

MSEA STRATEGIC PLAN 2010-2012
 Report to 2012 Delegate Assembly
 Christina L. Clark, Executive Director

GOALS	PROGRESS/STATUS
<p><u>Internal Organizing</u> <i>Task Force:</i> Review dues structure with recommendation to 2011 DA.</p> <p><i>Units:</i> Continue/increase efforts on fair share conversion plans. By 2011, increase conversions by 5%.</p> <p><i>Exec Director:</i> Develop and bring to the board for approval an internship program for MSEA members by July 1, 2011.</p> <p><i>FRs:</i> 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.</p> <p><i>Members, unit leaders, board:</i> Participate in leadership training opportunities at DA, core trainings, August Rally, etc.</p>	<p><u>Internal Organizing</u> <i>Task force:</i> Recommended no change to dues structure. However, 2011 DA approved dues resolution creating five choices for annual <u>unit</u> dues (none, \$6.00, \$12.00, \$18.00, and \$24.00).</p> <p><i>Units:</i> Fair share numbers are slightly higher than in 2010 (36%, up from 33%). Had some good success with the mailing to longstanding fair share fee payers, but 75% of new hires are defaulting to fair share status. Need to increase in-person efforts with new hires so they choose membership instead of defaulting to fair share status.</p> <p><i>Exec Director:</i> Concluded that internship program is not financially viable at this time and recommended that MSEAS continue to focus on improving and strengthening our member training program.</p> <p><i>FRs:</i> Unit engagement/interest efforts are underway, with mixed results. Continuing to revamp training program with leaders, units, and at statewide trainings with a focus on member empowerment.</p> <p><i>Members, unit leaders, board:</i> Training program is doing well – good attendance, participation, outcomes. Could use more new/fresh attendees and a more methodical follow-up back to the member empowerment efforts within our units.</p>

<p>GOALS <u>Internal Organizing</u></p> <p><i>Board:</i> 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.</p>	<p>PROGRESS/STATUS <u>Internal Organizing</u></p> <p><i>Board:</i> Regional contacts by phone or in-person are productive and useful, however, time constraints limit their frequency. Through staff efforts, recently added an AT&T member discount as a member benefit, and will monitor its success/value. Most training opportunities are metro-based and not easily accessible to most Board members, but efforts continue.</p>
<p><u>External Organizing</u></p> <p><i>All:</i> 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.</p>	<p><u>External Organizing</u></p> <p><i>All:</i> Organizer left in December 2011 after 10½ months; successor started in April 2012. Added new wall-to-wall unit of 15 in Lyle. Actively pursuing leads in 6-8 districts. Resoundingly defeated an effort to sub-contract our food service unit in Little Falls.</p>
<p><u>Political</u></p> <p><i>All:</i> Continue DOTH with goal of significantly increasing participation. After 2012, re-evaluate value and effectiveness.</p> <p><i>Exec Director:</i> 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.</p>	<p><u>Political</u></p> <p><i>All:</i> DOTH participation more than doubled in 2011 and then decreased slightly in 2012. Participation with AFSCME Co. 65 has grown into a strong partnership. Bus transportation option is a strong positive.</p> <p><i>Exec Director:</i> Contract with SEIU Local 284 for lobbying is not only working very well but has allowed for some joint efforts with other SEIU locals and the SEIU state council, including having the ED as a speaker at the SEIU DOTH. Participating in various coalitions around legislative issues affecting unions and nonprofits. Legislative updates are going well and are also posted on the webpage. Completed work with consulting agency on “member mobilization” plan but did not pursue it formally. Due to success of work with SEIU and AFSCME on legislative issues and desire to</p>

<p>GOALS <u>Political</u></p> <p><i>Board:</i> Determine whether/how to undertake plan for engaging and mobilizing members on political issues, and follow up on same. Continue participation in NCCSEU; evaluate in 2012.</p>	<p>PROGRESS/STATUS <u>Political</u></p> <p>focus on our bread-and-butter issues of negotiating contracts and representing members, do not recommend hiring legislative/ political staff at this time.</p> <p><i>Board:</i> Focused on using regional contacts to promote the DOTH and encourage members to use MSEA’s legislative webpage and to sign-up for e-alerts. NCCSEU participation has both pros and cons; will formally evaluate after May 2012 meeting in Washington DC .</p>
<p><u>Office/Systems</u></p> <p><i>All:</i> Increase percentage of member email addresses in database to 60% by end of 2010; 80% by end of 2011.</p> <p><i>Executive Director and office staff:</i> 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.</p> <p><i>Task Force:</i> Research, report, and recommend to board and 2011 DA regarding feasibility and desirability of relocating MSEA’s office.</p>	<p><u>Office/Systems</u></p> <p><i>All:</i> Currently have email addresses for 81% of active members and 58% of active fair share fee payers (72% overall) .</p> <p><i>Executive Director and office staff:</i> Achieved desired capacity. Made huge progress on webpage and social media goals, and consider these to be ongoing goals as both technology and our member needs continue to evolve.</p> <p><i>Task Force:</i> Task force recommended maintaining MSEA’s office in current location; staff now working to identify desired improvements in office set-up as part of negotiations for successor office space lease.</p>