

COMMUNITY
COLLEGE
ASSOCIATION
OF CALIFORNIA



MEMBERSHIP HANDBOOK

Advocating for Justice

WHY JOIN?

Five Reasons to Become a Member

1. **Employment Stability** – Contract Security, Salary Advancement, Due Process
2. **Sense of Community** – Having a Voice, Feeling Connected, Advancing the Profession
3. **Promotion of Equity** – Awareness Campaigns, Awards and Recognition Networking
4. **Collective Bargaining Power** – Salary, Health Insurance Benefits, Class Size, Work Load, Knowledgeable Staff Members
5. **Excellent Member Benefits** – Liability Protection, Insurance, Representation, Discounts

CCA Membership Committee

2014-2015

Brad Reynolds – Chair

Kristie A. Iwamoto – Vice Chair

Randa B. Wahbe - Recorder

Josue Arredondo

Elias L. Escamilla

Denise Johnson

Lynette Nyaggah

Vanessa Sheldon

Robin Devitt – CTA Staff Liason

2013-2014

Brad Reynolds – Chair

Elias L. Escamilla

Kristie A. Iwamoto

Lynette Nyaggah

Norma Scott

Randa B. Wahbe

Robin Devitt – CTA Staff Liason

**Adapted from the
NEA One-on-One Organizing for Membership Success Handbook**

©©©

Last Updated November 14, 2014

TABLE OF CONTENTS

1. Successful Membership Recruitment	1
2. Listening	5
<i>a. Seven Reasons to Be a Good Listener</i>	5
<i>b. Guidelines for Improving Listening Skills</i>	6
<i>c. Listener and Sender Responsibilities</i>	7
3. Asking Questions	8
<i>a. Three Kinds of Questions</i>	8
<i>b. Sample Open Ended Questions</i>	9
<i>c. Paraphrase for Clarification & Other Ways to Keep a Person Engaged</i>	10
<i>d. Comments That Encourage People to Stay Engaged</i>	11
4. Overcoming Objections	12
<i>a. Overturning Objections</i>	12
<i>b. Some Thoughts on Handling Objections</i>	13
<i>c. Some Tips for Handling Objections</i>	14
<i>d. Overturning Some Specific Objections</i>	16
<i>e. Objections & Responses</i>	17
5. Steps to a Successful Membership Promotion Campaign	26
6. Templates	27
<i>a. Basic Membership Data</i>	
<i>b. Information About Prospective Members</i>	
<i>c. Sample Prospective Membership Roster</i>	
<i>d. Sample Activity Planning Form</i>	
<i>e. Sample Membership Organizing Calendar</i>	
<i>f. Sample Membership Drive Calendar</i>	
<i>g. Advocating for Justice – Why Join</i>	

SECTION 1 - Successful Membership Recruitment

1. More people will join because we are interested in them as individuals – not for all the facts we may know about the organization. They are not buying the organization but rather what it will do for them.
2. Remember, **people join for their own reasons, not for ours.** The best promoter of membership is an enthusiastic member. Let it be known that you are proud of the Association, and you believe that the Association can make a difference.
3. Contact prospective members in person, one-on-one. Contact them when they are alone rather than in a group. Best results are obtained from personal contact. After personal contact comes telephone contact, e-mail, and social media.
4. Timing is important. People are most likely to join:
 - When a major activity occurs
 - When they are newly hired
 - When they are helped with a problem they've had
 - When asked and asked and asked and asked
5. Take a few minutes to plan your contact. Review the use of open-ended questions and listening skills and ask yourself:
 - What do I know about this person (prospective member)?
 - What is the purpose of this contact?
6. Remember that your job is to listen, not talk. Ask questions that start with who, what, where, when, why, and how. Listen to the answers! Find out:
 - What the prospective member knows about the Association
 - What her/his concerns, questions, and needs are
 - What her/his objections are, if any
 - How our Association can fill her/his needs

SECTION 1 - Successful Membership Recruitment (continued)

7. Prepare yourself with information about organizational goals, programs, and services. Know where to get additional information should you need it. Talk about the Association in terms that would answer the question, "What will it do for me?" Highlight aspects about the Association that would appeal to the prospective member.

