

# MSEA 10-YEAR GOALS

2010 MSEA Delegate Assembly

1. Increase membership to 8,000 and 90% fair share conversions.
2. Increase member participation in all MSEA events. Specific approaches include:
  - More training for local units;
  - All units have monthly meetings;
  - Increase attendance at all trainings by 50%;
  - All members receive self-esteem training;
  - Increase attendance at Delegate Assembly by 25%;
  - Providing opportunities by job classification  
(could be breakouts in a big meeting; other events).
3. Build up to a six-month or more reserve.
4. MSEA is recognized as the “go to” union for classified school employees at both state and local levels. Approaches and descriptions include:
  - Making two non-union events at local level our own, e.g., sponsor a team in a league, sponsor a 5K, host a summer celebration;
  - State/county fair booths;
  - Participate in festival parades;
  - TV and print ads;
  - Increased presence at State Capitol so maroon means “MSEA”;
  - When someone hears “MSEA”, they think “classified school employees” (#1 union recognition);
  - More member visits to office;
  - Members serving on local and state stakeholder committees.
5. Increase number of staff and resources to support added workloads and needs generated by Goals 1-4, 6, and 7.
6. Classified School of the Year (CSEY) program.
7. Mentor/intern program for members to train the trainer and organizing.
8. Field reps regionally located/assigned.

Adopted by MSEA Board of Directors - March 27, 2010

Delegate Assembly Reports