few months, CSUEU has been on the offensive and are we are escalating our tactics. At the January Board of Trustees meeting VP Geck and a chair or vice-chair from each bargaining unit spoke out

forcefully against bullying during public comment. Considering the amount of positive feedback received by the speakers we know we made a serious impact on CSU's decision makers that day, including CSUN's campus president. She was really moved, agreed 100%, recommitted to tackling the issue at her campus and welcomed our support in seriously addressing the issue on her campus. A couple weeks later, Chapter 302 (Chico) held a very well attended rally where anti-bullying was at the forefront. They got some great media coverage and sent a loud and clear message to their campus administration: HEY HEY, HO HO, BULLYING HAS GOT TO GO!

As CFA negotiates equity and compensation programs at campus after campus, we get belittling comment like this, "The equity program for staff members will follow the existing In-Range Progression (IRP) procedures. Raises under this program are also in addition to the raises negotiated in the relevant collective bargaining agreements." – SDSU Administration. The same old rhetoric, from the same old group of people that have been hosing us, using the same old busted compensation system. Kudos to Chico for highlighting this issue at their rally! Unfortunately, as talks with the administration on compensation occur on some chapters and not on others, we have not taken a strategic statewide approach to ensure we get the best we can for all chapters.

We need to take action on these three issues at every chapter and the Organizing Committee will be working through the Chapter Org Cores to help determine and carry out the appropriate actions at each chapter. In addition, we recommend that either Org Committee sub-committees or task forces be established for each of these issues to help determine a strategic statewide approach and increase communication and collaboration amongst chapters and statewide representatives.

Training

During our last Organizing Committee meeting, Magali and Mike carved out some time for training for the committee regarding the future of our union post Abood and how we maintain being relevant with the widespread attacks on unions and union rights. A couple of weeks ago, staff spent about a day and a half in training on a variety of organizing and goal setting exercises that resulted in preliminary plans to raise membership and get more involvement in the union. This weekend our Org Chairs, Chapter Presidents and other member leaders participated in organizing basics training where attendees role-played 1:1 conversations, learned about assessments and campaign planning. This is just the beginning. Ongoing training from and for the Organizing Committee will be a top priority and will occur throughout the year in a variety of ways and venues.

During the 2nd weekend in March, the CSUEU Officers, Brian Lee and Magali Kincaid went to an SEIU conference attended by SEIU local member leaders and staff, SEIU leaders and staff, and non-union low wage workers fighting for \$15. The theme was IGNITE! Sparking Leadership and the days were packed with moving general sessions that featured story after story of workers from fast food to higher education detailing their struggle and how they're winning the fight for a better future. One of the running themes throughout the event was racial injustice and economic inequality in our lives and how our diversity makes us stronger as we acknowledge these injustices. The breakout training sessions were packed with Fight for \$15 economics, 1:1 conversation training, and real talk on racial injustice and inequality. Many connections were made and collaborations begun. To boot, we have access to the training materials that were used at the conference along with a treasure trove of other SEIU training materials!

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
Kenneth	Castillo	311	Los Angeles
Kenneth	Castillo	313	Chancellor's Office
Kenneth	Castillo	314	Dominguez Hill
Kenneth	Castillo	312	Northridge
Nadine	Mendoza	320	San Bernardino
Nadine	Mendoza	319	Pomona
Nadine	Mendoza	317	Fullerton
Rosa	Jones	316	San Luis Obispo
Rosa	Jones	324	Channel Islands
Rosa	Jones	310	Bakersfield
Stephanie	Bradshaw	309	Fresno
Stephanie	Bradshaw	303	Sacramento
<i>Renee</i>	<i>Giannini</i>	308	Stanislaus
	Stephanie, Russell	322	Monterey Bay
	Stephanie, Russell	307	San Jose
Russell	Kilday-Hicks	305	San Francisco
Russell	Kilday-Hicks	304	Sonoma
Russell	Kilday-Hicks	306	East Bay
Russell	Kilday-Hicks	323	Maritime Academy
Mike	Geck	321	San Marcos
Mike	Geck	318	San Diego
Mike	Geck	315	Long Beach
Vacant			Staff Assigned
Magali	Kincaid	302	Chico
Magali	Kincaid	301	Humboldt

Committee Changes

None!

We still have a gap in the Organizing Committee's Northern California (Humboldt and Chico) 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.**

Organizing Plans

In conjunction with chapter assessments and chapter improvement plans, we will work through Chapter Org Cores to continue to assist chapters with developing 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.

When a well-developed plan is put into action, we become much more effective at achieving our goals. We continue to suggest that chapter organizing plans focus heavily on NEO, charting and mapping, and member recruitment. Charting and mapping is a critical component to organize around the Fight for 15, bullying and compensation issues and each of these are great opportunities for member and member leader recruitment.

Unfinished Business

Organizing is a Priority for CSUEU!

At the last Board of Directors meeting the Organizing Committee was allotted 100 hours to help chapters achieve organizing goals. We are grateful for the time and really appreciate the support from the Board of Directors. Initially, we allocated the bulk of this time to be used on member recruitment blitzes but reconsidered and came to the conclusion that we should focus the time on NEO and charting and mapping. The Chapter Org Cores at Chapter 312 (CSUN), Chapter 306 (East Bay) and Chapter 316 (SLO) have begun charting and mapping their chapters; the Organizing Committee utilized 24 hours towards those efforts. Mike Geck met with Chapter 318's Org Chair and Unit 7 Rep, an SDSU student/UAW organizer, and an SEIU Fight for 15 campaign organizer for 1.5hrs to discuss CSUEU's support and involvement in the Fight for 15 campaign and getting chapter turnout for the all day April 15 event that will be culminating at SDSU at 4pm.

This time is precious to us and we want to ensure that we use it in ways that produce tangible and lasting results. As of the writing of this report, 25.5 hours have been allocated and we ask the Board of Directors to allow us to roll the remaining 74.5 hours forward until the June Board of Directors. As this report details, we have a lot of work planned for the spring and this time is critical for us to achieve the objectives outlined above. Your continued support will allow us to build off of the training this weekend and put the tools and strategies we learned about, to use on our chapters to increase membership and involvement in CSUEU.

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