

MEET MSEA'S NEWEST UNIT!

Carver Scott Educational Coop

MSEA is proud to welcome our newly organized unit - the para support staff of the Carver-Scott Educational Cooperative! Members of this group contacted MSEA in May seeking information regarding how to join a union. On August 5th, unit members voted overwhelmingly (20-1) to join MSEA!

Field Representative Lori Carlson led this organizing drive, holding several meetings to ensure as many people as possible could learn about what MSEA has to offer. Shakopee members Deanne Glynn, Brenda Henning and Carol Snell also attended one of the meetings to answer questions and offer a "member's perspective" regarding the advantages of joining MSEA. Thanks so much for your time and efforts!

The Carver-Scott Educational Cooperative services eight school districts in or near the Twin Cities including Chaska, Norwood/Young America and Shakopee. The unit's thirty-five employees range from paraprofessionals, interpreters, Job Coaches, food service and assistants specializing in audiology, auto mechanics and technology.

We'd like to thank each of the Carver-Scott employees for placing their trust in MSEA. We look forward to working with you all for many years to come!

We received this organizing contact from **JANE DONNA**, from MSEA's Shakopee para unit. In keeping with MSEA's Member Organizing Incentive Program, Jane received \$50 after her referral led to a meeting with the new group. However, she will now have her MSEA state dues for 2008-09 **waived** because the referral led to a successful election! Thank you Jane and congratulations!

MSEA truly appreciates and values its members' commitment to growth and encourages members to take an active role in the organizing process. (Refer to our Member Organizing Incentive Program on page 6.)

ownership

IS IT WORTH IT TO YOU?

CHRISTINA L. CLARK, EXECUTIVE DIRECTOR



In his column on page 2, President Mapes asks this question: How do we get our members to take ownership in their contract? After our two-day August Rally with unit leaders from 16 MSEA units, I ask you a question on the other side of the MSEA coin: How do we get new hires and fair share fee payers to become members? The answer seems obvious - we must convince them of the value of MSEA membership. But how do we do that? Perhaps even

more importantly, why does it matter?

Maybe we need to convince ourselves first. MSEA member benefits are listed on page five of this issue. Give them a look. Are they worth an additional 15%? For many, the answer is apparently "No." Some insurance, training, discounts, and a few other items aren't enough.



So what benefits are enough? The intangible benefits, that's what. The benefit of being able to vote on the proposed contract - **YOUR** contract - when it is up for renewal. The benefit of being able to hold office and make decisions - to have a voice in what MSEA does as your union. And at the time it most counts, at contract negotiations time, the benefit of being able to say to the school district: "In this unit, we are 100% members. We speak with one voice and we have but one collective goal - to improve our terms and conditions of employment."

Unfortunately, only ten of our bargaining units maintain 100% membership status. Only those ten units can tell the district that they speak with a 100% united voice. And those ten units include only 2% of the individuals we represent. Think about the additional clout your unit could have at the bargaining table if you joined that 100% membership club - or even the 80% or 90% club. Right now, the membership rate in 14 of our units is below 60%, with another 25 units between 60-80%. Are you in one of those units? What message does that send to your district?

The tangible value is also worth a second look. A member earning \$14,000 pays \$250.00 in dues each year. A fair share fee payer earning the same amount pays \$212.50, a difference of only \$37.50 for that individual over the entire year.

continued on pg 5

The Minnesota School Employees Association (MSEA), is a growing union which recognizes the dignity of the individual worker and the power of the organized body. It is a democratic union directed by its membership, and fiscally responsible to that membership. Through an empowered membership and a professional staff, MSEA provides the highest level of representation and service in the State of Minnesota.

MSEA

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Admin Asst Melissa Gara
Field Rep Bob Schrank
Field Rep Chris Schaefer
Field Rep Lori K. Carlson
Field Rep Greg Gardner
Field Rep Don Gilbertson

BOARD OF DIRECTORS

2009-10 Board Meeting Schedule

Upcoming 2009-10 MSEA Board of Director meetings:

September 26, 2009
**October 23, 2009
**November 13, 2009
January 23, 2010
February 27, 2010
March 27, 2010
April 23, 2010
July 28, 2010

MSEA full members are encouraged to attend Board meetings which are held in the MSEA St. Paul office. Contact MSEA for instructions and directions on entering the MSEA building on weekends in order to attend a Board meeting.

