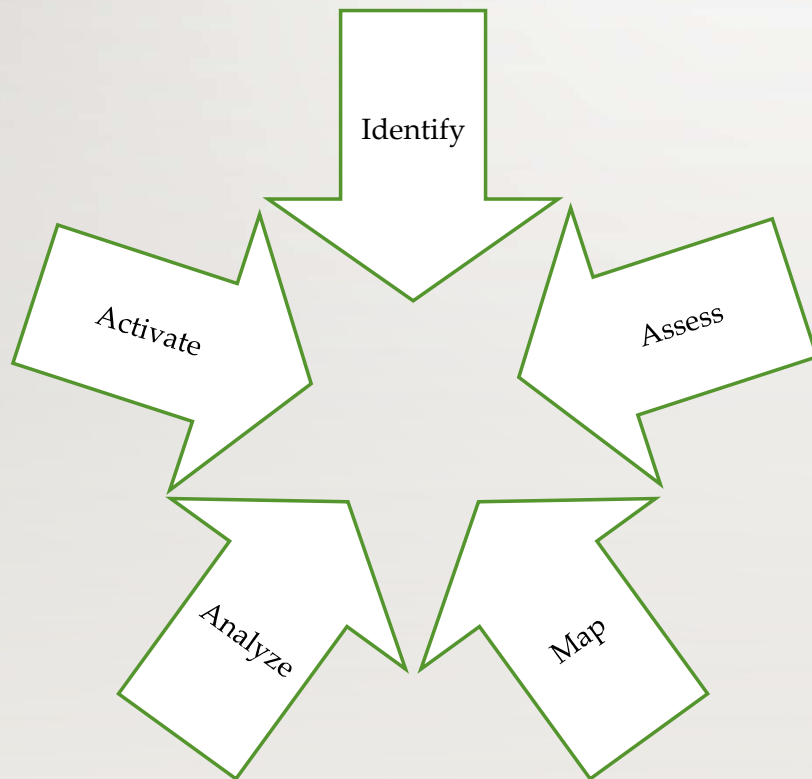


Knowing the Membership

YOU'VE GOT TO KNOW WHO THEY ARE BEFORE YOU CAN GET THEM INVOLVED.

Finding the links



- Identify your members and know where they work
- Assess their interest, action & commitment
- Map your worksites
- Analyze the trends
- Activate the ask

Charting and Mapping

- Effective charting allows locals to gather and record member information in an immediately useable way
- Learning to map your members allows locals to assign resources and reps effectively
- Gives locals the tools to “work smarter, not harder” at communication and turnout

Materials Needed

Bargaining unit information including room/worksite location, building, department, shift

Membership list

Non-Member List

Building Rep/Ambassador structure

Charting

- Charting allows a local union to gather and record information in an immediately usable way. Charting is important to be able to identify new hires, potential leaders, internal union building, contract mobilization or community engagement.



Watch the video that shows how to access membership list, download, and open as Excel spreadsheet



