The Importance of Knowing your Association

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Organizing

- **Progression Levels.**
  - Level 1: Foundational
  - Level 2: Mobilizing & Power Building
  - Level 3: Agenda Driven

- **Themes**
  - Utilizes organizing best practices
  - Makes strategic plans that rely on data and analysis
  - Engages in collective action to identify and address pivotal issues
Do you know your members?

- What are their interests?
- Why are they a member?
- What concerns do they have?
- Are they willing to participate in activities?
- What issues are important to them?
Why is it important to know your members?
Profiling the association

- Teachers New to the District
  - Name
  - Building Assignment
  - Summer Mailing Address
  - Phone Number
  - Email
Profiling the association

• Organization Information
  – Organizational Chart of Local Association
  – Market Share for each building and local
  – District Policies
  – Constitution and Bylaws
  – Building Maps
  – Building Handbooks
  – Membership List of Local by building
  – Negotiated Agreement
  – Names of Individuals in the Bargaining Unit
Profiling the association

• Members of Association (survey)
  – Names
  – Contact Information
    • Phone
    • Address
    • Personal Email
  – After School Responsibilities
  – Planning Time
  – Lunch Time
How to store information?

• Google Drive
• One Drive
• Drop box
Who should have access to this information?
Member Visits

• Meet with every member at least once a year.
• Some members are so busy they might not be informed.
• Have a team of people to do the visits
• I have created a simple questionnaire of no more than four questions.
• Record the responses in order to guide the direction of the association.
Does anyone do member visit?

- How do you do them?
- Are they successful?
- Can they be done in a larger local?
Buddy Program

• Pair each new teacher up with a member of the association
• The member is the liasion for the new teacher to interact with prior to their move.
• Answer any questions the new teacher might have.
• The bonus it might increase the membership because the first person to reach out is a member.
• It takes coordination with the district personnel.
Is the Buddy Program effective?

- Who has a similar program implemented in your local?
- Is this something that is your local can set up?
- What can you do once the school year has started?
How active are your members?

• Do all members actively participate in the activities of your association? Why or Why Not?
• How do you go about asking them?
How to involve members more

• It is important to ask for involvement face-to-face not through email.
• Make sure to ask the question. Not make an assumption when you might not have the full information.
• Members want to be involved but don’t always know how to.
Session Outcomes (final slide)

• The content from this session can be used in the following ways in your current position/role:
  – By doing member visits
  – Setting up a Buddy Program for your association
  – Involving Membership more in the association
Please complete the evaluation for this breakout session!

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