****NOTE:** The October meeting will be held in Bemidji and the November meeting will be held in Mankato before the scheduled Core Training workshops.

Regionals

REG	DIRECTOR
1	MJ Hanson
2	Sue Ames
3	Cindy Antonson
4	Angie Lien
5	Mark Spangler
6	Mary Schaufenbuel
7	Nona Bauer

Committees

BUDGET/PERSONNEL

Diana Vogt, Chair
MJ Hanson
Angie Lien
Mark Spangler

PROGRAM/PLANNING

Mary Schaufenbuel, Chair
Sue Ames
Cindy Antonson
Nona Bauer

FROM THE PRESIDENT



In this issue, instead of giving you a general update or my opinion on a subject, I am asking for your opinion on a subject that we as an organization have to solve. We need to solve this for the good of MSEA and more importantly, for the good of your units. As an organization, we can't continue to have only a few members being involved in a unit.

My first question is: **"How do we get our members to take ownership in their contract?"** Getting members to take ownership in their contracts would solve a lot of problems. More members would become involved at the local level and more fair share fee payers would want to convert to full members. We all have to understand the more involved we are and the fewer fair share fee payers we have, the stronger we are as a unit, especially when it comes time to negotiate with our school districts.

I don't know how to solve this problem. I do know that MSEA spends a lot of time and money trying to solve this problem, and it just seems to be getting worse. I know our members are very busy, some of us are working two and three jobs, and the union is not a high priority. But we as members still need to take ownership in our contracts.

One thing I hear a lot is, "If I have a problem I call my field rep and they take care of it." I'm beginning to wonder if MSEA, in trying to provide the best service possible to members, has contributed to the lack of local ownership. If the field rep takes care of everything, and when contract time comes around and we ask the field rep "what do you recommend?" – does it become the field rep's contract?

This leads to my next question. Instead of calling the field rep and having them handle every situation: **"Should we train our local leaders to handle basic questions and minor problems and should we train our negotiation teams to take more of a leadership role in negotiations?"** Would this approach build better member ownership?

I ask these questions because this is your Union, and you have to be involved in solving this problem. I can't solve it, the Board can't solve it and the staff can't solve it. It has to be solved by you, the members. Please take some time and send me a letter or email and let me know thoughts and/or what you think would help in solving these questions.

In unity,
Evan Mapes
evan@msea-mn.com

MSEA, ATTN: Evan
190 E 5th St, #750
St. Paul MN 55101

workshop

CORE TRAINING

Negotiations: Hitting the Brick Wall

Have you ever been in the middle of unit contract negotiations and suddenly realize that you've "hit the brick wall?" Come to the 2009 Core Training to learn new skills and creative strategies to knock down that wall! Your attendance is sure to provide you with tools for more successful negotiations during these tough economic times. The 2009 Core Trainings are scheduled for:



October 23 & 24 - Bemidji Hampton Inn & Suites
November 13 & 14 - Mankato Holiday Inn

Information will be sent out in the coming weeks for leaders to share with all of your full members. All full members are welcome, but unit leaders and negotiation teams are especially encouraged to attend.

Remember to Save the Date!

member

TASK FORCES

MSEA has created two Member Task Forces to work on a couple of important issues during the 2009-10 school year. Both committees will meet this fall to set their goals and meet throughout the school year as they deem necessary. The Committees will also report their partial or complete findings to the 2010 Delegate Assembly. Thanks so much to everyone who volunteered to serve on these committees!



Dues Structure Re-Evaluation

OBJECTIVE: Re-evaluate MSEA's dues structure and explore all equitable options for MSEA members and fair share fee payers.

