



New Member Coordinator

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Tarrytown Regional Office



Agenda

Introduction

Primary goals

Organizing New Members

New Member Coordinator

New Member Engagement

Resources for New Members

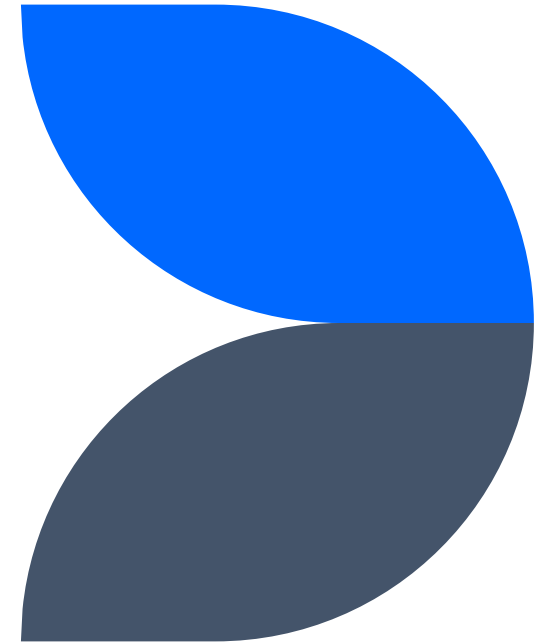
Introduction

Please introduce yourself and provide the following information:

- Name
- Local Union
- Title in Union (if any)
- Does your local have a New Member Coordinator?
- Anything else you would like to add

Primary goals

- How did we get here?
- Why a New Member Coordinator?
- New Member Coordinator role
- Ways to engage new members
- NYSUT TRO Engagement
- How to create a lasting program for new members



Organize, Organize, Organize

Public sector unions have always focused on organizing. This is one of the primary reasons why the predicted downfall of public sector unions, post the 2018 Janus decision, never actually came to fruition. Local unions have been organizing since day one. While that has not changed, the way in which they do it may have.

How we got here

Janus Decision

On June 27, 2018, the United States Supreme Court ruled that public sector unions could no longer deduct fees from non-union members. Many believed this would be the end of public sector unions. **THEY WERE WRONG!**

NYSUT Re-Enrollment

In late 2018, NYSUT launched a re-enrollment campaign that asked locals to go back to grassroots organizing by meeting with members of all experience levels to engage them in discussions and reaffirm their belief in the union.

New Members

Locals are now tasked with recruiting new hires to join the union and while this may not have changed the procedures for some locals, these new hires now have a choice. Many locals have had to re-evaluate how they go about this process.

Pre-Janus vs Post-Janus

Pre-Janus

- Most new hires never thought twice about signing up for the union
- In the public sector, even if a new hire did not join the union, she/he would be responsible for paying an “Agency Fee” for benefitting from negotiations and the union collective bargaining agreement.
- Locals did not have to think much about member recruitment.

Post-Janus

- Agency Fee has been eliminated in the public sector
- New hires have a choice of not joining the union and not paying a fee, yet still reap the benefits of the CBA (potential members/freeloaders)
- Some locals had to rethink and reimagine recruitment/organizing of new hires.



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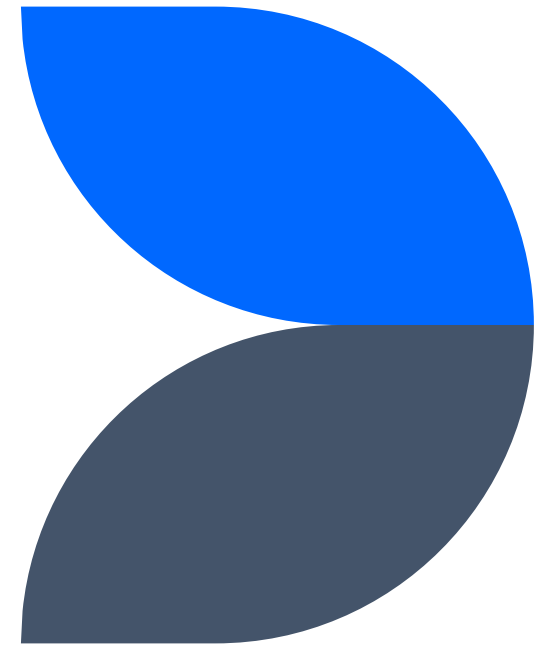
While the Janus decision was disappointing, it wasn't a shock. We had been following the case for some time. We knew the danger it posed. But more importantly, we knew it was a good opportunity to do what unionists do best: get organized.

