

Building a Membership Organizing Plan

CCA/CTA/NEA

Success is determined by what is done before the campaign even starts. The following are critical issues that must be addressed before beginning a campaign:

Evaluate—

- The union's current membership—do you want to grow your union?
- The leadership and staff—are they committed?
- Resources—are you willing to commit funds?
- Your relationship with the employer.
- The union's credibility with current members and management.
- The union's goals and how organizing fits in.

Identify—

- Identify targeted faculty (potential members). You should have data on at least 70 to 80 percent of these targeted faculty before even starting. Your District is obligated to give you bargaining unit personal information by law, so do not hesitate to ask for it. Also establish the following:
 - Name, email address, home or cell phone number, home address
 - Departmental contacts
 - Class and office hour schedules
 - Personal interests and colleagues
 - Any public information available

Use the "Action Planning Form" in Excel for this purpose.

- Map responsibilities for your membership contacts
- Develop a strategic plan, including scope of target, budget, and benchmarks to measure success.
- Establish procedures for record keeping. This is critical. You must have a good record of members you have made contact with and where they stand as far as their interest in the union. Use the "Contact Form" in Excel for this.
- Identify resources. NEA and CCA both offer grants for membership recruitment. NEA grants are available through your CCA staff person and CCA grants through CCA governance.
- Define role and commitment of staff and leadership.
- Evaluate community and other pressure points.
- Time your campaign with other important events, for example, at the beginning of the academic year.

Develop an Organizing Committee—

- Survey and identify leaders and those who are well respected by their colleagues. Who knows a lot of faculty members? Who is willing to commit? Who is an effective communicator? Ask them to join.
- A good committee should be *5 to 10 percent of the targeted unit* and should mirror the unit in terms of age, race, gender, departmental affiliation and academic rank.
- Ask identified leaders to contact other potential leaders.
- Secure the commitment of committee members to participate actively in the campaign.
- Train the committee on approaching potential members and evaluating them.

- Follow your Action Planning Form to track your Organizing Plan.