TASK FORCE MEMBERS:

Diana Vogt, Chair, Rochester	MSEA Exec Dir Christina L. Clark
MJ Hanson, Lake of the Wood	MSEA Asst Dir Lynn Jansen
Kim Lennartson, St Paul	

Re-Location of MSEA Office



OBJECTIVE: Research the possibility of finding a new location for the MSEA office in an outer tier metro suburb; may be a rented office or purchased building with easy access, ample parking, a room for training members, a conference room for Board and staff meetings and room to grow. MSEA's current lease will expire December 31, 2012.

TASK FORCE MEMBERS: (NO CHAIR DESIGNATED YET)

Reg 1 - Sharon Smith, Warroad	Reg 6 - Mark Spangler, Mankato
Reg 2 - Jolene Enerson, Bemidji	Reg 7 - Nona Bauer, Austin
Reg 3 - Linda Pederson, Moorhead	MSEA Exec Dir Christina L Clark
Reg 4 - Penny Flansburg, Little Falls	MSEA Office Mgr Jodi Lietzau
Reg 5 - SuAnn Byrd, Minnetonka	

LOGO: design CONTEST

MSEA'S LOGO NEEDS A FACE-LIFT!

Are you creative? Do you have a flair for design? If so, we need your help! MSEA is unveiling a new logo contest and is asking members to submit their concepts for a new, updated logo! The current logo has been around since September 1996 and is beginning to feel dated. MSEA would like to create a new logo that still reflects MSEA and who we represent, but with a more **modern** or **timeless**



look that can carry MSEA well into the future.

HOW TO ENTER

1. The Contest is open only to MSEA members; no more than three concept entries may be submitted by any one Entrant.
2. The entry must include the Entrant's name, address, phone number & email address.
3. Flexibility is a key requirement; the final logo must be able to be resized easily to look good at relatively small sizes. (letterhead, envelopes, etc)
4. MSEA's primary color is maroon with secondary colors of black and white, however the final logo must be legible in black and white.
5. The logo will be displayed online, in print, electronically, in advertising and on MSEA merchandise.
6. All submitted work must be original and not based on any pre-existing design. Upon submission, all entries become the sole and exclusive property of the MSEA, which also retains all rights of use and distribution. Entries will not be returned to the Entrants.
7. Send all submissions to Jodi Lietzau at the MSEA office by **MARCH 1, 2010.**

jodi@msea-mn.com
651.297.6814 (fax)
888.329.6732 (toll free)

MSEA, Attention: Jodi
190 E 5th St #750
St Paul MN 55101

JUDGING/SELECTION OF WINNER

1. The MSEA Program Committee will select up to three entries for consideration at the 2010 Delegate Assembly.
2. The Delegates and Alternates at the 2010 Delegate Assembly will vote for their favorite concept and the results will be shared with the Assembly.
3. The Entrant whose concept receives the most votes will receive a \$500 cash prize.
4. A professional designer will then use the concept receiving the most votes to create MSEA's new logo. However, MSEA reserves the right to not adopt any of the entries as the new logo if, in its discretion, MSEA's interests are best served by either retaining the existing logo or extending or modifying the process to find a new logo.

MSEA NANCY CRIPPEN EDUCATIONAL SCHOLARSHIP

MSEA awards ten \$500 scholarships to full members and/or their dependent children seeking post-secondary education each year.

Nancy Crippen served as MSEA's Executive Director from 1986 until her death in 1996. Nancy's commitment to education was demonstrated through her service on the Worthington, Minnesota Board of Education and her dedication to bettering the working conditions of classified school employees throughout the public school system in Minnesota. Nancy herself had attended graduate school at the U of M and taken classes at the Hubert Humphrey Institute of Public Affairs, while her husband, Gary, served as an appellate-court judge on the MN Court of Appeals. Nancy and Gary passed on to their seven children the value of education as each of those children went on to receive various levels of higher education degrees. This scholarship was named in her memory to honor Nancy's strong belief that "our children are our future and we must teach them well."

APPLICATIONS MUST BE POSTMARKED OR FAXED TO MSEA BY MARCH 1st EACH YEAR.