Andy Pallotta

”

How do you recruit new hires to join the union?

- Take some time at your table to discuss what your local does to recruit new hires and how your local enrolls new members.



General Tips of Good Local Unionism

Democracy & Inclusion

Be sure your union is transparent, running open and honest elections in which, all members have the opportunity to participate. Allow members to participate in the planning and decision-making of the union.

Communication

Ensure your local communicates clearly and consistently with members through **one-to-one conversations**, meetings, email/text, etc...Does your local a rapid response network to reach all members quickly? What about external communication?

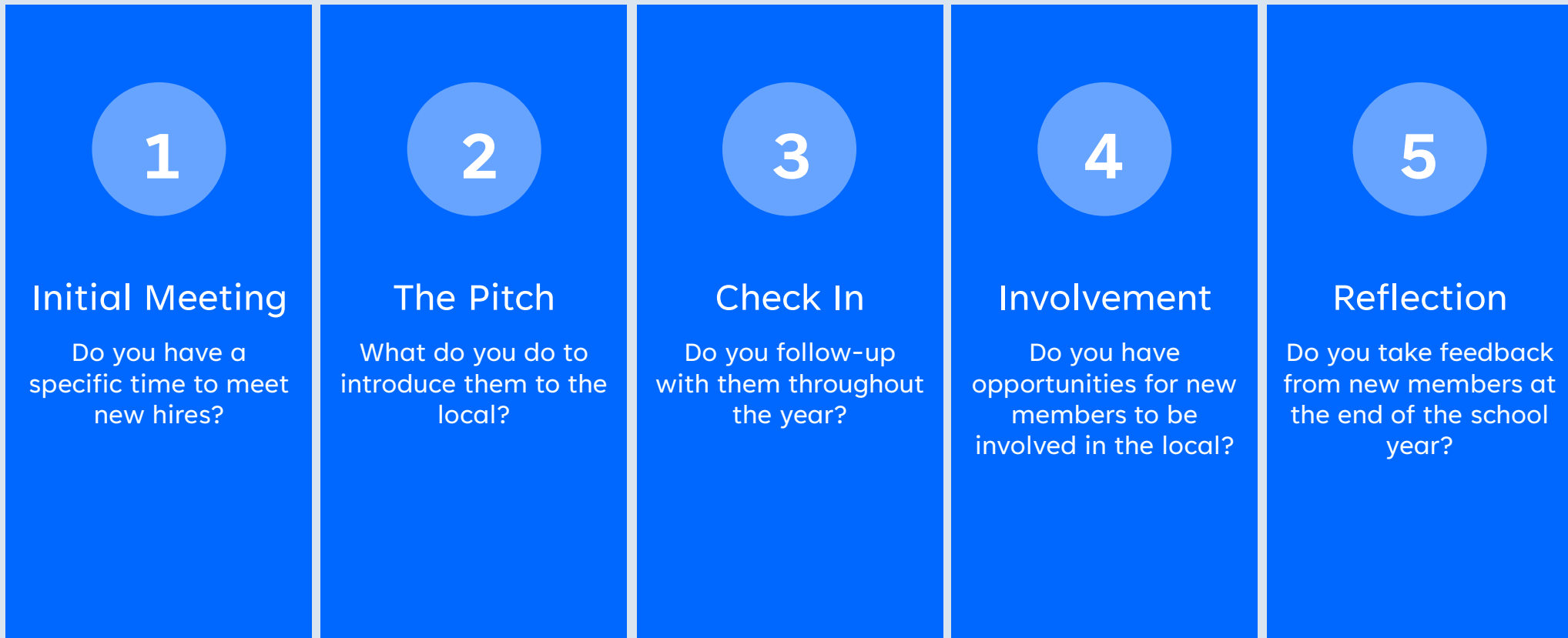
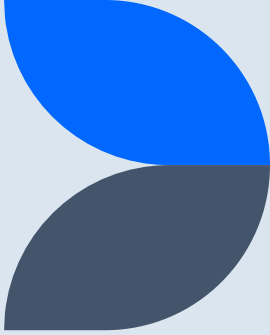
Community Involvement