8. Members enjoy numerous benefits, including the following:
 - A voice (vote) in decisions regarding your contract, salary, and other issues,
 - Representation by grievance representatives at no cost,
 - Employment liability policy,
 - Representation by CTA lawyers for any work-related issue,
 - 30 minutes per year with a CTA lawyer for personal business,
 - Life insurance plan from NEA,
 - Death benefit from CTA,
 - Accidental death and dismemberment benefit from CTA, and
 - Benefit from CTA if you die or suffer dismemberment at work.
 - Eligible for all the various insurance, financial, and entertainment programs offered by CTA/NEA at reduced costs. (For more information, see the CCA/CTA/NEA Member Benefits tab.)

9. Keep in mind that you don't have to know all the answers. A general briefing on the local, state, and national levels of the Association will usually suffice. Find out the questions, concerns, and needs of a person and get back to her/him.

SECTION 1 - Successful Membership Recruitment (continued)

It's important that you care enough to follow through with what you promise. You may also ask a more knowledgeable leader or staff person to follow-up on your contact.

10. If you need someone to assist you or to make a follow-up contact, decide who the best person should be. When members are informed about who the members and potential members are, they are often willing to make recruiting new members a team effort, especially with individuals they know.
11. When talking about dues, talk in smallest terms — by the day, week, or month. Use the daily amount and compare it with what little that amount will buy in everyday purchases. Stress that members receive protection and service 365 days a year.
12. Use printed material selectively. **Hand deliver** materials. Point out specific information that responds to the prospective member's interests. Write a personal note to go along with it.
13. Positive attitudes produce positive results. Be positive; expect everyone to join. Let the prospective member be the one to tell you otherwise.
14. If someone shows any sign of interest in joining, try to get her/him to sign up immediately. It takes less than two minutes to complete an application, especially if **you** have filled in the information in advance. Become familiar with the application form so that you can help. Offer to take the completed form to save the person the bother of sending it in.
15. If someone is uncertain about joining, remember the basics of membership recruitment:

Here's who we are.

Here's what we do.

Here's what we can do together.

Here's what the dues are.

Here's what the member benefits are.

"Will you join us?"

SECTION 1 - Successful Membership Recruitment (continued)

16. Set a goal for yourself each day. For example, ask one open-ended question; contact one potential member; call and support another membership recruiter.
17. Much more comes through to the prospective member than just the words we speak. It's been said that only 7% of our message comes from our words; 38% comes from our tone of voice and how we say the words; 55% comes from other nonverbal messages we send with our facial expressions and body language.
18. After people join, tell them what they can expect. Do not promise anything you can't deliver personally. Help the member get involved immediately after joining. Do what you can to make the new member feel good about her/his decision to join.

SECTION 2 - Listening

Seven Reasons to be a Good Listener

- We learn a great deal.
- It helps solve problems.
- It gives us time to think.
- It increases our self-confidence.
- It helps us share ideas.
- It generates ideas.
- It shows other people that we care.

SECTION 2 – Listening (continued)

Guidelines for Improving Listening Skills

Listening is a skill. It can be learned. Dr. Edward Wakin, a professor at Fordham University, offers these guidelines for better listening:

1. **Be interested and show it.** Genuine concern and a lively curiosity encourage others to speak freely. Interest also sharpens your attention and builds on itself.
2. **Tune in on the other person.** Try to understand his/her viewpoint, assumptions, needs, and system of beliefs.
3. **Hold your fire.** Avoid jumping to conclusions. Hear the speaker out. Plan your response only after you are certain that you've gotten the whole message.
4. **Look for the main ideas.** Avoid being distracted by details. Focus on the key issue. You may have to dig hard to find it.
5. **Watch for feelings.** Often people talk to "get something off their chests." Feelings, not facts, may be the main message.
6. **Monitor your own feelings and point of view.** Each of us listens differently. Our convictions and emotions filter — even distort — what we hear. Be aware of your own attitudes, prejudices, cherished beliefs, and emotional reactions to the message.
7. **Notice nonverbal language.** A shrug, a smile, a nervous laugh, gestures, facial expressions, and body positions speak volumes. Start to "read" them.
8. **Give the other person the benefit of the doubt.** We often enter conversations with our minds already made up, at least partially, on the basis of past experience. Prejudgments can shut out new messages.
9. **Work at listening.** Hearing is passive. Our nervous system does the work. Listening is active. It takes mental effort and attention.
10. **Get feedback.** Make certain you're really listening. Use reflective questions to confirm with the speaker what was actually said.

