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

Leslie Marsland, University Staff Association President
Miles Stern, Mass. Teachers Ass’n Higher Ed. Field Rep. (UniServ)
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!
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 coaltional 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