Find ways for your local to be involved in the community and celebrate those successes. Your local must have a way of publicizing its efforts in the local community to display all that is being achieved.

Budget

- Does your local budget include line items for new members?
 - Swag
 - Events
 - Education

New Members Plan/Questions



What is the culture of your local?

Identifying, establishing and maintaining a culture within your local is paramount when introducing new members to the union. What is the central message you are trying to instill in the new hires? Is your local one in which members show up and do because that is just, “What we do,” or do you need to create that culture? No matter if you are maintaining or establishing this culture, there is no better place to start than with new members.



Areas of focus when organizing

The Benefits of Being in a Union

Comradery

Collective power to improve conditions

A chance to participate in planning and decision making

Respect and self-esteem

A chance to work with people in an equal democratic and supportive way

A sense of purpose, being a part of a cause bigger than any one of us

Member Benefits

Accomplishments of the Union

Collective Bargaining Agreement

FMLA

Pension

Health Care

Social Security

Defined Workday

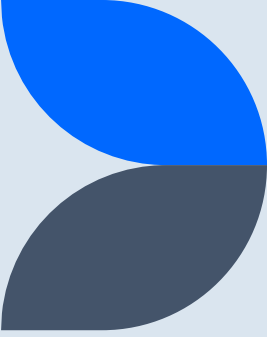
Sick Days



Resources Available to New Members

- Local CBA
- Local Welfare Fund Information
- Local swag
- “Friends” List
- NYSUT New Member bag/materials
- www.nysut.org

Why a New Member Coordinator?



- As Ferris Bueller once said, “If you have the means, I highly recommend it.”
- Opportunity for the local leaders to delegate
- Opportunity to involve a “newer” member in the local leadership, even a non-tenured member
- A single point person for new hires and collection of enrollment paperwork (local union and welfare fund, VOTE COPE, etc...)

New Member Coordinator Role

INTRODUCE

The New Member Coordinator is someone who should be introducing the new hires to the local. This work is supported by other leaders and members, but this role will serve as the liaison for all new members.

CONNECT

The NMC will stay in touch with new hires throughout the year. This is a person new hires should be comfortable reaching out to with questions about the local union, NYSUT, worksite, community, etc..

Plan

The NMC plans events for new hires and not so new hires to help build relationships that will support new hires and hopefully inspire them to do the same when they are no longer new.

New Member Engagement

- NYSUT's Tier VI Campaign

- Beginning in April of 2012 the New York State Retirement System introduced a 6th tier. This tier requires public employees to work until age 63, up to 40 years, in order to retire without penalty. Public employees in Tier 6 can no longer retire at age with 30 years of service without suffering from significant penalties.
- Tier VI members must pay into the retirement system their entire career
- Tier VI members must contribute more as their pay increases, starting at 3% and growing to up to 6%
- Tier VI members can't retire before age 63 without heavy penalties
- Tier VI does not incentivize professionals to enter, or stay in, education
- www.fixtier6.org

New Member Engagement cont.