Mail: 190 E 5th St, #750
St Paul MN 55101

Fax: 651-297-6814 or 888-329-6732
Phone: 651-227-3623 or 800-622-0289 (toll free)

APPLICANT _____ ISD _____

MSEA MEMBER NAME _____ RELATIONSHIP TO MEMBER _____

ADDRESS _____ HOME # _____

CITY/STATE/ZIP _____

POST-SECONDARY EDUCATIONAL INSTITUTION _____

FIELD OF STUDY _____

SCHOLARSHIP COMMITTEE RULES and PROCEDURES

1. The Scholarship committee will be comprised of two members of the Board of Directors and three members at large.
2. Scholarship recipients must be MSEA members or their dependent children.
3. Committee members and/or their dependent children are eligible for the NCES.
4. Scholarship shall be chosen by random selection.
5. Ten \$500.00 scholarships will be awarded, three for MSEA members and seven for dependent children of MSEA members seeking post-secondary education.
6. If MSEA does not receive enough eligible applications for each type of scholarship, the scholarship(s) will be awarded to an applicant of the other group.
7. Incomplete applications shall not be considered.
8. Scholarships will be announced each year at the Delegate Assembly.
9. Award money will be distributed upon proof of payment for educational courses.
10. Recipients must claim their award for expenses incurred during the current academic school year (Sept.-Aug.) or within two years from the date of notification of the award.



MSEA Gets Political

MSEA's Political Committee is up and running for 2009-10. At its first meeting in August topics included how to: 1) improve logistics and content of visits with state legislators on our annual Day on the Hill; 2) divide up the work between federal & state legislative issues; 3) prioritize/clearly articulate our many legislative issues; and 4) update members on what's happening at the Capitol. The Committee will meet on a regular basis throughout the year.

The Committee will also undertake three projects initially assigned to separate task forces. One of those is the Day on the Hill; the other two are legislative alliances and endorsement of political candidates. Members who volunteered for these task forces will join the Political Committee while it is working on these additional projects.

MSEA is structured as a non-profit organization; and as such, is prohibited from endorsing candidates for partisan state or federal races or establishing a political action fund. We are permitted to endorse school board or PERA board candidates, which are non-partisan. Most importantly, we are permitted to endorse and lobby for state and federal issues, such as health care/health insurance reform, protecting PELRA's right to strike, public school funding, worksite safety and the Employee Free Choice Act. The Committee will also be looking at these issues to develop our legislative platform and lobby our legislators and the Department of Education.

The issue of legislative alliances involves reaching out to other unions and organizations with common interests. We will begin with the informal coalitions that we already have with AFSCME Council 65, and can expand them to include other organizations. Developing such alliances to address our mutual interests with a united voice will increase our strength, respect and visibility, not only at the legislature, but also in the eyes the public and our own members.

Thanks to MSEA's Political Committee who is working hard on of these issues, and to the four additional members who are joining them to work on the special projects of endorsements and alliances: Sue Ames, Chair (LaCrescent), Jeff Erickson (Bemidji), Patricia Gangl (St. Cloud), and Mary Schaufenbuel (Windom), Cindy Antonson (Moorhead), Bruce Campbell (Alexandria), Angie Lien (Willmar), and Judy Stoltz (Alexandria).

Please feel free to contact Sue Ames at amess@asd300.k12.mn.us or Christina Clark at christina@msea-mn.com with any ideas, questions, or concerns that you have about MSEA's political program.

ownership pg 1

Now look at it from the other side. Over 1900 individuals pay the lower fair share fee but still get our services and representation. Even if all 1900 paid the lowest dues of \$85 per year, the difference is an additional \$24,000. If they were in a middle dues range of \$200, the difference increases to \$57,000. Now we are talking about some real money. Money that MSEA could devote to expand and improve our training opportunities, services, communications, etc. Money that ensures continued high caliber professional representation at the bargaining table.

Are you convinced? Will improving your unit's membership rate make a difference in negotiations? Or in the services MSEA can provide to its units? Think about this when you meet that new hire, or talk to the longstanding fair share fee payer. Invite them to join the MSEA! And remember.....

