Utah School Employees Association – Members Leading Change
2014 NEA Pre-convention/USEA Quick Facts

Who We Are?

- Affiliated with the American Association of Classified School Employees Association (AACSE) prior to 2004
- Affiliated with the National Education Association in 2004
- USEA is the only statewide ESP direct affiliate of NEA
- Representing 9 job families: security services, para-educators, technical services, librarian/media, maintenance, secretary, nutrition, custodian, transportation
- Membership of 4,580 in 42 locals
- No release time officers: 5 full-time UniServ staff and 3 full-time Support Staff

The USEA Long Term Member Organizing Project

- 10 target locals within project located within 50 miles of the USEA office
- Critical conversations and project updates for each targeted local every 6 – 8 weeks
- Emphasis on building a culture of organizing
- Increased membership by 301
- Three target locals had a net gain in membership
- Focused efforts on reducing cancellations by conducting exit interviews and other strategies
- Maintained active participation in the Western Region Long Term Organizing Project
- Members focused on one on one contacts with various methods of contacts
- A more deliberate and focused review of the organization and its effectiveness
- USEA will continue to engage in member organizing efforts as a full partner in the Western Region

Moving from Transaction to Transformation – Lighthouse 5

- USEA recognizes that the service model is no longer sustainable
- USEA’s new model will involve less “doing for” and more “doing with”
- USEA’s new model will not only focus on traditional issues of wages and working conditions, but one that builds a membership that is actively recruited, engaged and retained as critical players in this mission
- USEA will look at the services it provides through the lens of organizing
- USEA will engage in this effort for three years, culminating in the establishment of the “USEA Academy” with the goal of making USEA the go-to organization for Professional Developments in Utah with partners and coalitions supporting our efforts

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