

MSEA 2010-13 STRATEGIC PLAN

2010 MSEA Delegate Assembly

INTERNAL ORGANIZING

Task Force: Review dues structure with recommendation to 2011 DA.

Units: Continue/increase efforts on fair share conversion plans. By 2011, increase conversions by 5%.

Executive Director: Develop and bring to the Board for approval an internship program for MSEA members by July 1, 2011.

Field Representatives: Support unit efforts with increased visibility in units outside of negotiations and representation work as well as some leadership training to all units each year. Assess what is needed in particular units and provide accordingly. Provide statewide training as scheduled.

Members, Unit Leaders, Board: Participate in leadership training opportunities at DA, core trainings, August Rally, etc.

Board: Have regular direct and/or in-person contact with assigned regions. Look to improve/enhance member benefits. Participate in training opportunities specifically aimed at new board officers/members.

EXTERNAL ORGANIZING

All: Track and follow up on leads regarding unorganized units; organize those that develop; where organizing opportunities arise, prioritize to the maximum extent. Add two new units each year in 2010, 2011, and 2012.

POLITICAL

All: Continue DOTH with goal of significantly increasing participation. After 2012, re-evaluate value and effectiveness.

Executive Director: Monitor and track legislation, in coordination with other unions and non-profits. Compose and forward legislative updates to members by email during session. Evaluate service post-session. Pursue work with consulting agency to develop plan for engaging and mobilizing members on political issues. After 2011, re-evaluate and consider hiring needs.

Board: Determine whether/how to undertake plan for engaging and mobilizing members on political issues, and follow up on same. Continue participation in NCCESU; Evaluate in 2012.

OFFICE/SYSTEMS

All: Increase percentage of member email addresses in database to 60% by end of 2010; 80% by end of 2011.

Executive Director and Office Staff: Improve and grow email and webpage communication systems with goal of having capacity for seamlessly distributing messages to most MSEA members to the extent desired, keeping webpage current, relevant, and attractive to members, and making use of alternative internet-based communication vehicles.

Task Force: Research, report, and recommend to board and 2011 DA regarding feasibility and desirability of relocating MSEA's office.

Adopted by MSEA Board of Directors - January 23, 2010

Delegate Assembly Reports