SECTION 2 – Listening (continued)

Listener and Sender Responsibilities

Listener Responsibilities

- Show interest by your actions.
- Take time to listen.
- Get the whole message.
- Don't interrupt the sender.
- Concentrate on listening.
- Practice listening.

Sender Responsibilities

- Show the listener that you want attention.
- Be sure the listener is taking time and is ready to listen.
- Try not to waste the listener's time.
- Give the listener the whole message (who, what, where, when, why, and how).
- Repeat and clarify the main idea.
- Position yourself and the listener to avoid distractions.
- Look at the listener.
- Evaluate the listener's interpretation.

SECTION 3 – Asking Questions

Three Kinds of Questions

- **OPEN-ENDED:** Designed to seek member feedback. Cannot be answered with yes or no.
- **CLOSED:** Can be answered with one word, usually yes or no, or phrased to direct a person towards a specific, usually brief, answer.
- **PARAPHRASED:** A restatement in your own words of a remark made by the other person. Used to confirm an attitude or fact, build rapport, or check for understanding.

SECTION 3 – Asking Questions (continued)

Sample Open-Ended Questions

How do you feel about...?

What do you think?

Do you think it would be better if...?

What would you suggest?

What is your opinion?

Why is that important to you?

What would be your reaction to... ? What would happen if...?

What do you think is a better way to do it?

Where do we start?

What do you think you need to get the job done?

What are your concerns?

Could you tell me more about that?

How important is that to you?

Why is it being done like that?

Could you give me an example of that?

What do you like most about...?

Would you explain that further?

SECTION 3 – Asking Questions (continued)

Paraphrase for Clarification

- You're saying you feel...
- So your feeling(s) about this is/are...
- In other words, you're saying...
- In essence, you've said...
- So, what you're telling me is...
- Let me see if I understand. You're saying...

Other Ways to Keep a Person Engaged

- Be concerned, empathetic, and understanding to the person.
- Pick up on a few key words from a person's last statement, repeat them, and wait. That encourages the person to tell you more.
- Remain silent and wait. A person will often continue to expand on what she/he has just said.

SECTION 3 – Asking Questions (continued)

Comments that Encourage People to Stay Engaged

- "I see."
- "Tell me more."
- "I understand."
- "Wow!"
- "Really?"
- "No kidding?"

SECTION 4 – Overcoming Objections

Overturning Objections

Overturning objections require the following key ideas:

- Careful and skillful listening
- Understanding the relative importance of different issues and concerns
- Knowing about the Association
- Responding to the most common objections

(Remember, the first objection, excuse, or reason a person gives you is usually not the fundamental or most important one.)

- Listening to the objections but not getting caught up in small details
- Assuming the prospective member will join, and acting accordingly

(For those who don't join, come back later to discuss their reasons.)

SECTION 4 – Overcoming Objections (continued)

Some Thoughts on Handling Objections

- Despite your positive attitude, not everyone will join. Many of those who are reluctant now will join when we continue to ask them.
- The reasons given for not joining are often not strongly held.
- The first objections given are often not the real reasons for not joining.
- Often objections are due to stereotypes about unions, a lack of information, or incorrect information.
- Look at your task as one of the identifying the real objections.
- Provide sufficient information to overturn or minimize the objection compared to the value of membership.
- Excuses may be a result of fears, uncertainties, and doubts about the recruiter, the organization, the programs and benefits of membership, the price of membership and the timing of joining.
- An excuse for not joining may be the result of our not having spent sufficient time to establish a positive relationship and find out the prospective member's needs, wants, and concerns.
- Reluctant prospective members have often joined when recruiters continue to ask them, even though they continue to hold the same objections.

