Do You Know What Your Members Want?
Aligning Goals to Member Demographics

Stephen Miller
Bellevue EA, Bellevue, Washington
Vice President, Washington Education Association

Session Number: BUS 2-405
COMPETENCY: BUSINESS

• Level 1 Foundational
• Level 2 Mobilizing and Power Building

• The themes within the competency addressed in this presentation include:
  – Evaluating mission statements and establishing strategic goals to allocate resources for members
Table Talk: Introduction

Go around the table and share your name, state, local affiliate name, and whether your state has agency fee (fair share).
This Session will Explore

• Evaluating mission statements

• Establishing strategic goals to allocate resources for programs that provide benefit and add value for members
What if they are out to get us?

• Courts
• Executive Body
• Legislative Body
• State Initiatives
• Big Business
• Koch Brothers and Their Friends
We Could Still Lose

• Friedrichs-Tip of the Iceberg

• Dave Kamper, Minnesota Union Organizer

• Earl of Manchester “We may beat the King 99 times, and yet he will still be King. If he beats us but once, we shall be hanged.”

• Is our member power greater than our enemies?
On a Piece of Paper Write Down

• Your Opinion on the Top 5 Things Members Need Us to Do

• Next, Your Opinion on the 3 Things Unions Want to Do that Differs from Members Needs

Do this silently for 3-5 Minutes
Table Talk: Member Needs

Quickly go around the table simply naming one of the top 5 things your members need from their union. Keep going around until every item on your lists is shared by someone.
Table Talk: Union Wants

Quickly go around the table naming any items on your list of what Unions want to do that wasn’t on the Members’ Needs list. Keep going around until every item is shared.
What do Members Feel?

• NEA scientifically surveyed over 12,000 teachers

• Everyone had less than 10 years experience

• 19 states included that represent the diversity of state affiliates

• 91% of participants were full members

• Completed in December 2015
Job satisfaction

1% are very satisfied with job conditions

15 satisfied

73 dissatisfied

30 dissatisfied
Likelihood to remain in profession

Just 39% are very likely to remain in profession

Very likely: 39
Somewhat likely: 44
Not at all likely: 17
Likelihood to encourage others to enter profession

Just 28% would encourage a family member to teach.

- Encourage to enter: 28
- Do something else: 41
Encouragement Level

Year 1
- Encourage: 47
- Something else: 20

Year 2
- Encourage: 35
- Something else: 32

Year 3-5
- Encourage: 26
- Something else: 42

Year 6-9
- Encourage: 20
- Something else: 52

Drops 12 points after year 1.
Conclusion of NEA Survey

1. Teacher satisfaction levels are low by every measure.
2. Feeling supported is the strongest driver of early career educators’ professional satisfaction.
3. Teachers primarily turn to other teachers for support.
4. Teachers don’t believe their college education adequately prepared them for the realities of the classroom.
5. Teachers report having widespread access to professional development and mentoring and induction programs. The problem they point to is quality.
6. Frequent outreach to members builds union satisfaction, loyalty and commitment.
WashingtonEA Professional Development

- PD Survey of 12,000 Members
- PD of high value to Members
- Generational surprise
- A wealth of PD resources on the WEA website
- [https://www.washingtonea.org/pd/](https://www.washingtonea.org/pd/)
2015-16 PD Survey & Member Results

What WEA members* think about professional development:

96% Believe Professional Development is Important in Their Career

93% Believe it is Appropriate for WEA to Provide Professional Development

10% Are “Very Satisfied” with non-WEA Professional Development

*WEA Members who participated in the 2015-16 PD Survey
2015-16 PD SURVEY and MEMBER RESULTS

Survey Participants:
early-, mid- and late-career education professionals

Experience in Education

- 0 - 10 yrs: 33%
- 11 - 20 yrs: 35%
- 20+ yrs: 32%

PREFERENCES

HOW: IN-PERSON

WHEN:
- WINTER and SPRING: Weekdays after school
- SUMMER: Weekday mornings
Table Talk: Can Unions Improve Morale?

• In silence, take 3-5 minutes to add any items to your list of what Members’ Need or Unions Want to do based upon what was just presented about the NEA survey.

• Once everyone has updated their list, go around the table quickly sharing what you added.
Why do members stay in the union?

• # 1: A strong union building rep who is seen as an added value to their professional life.

• # 2: A strong local union association that is seen as an added value to their professional life.

• # 3: Being a member of your state PAC.
Are The Union Goals Aligned with Member Needs?

In silence, compare your list of Member Needs and Union Wants with your association’s goals and/or strategic plan.

If there isn’t alignment, why not?

If there isn’t alignment, do you need to get more information about member needs? How would you go about doing that?
Table Talk: Goals=Members

• For 10 minutes go around your table sharing some conclusions you came to while thinking about your local, council, or state goals.

• Let everyone speak once before you speak twice.
Session Outcomes: The Content from this Session can be used by Discussing with your Leadership:

1. The urgency of retaining members in your union.
2. The need to align association goals and/or strategic plan with member needs.
3. The prudence of having a proactive plan to counteract the next attack on membership by our enemies.
Please complete the evaluation for this breakout session!

Thank you for attending.