

LOCAL ASSOCIATION BUILDING REP/WORKSITE STRUCTURE ASSESSMENT



Expectation of AR/BR*	Foundational	Power-Building	Agenda-Driving
<p>Utilizes effective communication to be the local voice/face of the union at the worksite.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Has a list of members. <input type="checkbox"/> Hosts union leaders/staff when they schedule site visits. <input type="checkbox"/> Provides members with contact information for union leadership/staff for questions/issues that come up. <input type="checkbox"/> Has flyers and pamphlets from union for those who ask. <input type="checkbox"/> Participates in local union meetings/building rep meetings. 	<ul style="list-style-type: none"> <input type="checkbox"/> Maintains a list of members and their emails and phone numbers. <input type="checkbox"/> Arranges site visits from union leaders/staff. <input type="checkbox"/> Places flyers and pamphlets from union in mailboxes. <input type="checkbox"/> Shares information with members only. <input type="checkbox"/> Communicates with union leadership/staff about worksite issues when they arise. <input type="checkbox"/> Plans a monthly 10-minute meeting to share information from local union/building rep meetings. 	<ul style="list-style-type: none"> <input type="checkbox"/> Has all personal emails of members in email group. <input type="checkbox"/> Has all cell phone numbers of members in text group. <input type="checkbox"/> Utilizes monthly 10-minute meeting to communicate local agenda and promote engagement/activism. <input type="checkbox"/> Maintains 2-way communication with members and union leadership/staff. <input type="checkbox"/> Regularly shares BRAG with PMs, New Members, and Existing Members. <input type="checkbox"/> Uses various means of communication to connect with members. <input type="checkbox"/> Maintains an up-to-date list of all worksite employees eligible for union membership (potential, new, and existing members). <input type="checkbox"/> Informs union leadership/staff about worksite issues and plans.
<p>Engages new and existing members and identifies and recruits potential new leaders/advocates.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Places new member packets in mailboxes. <input type="checkbox"/> Hosts union leadership/staff for yearly membership meeting. <input type="checkbox"/> Maintains union bulletin board where allowed. <input type="checkbox"/> Shares names of potential new leaders with union leadership/staff. 	<ul style="list-style-type: none"> <input type="checkbox"/> Delivers new member packets to new members. <input type="checkbox"/> Holds membership meetings when needed (with or without support of union leadership/staff). <input type="checkbox"/> Shares invites and notices for local union engagement opportunities such as classes, socials, etc. <input type="checkbox"/> Recruits potential leaders to take action for the union. 	<ul style="list-style-type: none"> <input type="checkbox"/> Visits all new employees (including new employees and recently joined new members) within a few days of hire with welcome packet for 1:1 or holds a "New Member Orientation" for new members at the worksite. <input type="checkbox"/> Uses 1:1 data, YRO cards, surveys, etc. to invite new members to participate in worksite committees (social, advocacy, etc.). <input type="checkbox"/> Personally shares engagement opportunities from the union with new members (classes, socials, etc.) based on 1:1 and YRO data. <input type="checkbox"/> Plans "get-to-know-you" social events for union members. <input type="checkbox"/> Builds diverse leadership structure throughout the building, consistently recruiting and training new leaders.
<p>Ensures that all potential members (PMs) are invited to join the union and are informed of the union's work.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Provides PMs with membership materials. <input type="checkbox"/> Is visible and available to answer questions regarding membership. <input type="checkbox"/> Less than 25% worksite density. 	<ul style="list-style-type: none"> <input type="checkbox"/> Has 1:1 conversations with most PMs. <input type="checkbox"/> Has a list of PMs with notes about conversations. <input type="checkbox"/> Makes follow-up contacts with PMs that expressed interest in joining. <input type="checkbox"/> Identifies leaders respected by PMs and engages those leaders in recruiting PMs. <input type="checkbox"/> Between 25% and 50% worksite density. 	<ul style="list-style-type: none"> <input type="checkbox"/> Holds worksite PM meeting and scheduled 1:1 conversations with each PM. <input type="checkbox"/> Has relationship map of worksite with potential members coded and assessed. <input type="checkbox"/> Maintains a list of PM contact information through YRO cards, etc. <input type="checkbox"/> Speaks regularly with or arranges for others to speak with potential members for BRAG. <input type="checkbox"/> Makes multiple follow-up contacts with PMs. <input type="checkbox"/> More than 50% worksite density.
<p>Models proactive behaviors and acts as an advocate for educators and builds capacity in others to do the same.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Refers members to union leadership or staff for problems. <input type="checkbox"/> Is visible and available to hear member issues and concerns. 	<ul style="list-style-type: none"> <input type="checkbox"/> Meets with principal/supervisor when problems arise. <input type="checkbox"/> Refers worksite issues to union leadership or staff for escalation, if needed. <input type="checkbox"/> Engages other members to assist with collecting info regarding worksite issues. 	<ul style="list-style-type: none"> <input type="checkbox"/> Creates a team that meets regularly with principal/supervisor for proactive problem-solving. <input type="checkbox"/> Works with members to problem-solve for worksite issues and escalates when necessary. <input type="checkbox"/> Uses worksite issues as an opportunity to organize and build solidarity at the building level. <input type="checkbox"/> Uses a distributive leadership model to engage multiple members in the work of the local. <input type="checkbox"/> Uses a distributive leadership model to recruit and identify new leaders.

*Association Rep (AR) and Building Rep (BR) are used interchangeably throughout this document.