SECTION 4 – Overcoming Objections (continued)

Some Tips for Handling Objections

- Keep asking. People may not even notice you are asking again. Make their membership one of your highest priorities.
- Don't argue, agree, or disagree with the prospective member. If attempts are made to get you to argue or defend, responding with a question will keep the prospective member talking.
- Listen to what is being said. Continue to use listening skills while the objection is being fully expressed.
- Refrain from responding to an objection immediately.
- Keep the prospective member talking after the objection is raised. Ask open-ended questions, reflecting upon what's been said. This helps the person "talk it through" without arguing or defending.
- Determine if the objection is firmly held by observing whether or not the prospective member sticks to it.
- Listen carefully until it is your turn. Make sure you understand the objection before you respond to it. People often merely want to get something off their chest; in that case, just hearing them out is what is required.
- Remember your own reasons for joining. An enthusiastic member is the best person to advocate for the Association.

SECTION 4 – Overcoming Objections (continued)

The following are some of the most useful techniques for responding to objections:

- Can you give us suggestions for what we can do to address your concerns?
- What is the association going to look like if you get what you want?
- Help us do it.
- I hear what you are saying.
- I understand.

SECTION 4 – Overcoming Objections (continued)

Overturning Some Specific Objections

Recruiters will be most successful if they follow the listening techniques already explained and illustrated. Their own personal answers to questions are very likely to be the best ones to use.

Experience has shown, however, that some questions arise again and again, in all types of jurisdictions, in all sections of the country, among all employee classifications, and in every sized Local.

The pages immediately following deal with thirteen of the most often heard objections. A number of possible responses are offered to each objection. These are merely guides. They are included to help you along in your training session and should not be allowed to substitute for personal ingenuity and creativity — and certainly not for the answers that will be suggested by the prospective members.

SECTION 4 – Overcoming Objections (continued)

On the following pages you will find some answers that have been used successfully in response to each of objections below:

Objections and Responses

1. "It costs too much. I can't afford it."
2. "Why should I join? I get it for nothing."
3. "I don't agree with...of the Association."
4. "I'd join the Local (or CCA), but not the CTA and/or NEA."
5. "I don't like unions."
6. "We shouldn't be involved in politics."
7. "The Association doesn't do anything for students."
8. "My spouse belongs; I don't need to."
9. "I don't like (Association leaders, present or past)."
10. "We don't need it this year." (non-bargaining year)
11. "I'm upset because..."
12. "I don't know how long I'll be working here." (leaving employment or retiring soon)
13. "The Faculty Senate is our voice. Let's support it."

SECTION 4 – Overcoming Objections (continued)

1. "It costs too much. I can't afford it."

- "How can you afford not to?"
- Quote dues in lowest terms - per day, pay period, month, or year.
- "What if you lost your job? You need us to represent your interests more than ever if you need your salary, medical insurance, and retirement credit from your job."
- "What can you buy for only \$_____a day?" Equate the daily amount to what that amount could buy: less than the cost of a movie, a six-pack of soda or beer, or a dozen donuts.
- "None of us can 'afford it.' We're all on the same salary system. Those of us who belong make it a priority."
- One recruiter placed a copy of his first pay voucher alongside the current voucher to show how much he'd gained in salary over the years — thanks, to a large extent, to the Association's efforts.
- Cite salary increases over recent years, credit Association lobbying, and/or bargaining, and show that dues are a good investment.
- List all of the protections members get every day for only \$___ per day in dues: lobbying, monitoring of state and federal agencies, contract enforcement, bargaining, precedent-setting legal cases, and legal defense for members.
- Equate dues to an investment. You aren't buying services; you're buying into a cooperative.
- Equate to buying insurance. You don't know when you will need it. "You don't wait until your house is on fire to try to buy fire insurance."
- NEA provides life insurance in the amount of your dues for continuous membership.

- "Your dues are tax deductible if you itemize." Make a chart showing how much people receive at different tax rates.
- "Membership can actually save you money if you take advantage of the Special Services opportunities."
- Personalize using a member who is a single parent, a new employee, or a veteran member who has never had to actually "use" the organization.
- "If you need an attorney to defend you against charges by the administration, you would be eligible for CTA representation under the Group Legal Services program."