1,2,3,4, RATING	Room	Department	First Name	Last Name	Years	Union Office	Attends Union Meetings	Notes	VOTE COPE \$
	A101	MS Social Studies	Alice	Stoxen	11		Always	Single mother of 3	\$ 100.00
	A102	MS Social Studies	Bobby	Sergent	2		Never	Son of Sally Sergent coaches girls track	\$ -
	A105	MS Social Studies	Anthony	Rubado	3		Sometimes	Worried about tenure, had an affair with married Assistant Principal	\$ 50.00
	A106	MS ELA	Dina	Flenner	27		Always	Best friends with talia Fischer	\$ 20.00
	A108	MS ELA	Chris	Harmala	1		Never	Recently moved to area from Wisconsin	\$ -
	A109	MS ELA	Barbara	Fischer	1		Never	Daughterof Talia Fischer	\$ -
	A123	MS ELA	Lorelei	Hoppe	24		Never	Excessed 3 times over career	\$ 20.00
	A127	MS Science	Jimmy	Lueck	8		Sometimes	Football coach and son of BOE President who is anti-union	\$ -
	A128	MS Science	Noreen	McKenna	12		Sometimes	Mother retired from District 6 years ago, was a building rep	\$ 20.00
	A129	MS Foreign Language	Jackie	Grewe	7		Sometimes	Unahppy with current leadership but comes from a union background	\$ 10.00
	A137	MS Social Studies	Gina	Woker	18		Sometimes	Chair of the local Soccer League Board. Lives in the community	\$ 25.00
	A138	MS Gifted Program CO	Stephanie	Harman	6	Building Rep	Always	Daughter of a BOE member/ Goes to church w Cora Balfanz won election	\$ 100.00
	A138	MS Gifted Program CO	John J	Jackson	14		Always	married to Union officer in another district	\$ 50.00
	B102	MS Special Education	Hamid	Haroen	3		Sometimes	friends with Stephanie Harman	\$ 25.00
	B104	MS Special Education	Sheila	Pape	9		Sometimes	Dating Ted Renniecke	\$ 50.00
	B110	MS Computer/Tech	Ted	Renniecke	7		Always	Dating Sheila Pape	\$ 100.00
	B113	MS Foreign Language	Adam	Larson	4	Building Rep	Always	Married to Andrew Larson	\$ 250.00
	B114	MS Foreign Language	Talia	Fischer	29		Always	Former Buiding Rep, lost election	\$ 50.00
	B115	MS Foreign Language	Sun	Kirk	1		Never	Here on HB1 Visa teaching Mandarin	\$ -