Education

- Classes run by the local to highlight important aspects of the local and school community (your LRS can help you with this)
 - Know Your Contract
 - Get to Know Our District
 - Who Are the Players?
 - Get to Know Our Union
 - How to Get Involved in the Union
 - Robert's Rules

Experiences

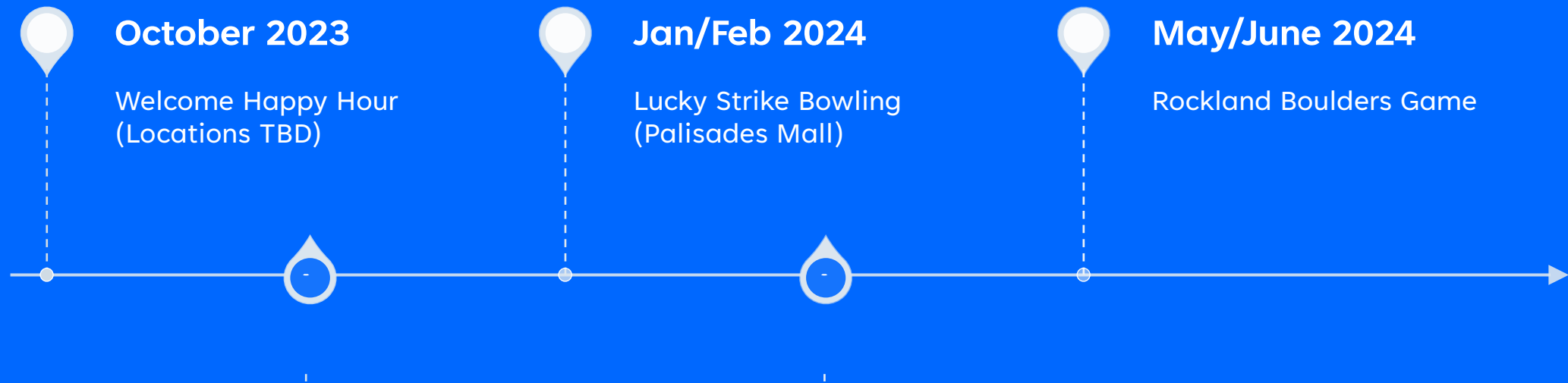
- As experienced employees, we are familiar with much of what the local town/city has to offer, but what about our new hires?
 - What are the go-to places for lunch?
 - Is there a great happy hour spot nearby?
 - What else is there to do around here?
 - What do you wish someone told you when you began your employment here?



NYSUT TRO Engagement

The NYSUT Tarrytown Office is pleased to announce a new series of events for new members and local leaders to engage with staff at the TRO and to learn about the benefits of being a NYSUT member. We will be eliciting the help of New Member Coordinators to collect information on new members to invite them to these events.

Timeline of NYSUT TRO Events



Summary

In the past several years, organizing new members has become a vital aspect of local public sector unionism. The end goal is to put a system in place that your local can replicate each year, while also flexible enough to adjust with the times, to organize new hires. This system must have a plan for those that are hired at any given point in a year. If done, organizing becomes considerably easier and more successful.



Thank you

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New Member Coordinator Workshop

Tarrytown Regional Office Summer Leadership Conference 2023

Handout #2

Possible questions to ask new members at the end of year 1.

1. What made you become a member of the local?
2. What do you wish someone would have told you earlier?
3. Do you feel as though your opinion matters in union issues?
4. What union services/benefits did you utilize this year?
5. What improvements can be made to our new hire program?
6. Would you like to become more involved in our local?
7. What was the most helpful advice you received?
8. Who is your “go to” person?
9. Do you have any questions, suggestions?

Fell free to add your own questions:

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Handout #4

Consider these questions as they relate to how you might want to introduce new members to your local.

Why do we exist?

What are we known for?

What will our union never do?

Who are our members?

What are our goals?

What services do we provide to our members?

How do we make our members' lives better?

What is the culture of our organization?

Why do people want to become members?