2. *"Why should I join? I get it for nothing."*

- "No one gets it free. Your colleagues in the local, state, and national associations are paying the tab."
- Make a chart showing what a member, potential member, and member of a competing organization (which is not the bargaining agent) gets. [Use competing organization only if pertinent.]
- Members pay dues that cover the cost of representation, bargaining, and contract support for all members and potential members. Additionally, dues payment entitles members to vote, hold office, attend meetings, and be represented on matters in addition to those covered by the negotiated agreement. It also entitles them to liability insurance and buying privileges reserved for members.
- "It costs money to represent employees. All who benefit should share that expense."
- The time has come when members can no longer afford the luxury of carrying the financial burden of others who have failed to make the commitment to their profession. Forces that oppose public education and public school employee organizations have joined forces. Our collective resources and energies must be directed at those who oppose us from outside the profession. This is possible only when a majority determines the direction that the organization is to take, and works cooperatively with school administrators and boards to solve the problems and challenges we all face.
- We should all be working together to make our organization the best in its representation of all of us (for locals which do have fair share or agency fee agreements).

- One Association sends a "bill" to potential members each month to ask them to join and to remind them it is costing money to represent them.
- "As a member, you can take an active part in decision-making, vote, hold office, and have a voice in a democratic, representative organization."
- "If you need the Association (for example a lawsuit or grievance) it will be too late to join and obtain the assistance that is automatically provided to Association members."

3. "I don't agree with (fill in the blank) of the Association."

- "Few people agree 100% with any group or organization's actions. But representative government in organizations as well as nations depends on people who "pay their dues" and who participate in decision making. If you don't agree with some direction the Association is taking, then join, become active, and work to change its course."
- "Our Association is democratic - no member is required to agree with the majority on every issue. But every member has a chance to try to sway the majority through representative democratic governance structures at every level of the Association. Furthermore, our representative bodies issue the recommendations of the majority; the Association doesn't attempt to speak for every individual member in every decision."
- Emphasize the democratic nature of the organization.
- Compare to taxation and services such as water, fire, trash collection, parks, and security. We pay our share even when we disagree or do not use the services.
- Explain the position. If it's an NEA resolution, explain that a resolution is reviewed each year by the Representative Assembly. Resolutions are initiated by members and voted on by the Assembly. Introduce the prospective member to his/her Local Representative who was in on the decision.
- "How can you get involved, be informed, find out what is happening, or work for change if you don't join?"
- Some positions do not affect us on a day-to-day basis. The advantages far outweigh the disadvantages of one or two things we do not like or agree with.
- Some positions are distorted. Explain the distortions, emotional issues, and tactics that might divide the membership.
- Public education is at stake.

- If the objection is to our protecting a "bad" employee, point out that it is our responsibility to give each employee representation. It is our responsibility to give each employee a "day in court." Point out that rights, like laws, must be enforced for each individual or they will not exist for all. Cite cases.
- "Do you agree with everything the legislature or Congress does? But you don't drop your citizenship, give up the right to vote, or refuse to pay your taxes just because those bodies may take actions with which you disagree."
- Review the current Resolutions (published for every member in NEA Today and in the NEA Handbook, which is available in all UniServ offices). Have a member of the Resolutions Committee from your state contact the potential member.

4. "I'd join the Local (or CCA) but not CTA and/or NEA."

Our Local, along with the state and national associations, is constantly working to protect, promote, and strengthen members' rights. Only the tip of the iceberg shows here at the Local. Some unified programs are

- Staff Support (such as member representation, conferences, and workshops)
- Bargaining Assistance
- Legal Services
- Economic Services
- Professional Development
- Human and Civil Rights
- Research (on contracts and issues in higher education)
- Shared Projects
- Office Space, and Clerical Support and Supplies (such as paper, postage, and telephones)

5. "I don't like unions."

- "What do you think of when you hear the word "union"?"
- Use the dictionary definition: join together for a common cause.

- Cite professional development, community action, available workshops, conferences on professional issues (such as stress, censorship, tenure, promotion, and distance learning).
- What would the effect be if no union existed to lobby, monitor educational issues, represent members, enforce policies and contracts, and ensure due process? Cite local/state/national examples.

6. "We shouldn't be involved in politics."

- Every decision about every brick, every book, and every education employee is made by people elected to public office or appointed or hired by those people. We are involved in the political arena. Education is politics. Our only decision is whether or not we will affect the outcome.
- Direct political contributions are only made from voluntary contributions and are kept entirely separate from dues.