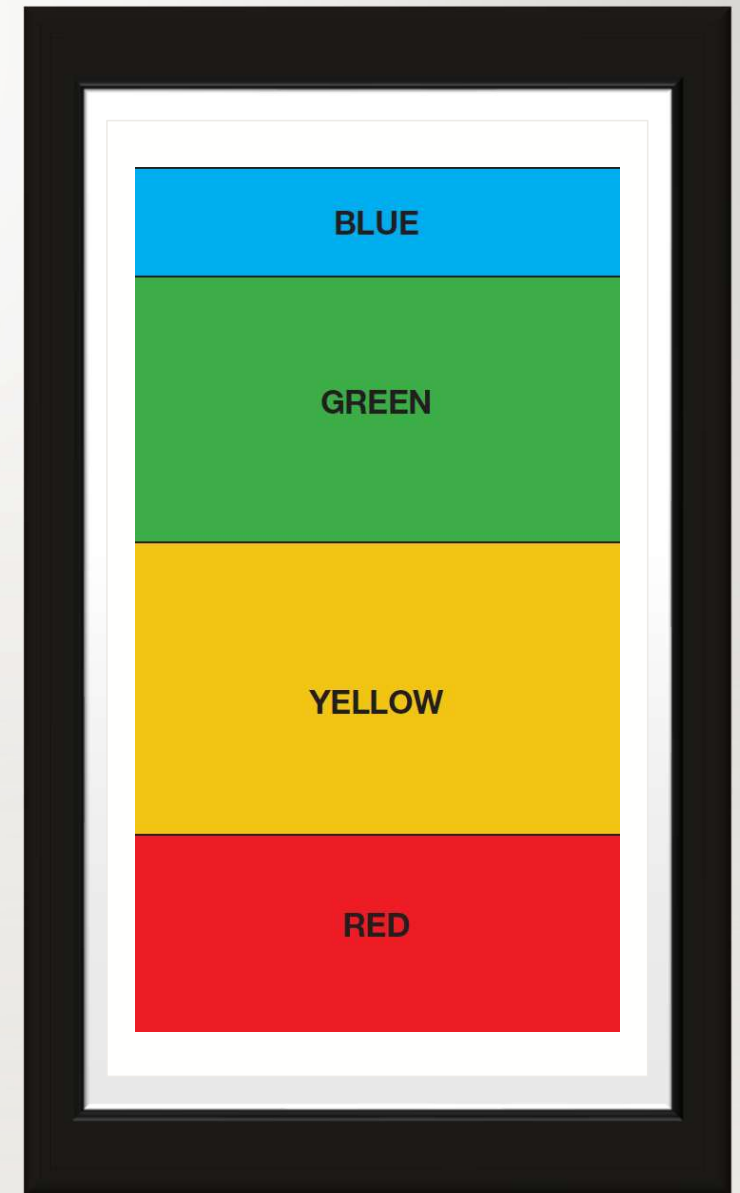
Keys to creating a useful database

- Use a platform that you are comfortable with and that is easily shared between those who need access, but limit those who have access!
- Send Reps or Ambassadors to collect updated member information on HARD COPY and keep the hard copies on file as a back-up
- Add new hires as soon as they are appointed by the BOE and fill in their personal data when they enroll
- Include as much personal data as you can:
 - Full Name
 - Address
 - Personal Email
 - Cell Phone (Have a box to check for text permission)
 - Shirt Size
 - Years in District
 - Department or Grade Level
 - BUILDING /classroom/office
 - VOTE Cope \$
 - Participation in Union Activities
 - Attendance at Meetings
 - Grievances
 - Leave of Absences/changes to dues collection when off payroll
 - ANYTHING ELSE THAT YOU CAN THINK OF!!!



Mapping

- Mapping is done by assigning each person a color/number depending on what you know about them.
- The colors/numbers will help you see where to prioritize your conversations and relationship building.
- Keep your initial mapping simple. You may just want to know who is new, who is a member/nonmember, who is a supporter/critic.



BLUE	<ul style="list-style-type: none"> ■ Current Members
GREEN	<ul style="list-style-type: none"> ■ Have said they'll join but never followed through. ■ May take one or two 1 on 1s. ■ Should be fairly easy to sign. ■ Very few of your potential members are likely to fall in this category.
YELLOW	<ul style="list-style-type: none"> ■ New hires, unknowns, people who say dues are too high. ■ May take several 1 on 1s. ■ You will spend most of your time with this group building relationships. ■ Majority of your potential members
RED	<ul style="list-style-type: none"> ■ These are those who have been vocal about not being a member and like to engage people in debates about the Association. ■ Should be very few people.

Mapping Example

- In this example, the local president wanted information about current members versus new members or those who have not joined the union yet.
- Let's see how this worked