Si, se puede!
Christina

msea member benefits

FOR MORE INFORMATION, PLEASE VISIT WWW.MSEA-MN.COM

- ◆ \$500 annual scholarships
- ◆ \$2,000 accidental death ins
- ◆ msea "classified" newsletter
- ◆ mall of america "savings pass"
- ◆ at&t cell phone discount
- ◆ mn zoo/imax theatre discount
- ◆ united educators credit union membership
- ◆ \$2,000 life ins
- ◆ low-cost auto/home ins
- ◆ valleyfair discounts
- ◆ member training
- ◆ real estate assistance
- ◆ \$25.00 retirement gift

august rally

GROWING YOUR LOCAL UNION

We're happy to report MSEA received rave reviews from the members who attended the August Rally at St. Ben's College on August 6-7th! Our goal was to find new ways to build the union by increasing membership among new hires, converting long-term fair share fee payers to members, and activating the apathetic members.

We started with a review of labor history and how each of us fits into that history. We all "labor", and we all depend on labor. It was fascinating to learn how our lives today are influenced by labor events in the past. Before we convince others about the value of membership, we need to appreciate it ourselves!

We shared stories on job actions used by various units, including how the Fulda custodians tackled the district's attitude that "anybody can push a broom." We then brainstormed about strategies for building our unions. Here is a sampling of the various ideas:



- ◆ show the labor history video at a union meeting
- ◆ combine members' interests & hobbies w/union activities
- ◆ discuss your "fair share philosophy" - exclude, include, ignore & why?
- ◆ use local dues for a drawing - must be present to win!
- ◆ take turns going to school board meetings
- ◆ start a newsletter or post unit news on bulletin boards
- ◆ locate new hires and welcome them EARLY in the year

We also spent time tailoring a Fair Share Conversion Plan for each unit's specific needs, including publicizing success stories, creating incentive plans and personal conversations with new hires, fair share fee payers, and inactive members. We practiced those conversations, recognizing that we are sometimes reluctant to "intrude" or feel like a telemarketer. Starting these chats with questions about personal interests and hobbies before moving into the value of the union and how each person can help proved to be an effective strategy.

There is nearly always more than one "right" answer - and you never know which one(s) might be right for your unit until you try!

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NEWS & NOTES

MN Food Service Conference Aug 2-5, Duluth Entertainment Center

Why does the MN Food Service Conference continue to attract between 800-900 food service employees every year? Because this four-day conference is packed with a variety of workshops, speakers, exhibits, awards, networking and social events! Redlake members **ROBYN & RACHELLE ISHAM** helped MSEA Executive Director Christina L. Clark staff the MSEA informational booth on August 4th during this busy conference. Robyn and Rachelle previously staffed the booth during the MN Para Conference held this past April, so they're getting pretty good at it! We have always believed that our members are MSEA's best resource for getting the word out. No one is better at sharing MSEA's message than MSEA members themselves! Thanks again Robyn and Rachelle for giving so generously of your valuable time!

Local Budgets Due November

Units with local dues must submit their 2008-09 End-of-Year Budget and 2009-10 Projected Budget to MSEA by **November 1st**. After December 1st, MSEA may withhold payment of local dues from any unit not in compliance. (per the MSEA Unit Treasury Financial Code of Standards)

Member Organizing Incentive

MSEA has a policy rewarding MSEA members for bringing in new organizing contacts. For each contact name MSEA receives from a member resulting in a meeting with a new, unrepresented group, MSEA will pay that member **\$50.00**.

Furthermore, if that unit should eventually vote to join MSEA, that same member will have his/her dues **waived for one school year**.

We Want To Hear From You!

Remember to share your good news with us! Has your unit found a creative solution to a sticky problem with your district administration? Have you or a member of your unit completed a special project or been recognized for an outstanding achievement? MSEA has so many talented and creative members - we can't help but want to show you off!

Send your letters, photos (digital preferred) and news clippings to Jodi Lietzau at MSEA so we can mention you in the next *Classified* newsletter or on our website. Also - please remember to put MSEA on your unit's newsletter mailing list!

did you know?