



Leadership  
Development

# Amplifying Our Voice: Leading Boldly for Our Students, Our Professions, and Our Union

## ORG329 Bargaining for the Common Good for Classified Staff and ESP Members

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## This workshop is geared towards the NEA Leadership Competency ORGANIZING

- This workshop progresses from Level 1 (Foundational and Level) to Level 2 of the competency (Mobilizing & Power Building)
- This workshop addresses the following NEA Leadership Organizing Competency themes:
  - -Utilize best practices, technologies, and methods that through experience and research have led to successful organizing outcomes
  - -Builds and maintains meaningful community partnerships
  - -Engages in collective action to identify and address pivotal issues
  - -Creates conditions for continuous Association growth and strength

## The NEA Strategic Goal addressed by this session:

- Advancing opportunities that will identify, organize, and engage new and early career educators; amplify the voices of all educators, support our members' professional growth, and promote social justice for our students, communities and our nation;

## The NEA Organizational Priority addressed by this session:

- Supporting Professional Excellence

# What are some models of Bargaining for the Common Good and other coalitional organizing and bargaining?

- Teacher strikes across the country
- Bargaining for the Common Good
- UMass Unions United
- UMass Boston—Save UMB
- The UMass Classified Staff Unit Project
- Other models?

# What is Bargaining for the Common Good (BCG)?

## What are the components of BCG?

- 1. Expand the scope of bargaining beyond wages and benefits.**
- 2. Go on offense in your campaign by identifying, exposing and challenging the real villains.**
- 3. Engage community allies as partners in issue development and the bargaining campaign.**
- 4. Center racial justice in your demands.**
- 5. Strengthen internal organizing, membership and member engagement.**
- 6. Leverage capital in our campaigns.**
- 7. The campaign doesn't end once the union settles its contract.**

# What is the UMass Classified Staff Project?

- 1. Who?**
- 2. What?**
- 3. When?**
- 4. Where?**
- 5. Why?**

# Why Build a Coalition?

Why the UMass Classified Staff Project? What can we accomplish?

- 1. Share information**
- 2. Train together**
- 3. Develop common, broader goals**
- 4. Develop common, broader standards**
- 5. Pursue implementing those goals and standards**
- 6. Gain equity and parity with other units & equalize benefits**
- 7. BUILD COLLECTIVE POWER**

# Why Build a Coalition? Barriers to a coalition

## **Barriers to the UMass Classified Coalitions:**

- 1. Different locals/unions**
- 2. Different visions**
- 3. Leadership issues**
- 4. Different issues**
- 5. Time limitations**
- 6. Resource limitations**



# How do we build a (bargaining) coalition?

- 1. What do we need?**
- 2. What will it look like?**
- 3. Tools for building a coalition**

# How do we leverage the strength of the coalition to achieve our coalition goals?

- 1. Develop effective communications and frame our messaging**
- 2. Take stock of our individual and collective resources, tools, and strengths**
- 3. Organize, Organize, Organize!**



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# Creating a coalition: Report Back

# How can we maintain a (bargaining) coalition?

- 1. Do we want to maintain a coalition?**
- 2. Do we need a different format for the coalition?**
- 3. Tools for maintaining a coalition**

## Session Outcomes

The content from this session can be used in the following ways in your current position/role:

- Outcome #1: Have an understanding of what constitutes bargaining for the common good and other forms of coalition organizing and bargaining.
- Outcome #2: Recognize some benefits and barriers to working in coalition with other locals and organizations.
- Outcome #3: Have tools, concepts, and ideas for bringing coalitional approaches to organizing and bargaining in your own local.



- Please complete the evaluation for this breakout session by using the NEA Summit Mobile App! (Allow at least 5 minutes at the end of the session.)
- Please visit the Leadership Development Resources website at [www.nea.org/leadershipdevelopment](http://www.nea.org/leadershipdevelopment)