MAPPING EXAMPLE

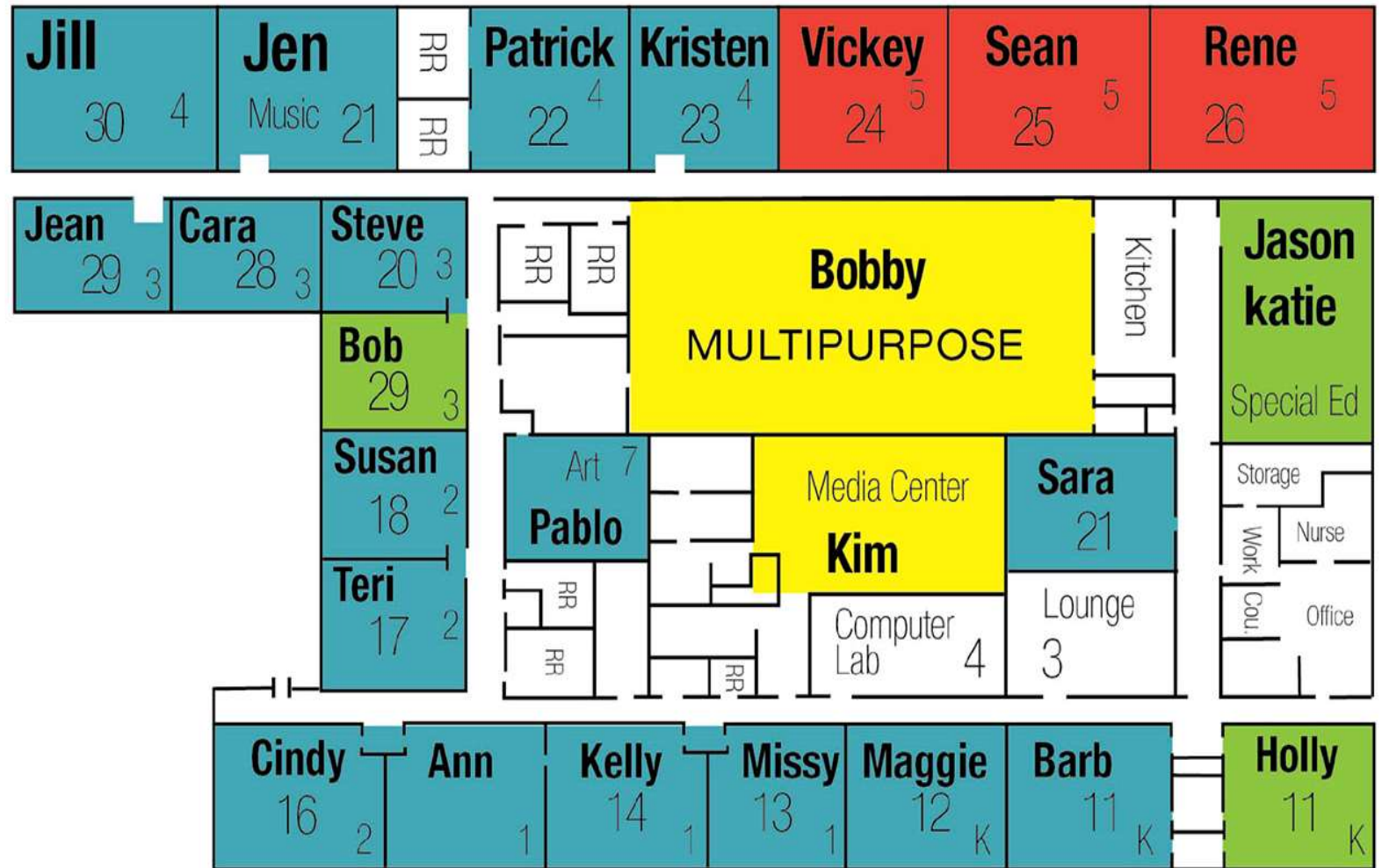
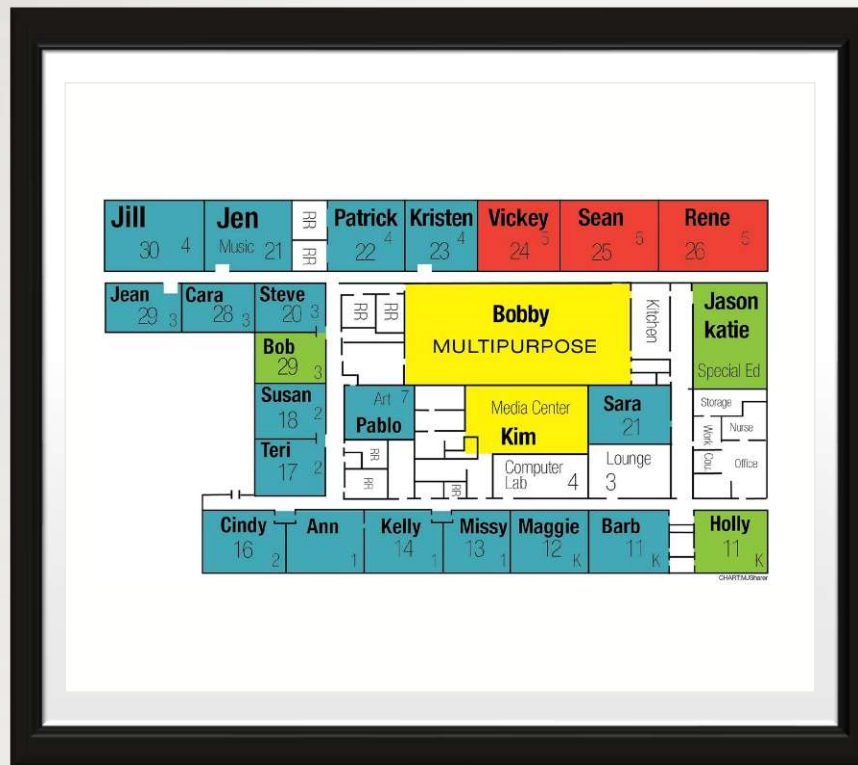


CHART: MJSharer

Example

Example



- Based on the information, how would you work with the building reps to prioritize conversations with Bobby, Kim, Jason, Katie, and Holly?
- Would a membership chair and committee help with this endeavor?

