

## STRATEGIC PLAN 2010-2013

September 2010 Update

February 2011 Update

### **Internal Organizing**

*Task Force:* Review dues structure with recommendation to 2011 DA. **Task force completed work. No DA recommendation necessary because recommendation is to maintain status quo.** Pending DA Resolution that proposes expanding unit dues structure to allow units to have unit dues of \$6.00, \$18.00, or \$24.00 per year in addition to \$12.00 per year.

*Units:* Continue/increase efforts on fair share conversion plans. By 2011, increase conversions by 5%. **Mailing to longstanding fair share members at beginning of 2010-11 year brought in 20+ conversions so far (and not all the packets have been mailed yet).** Mailing project resulted in 56 conversions and more than paid for itself. However, 75% of new hires this year went fair share. Discussions underway for next year's kick-off effort.

*Exec Director:* Develop and bring to the board for approval an internship program for MSEA members by July 1, 2011. **Working on finding grants to support program. Ideas for program include (1) using leaders/members as "in the field" external organizers, with lost wages as payment; and (2) offering program to college students interested in working in labor relations (would use UofM as primary source of candidates).** Efforts continuing. Working with former director of Education Minnesota's part-time staff program and Organizing Apprenticeship Program (OAP) to develop structure for initiative and with MAP for Nonprofits to find possible funding sources/grants for program.

*FRs:* 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. **Ongoing. FRs report that work they do continues to shift away from "doing it all" for most units. For example, some units that used to have FR handle most things will now call the FR and talk through an issue, and then handle it themselves. Providing training at the unit level is challenging, and occurs more informally than as an "event."** Discussions underway on whether/how to develop a more broad-based or regional training system and whether/how to work towards using a cadre of staff whose focus is on training development and delivery.

*Members, unit leaders, board:* Participate in leadership training opportunities at DA, core trainings, August Rally, etc. **AR exceeded expectations in # of members participating, and evaluations were unanimously positive.** Core Training attendance was solid and evaluations were positive. Four members will attend NEA's conference in DC for education support personnel and another four will attend AFT's conference in Vegas. DOTH has added a van from the southeast - goal is to double last year's numbers.

*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. **Board has electronic form to complete with info regarding their member contacts. Will be revisiting member benefits in March 2011. ED will forward info regarding training optys for new board members.** Board members report a lack of response to email contacts and a good response to phone contacts. ED offering suggested topics for regional contacts. DA will include a "new officers" workshop.

### **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. **Staff are actively seeking and following leads in this area. Meetings are being scheduled in 2-5 locations.** Contract settled in CSEC. Forest Lake voted 55-44 (140 members in unit) to remain independent. Trevor Henry hired as Organizer in February - he is already out in the trenches.

**Political**

*All:* Continue DOTH with goal of significantly increasing participation. After 2012, re-evaluate value and effectiveness. **Inquiring of Co. 65 about adding SEIU to our joint DOTH. First planning meeting scheduled for 10/6. Build on last year's success and increased participation.** SEIU 284's political staffer and two SEIU board members will join us at DOTH, and Christina and 2-3 members will participate in SEIU's DOTH on April 5. Goal for 2011 DOTH is to again double participation from last year's 28 participants. So far, have 40 registered.

*Exec 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. **Ongoing, although the work with the consulting agency is on the back burner. Achieved gaining Sen. Franken as cosponsor of CSEY bill.** Contracted again with SEIU Local 284 to be our legislative conduit. Christina attends weekly SEIU legislative staff meetings, attends some legislative hearings, forwards bill-tracking info from SEIU contact to our politically interested members. Still working on increasing our ability to send email blasts to members regarding timely/urgent legislative action.

*Board:* Determine whether/how to undertake plan for engaging and mobilizing members on political issues, and follow up on same. Continue participation in NCCESSEU; evaluate in 2012. **Ongoing. Will participate in CSEY efforts in fall 2010.** Participation in NCCESSEU continues – next meeting scheduled for May. California is the designated NCCESSEU leader this year, but has not followed through with the plans decided upon at the last NCCESSEU meeting, and has a new ED. Washington will take over the leadership at the May meeting.

**Office/Systems**

*All:* Increase percentage of member email addresses in database to 60% by end of 2010; 80% by end of 2011. **Percentage increased to 54%.** Continuing to seek email addresses from members; percentage remains in the 50% range.

*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. **Techno and website review project is in full swing; staff will be providing new content for website on a more regular basis. Still working on the email communication system.** Work is ongoing.

*Task Force:* Research, report, and recommend to board and 2011 DA regarding feasibility and desirability of relocating MSEA's office. **Preliminary work has started.** Work is ongoing.

Adopted by MSEA Board, Jan 23, 2010