7. "The Association doesn't do anything for students."

- "What should we be doing?"
- "What are you willing to do?"
- Share information about Local activities to promote quality education and to benefit students.
- Share information on professional development, lobbying activities on behalf of education, legislative goals and programs to benefit and improve education, organizational goals, and programs and activities that support education.
- Share information about the \$1 per member of NEA dues set aside to fund faculty grants and projects sponsored by the National Foundation for the Improvement of Education (NFIE). That's over \$2 million a year in grants for these faculty proposals made to the NFIE.
- Point out NEA's excellent professional journal, *Thought & Action*, and other NEA/CTA/CCA publications: *NEA Higher Education Advocate* (newsletter), *NEA Higher Education Almanac*, *CTA Educator*, and *CCA Advocate*.

8. "My spouse belongs; I don't need to."

- How many salaries do you get? If only one is a member, only the member gets the benefits of membership. Only the member gets liability insurance, and only the member gets representation. If affected by layoff, only the member gets representation beyond contractual provisions.
- Both are affected by legislation and monitoring activities to stop anti-educational employee and anti-public education attacks.
- Both get salary increases and bargained benefits.
- You are both important members of the unit. We all need participation from *both* of you—on the job and in the Association.

9. "I don't like our (past or present) leaders."

- They are elected by means of open nominations and secret ballot by majority vote—one person, one vote proportional representation.
- What should we start/stop/continue doing?
- Who would you suggest as a better leader?
- How well do you know (the leader)?
- If current leader, schedule him/her to follow up.
- Pick up the individual and take her/him to the meeting with you.
- Get involved and help make things better.

10. "We don't need it this year." (non-bargaining year)

What happens in other institutions and states affects us when we bargain next time (such as rollbacks, arbitrations, legal cases, and unfair decisions). Programs go on all the time:

- Research
- Training of leaders and bargaining team
- Office maintenance
- Staff costs (such as salaries, travel, and training)
- UniServ program

- Lobbying
- Monitoring of state and federal agencies
- Monitoring of retirement funds
- Legislative program
- Community relations
- PR and image programs
- Professional development
- Contract enforcement

11. "I'm upset because..."

If the problem is poor record, especially in bargaining, acknowledge the prospective member's feelings about the issue, encourage him/her to join in help to improve it.

- "I understand. Where do you think we should go now?"
- "Now what do you think we should do?"
- "I understand how you feel. How do you think we can move forward?"
- "Many of us used to feel that way. What can we do to ensure better results next time?"
- "We're working on it this year so we will be strong next year."
- "If we don't stand up for ourselves/members, who will—the board? The administration? The legislature?"
- "What are you willing to do to change it?"
- "I don't know how long I will be working here." (non-tenured, leaving employment, or retiring soon)
- "Non-tenured faculty are the most vulnerable and need protection."
- "You'll benefit from the support of association members."
- "We advocate for your retirement funds, insurance, and other benefits."
- "Your retirement depends upon salary gains these last years. We need your support to get maximum gains."
- "Join now and stay involved through CTA/NEA-Retired. You'll not only remain a vital part of education, but the Association and CTA/NEA-R will continue to work 365 days a year to protect your investment and your future."
- "Retired people still need all of these vital protections and services."

12. "The Academic/Faculty Senate is our voice. Let's support it."

- The Senate deals with many academic issues, but the Association is the only body that can deal with terms and conditions of employment.
- The Association is the legal bargaining agent. The Senate is an arm of the Board of Trustees and has been granted only those powers seen as appropriate by the Trustees.
- The Senate's role is advisory in most cases and may represent department or college interests rather than an individual's.

SECTION 5 – Successful Membership Promotion Campaign

Steps To A Successful Membership Campaign

(These steps are intended to take place over four or more contacts)

FIRST, contact the prospective member in person;

SECOND, get to know the prospective member, asking open-ended questions and listening to the answers;

THIRD, continue the conversation, attempt to learn the interests and concerns;

FOURTH, find agreement with prospective member on a position regarding an issue or concern that can lead to a successful membership recruitment;

FIFTH, show the prospective member how the Association ties into her/his issue or concern, offering an answer, a way to a successful resolution of a conflict, or the means to achieve a goal;

SIXTH, explain the advantages of Association membership, specifically concentrating on the prospect member's key areas of concern, and

SEVENTH, attempt to successfully bring the new member into the Association.