Now that you
have your
materials,
give this a
try!

Bargaining unit information including
room/worksite location, building,
department, shift

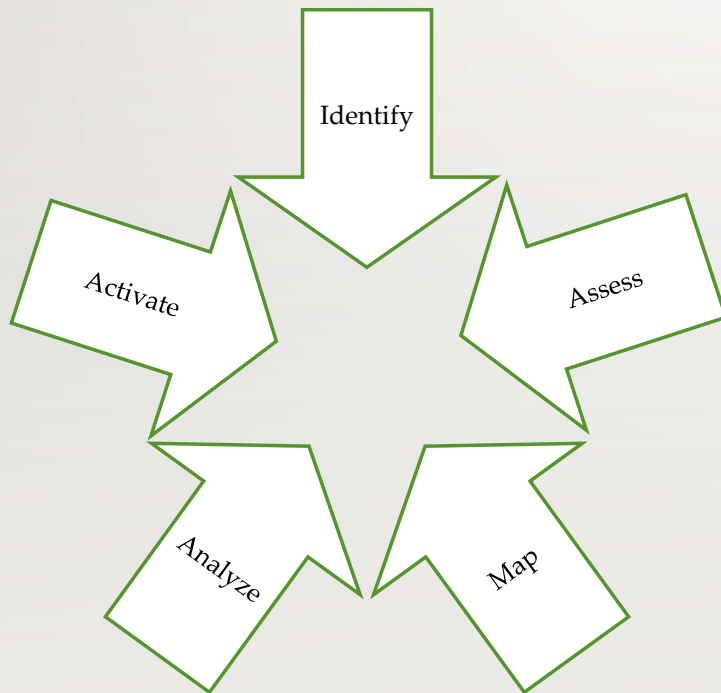
Membership list

Non-Member List

Building Rep/Ambassador structure

Finding the links help you fulfill the responsibilities of a leader.

Which responsibility will you use mapping for?



1. Understand Your Mission

2. Analyze Risks

3. Identify Power Players

4. Review Your Organization

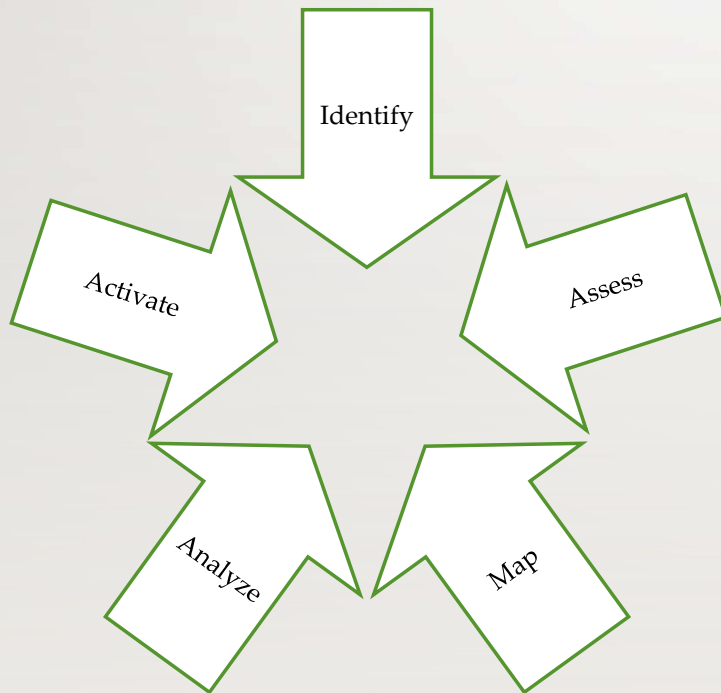
5. Audit Internal Systems

6. Challenge Your Findings

7. Stay Curious

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