SECTION 6 - Templates

Basic Membership Data

Information about Prospective Members

Sample Prospective Membership Roster

Sample Activity Planning Form

Sample Membership Organizing Calendar

Sample Membership Drive Calendar

Advocating for Justice – Why Join?

BASIC MEMBERSHIP DATA

From District:

Check when data is obtained

(District must provide upon request)

- 1. Total number of employees in bargaining unit _____
- 2. Number of worksites/buildings in local _____
- 3. Total number of current members _____
- 4. Alphabetical listing of current members, by name _____
- 5. Department listing of current members _____

From Association membership data:

- 1. Total number of current nonmembers _____
- 2. Alphabetical listing of current nonmembers _____
- 3. Department listing of current nonmembers _____

INFORMATION ABOUT PROSPECTIVE MEMBERS

(Do not fill out in front of prospective member)

Useful data about each prospective member could include:

Name: _____

Division/Dept.: _____

Years of experience in local: _____

Years of experience in other locals: _____

Years of previous Association membership, if any: _____

Reason for dropping Association membership: _____

Individual interests, activities: _____

Problems and concerns about assignment, working conditions, or local: _____

Perceptions about image of Association versus any competing organization: _____

Reasons for not joining Association (if known): _____

Names of friends who are members and might be influential: _____

SAMPLE PROSPECTIVE MEMBER ROSTER

Date: _____

Worksite: _____

Phone: _____

Name of Prospective Member	Years in	Current Assignment	Category	Possible Objection to Joining	Date of Four Contacts
1.					
2.					
3.					
4.					
5.					

Category Code - *N.E.* - *New Employee*; *D.O.* - *Drop-Out*; *H.O.* - *Hold-Out*; *R.O.* - *Religious Objector*

SAMPLE ACTIVITY PLANNING FORM

PROSPECTIVE MEMBERS	GOAL	ACTIVITY	BY WHEN
1. New Employees		Orientation Mail Brochure _____ _____ _____ Personal Visit	August 27
2. Die Hards		Cajole Mail Brochure _____ _____ _____ Personal Visit	August 28
3. Hold Outs		Mail Brochure _____ _____ _____ Personal Visit	August 27
4.			

CALENDAR

Date	Activity

SAMPLE MEMBERSHIP ORGANIZING CALENDAR

Month:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

SAMPLE MEMBERSHIP DRIVE CALENDAR

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
FIRST WEEK							
SECOND WEEK							
THIRD WEEK							
FOURTH WEEK							

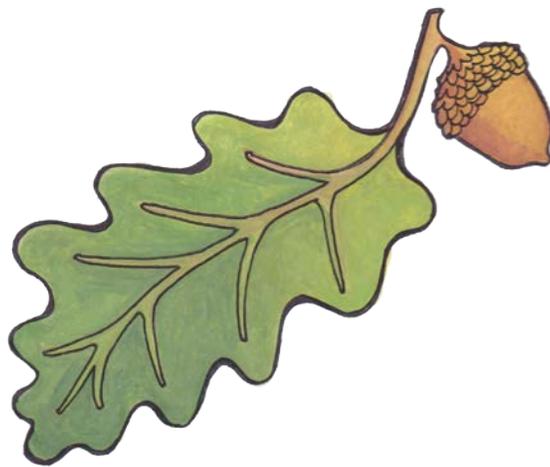
Advocating for Justice

WHY JOIN?

Five Reasons to Become a Member

- 1. Employment Stability** – Contract Security, Salary Advancement, Due Process
- 2. Sense of Community** – Having a Voice, Feeling Connected, Advancing the Profession
- 3. Promotion of Equity** – Awareness Campaigns, Awards and Recognition, Networking
- 4. Collective Bargaining Power-** Salary, Health Insurance Benefits, Class Size, Work Load, Knowledgeable Staff Members
- 5. Excellent Member Benefits** – Liability Protection, Insurance, Representation, Discounts

Community College Association Of California



cca4me.org



cta.org



nea.org