UNITING OUR MEMBERS AND THE NATION
Empowering leaders, educating students, strengthening communities

Developing a Local Member Engagement Plan
Maury Koffman, Esq.
MSU APA, Local President
NEA Leadership Competency: Organizing

• This presentation will cover NEA Leadership Competency progression:
  • Level 1: Foundational
  • Level 2: Mobilizing & Power Building
Specifically this session is designed to address:

- Organizing best practices
- Make strategic plans that rely on data and analysis
- Engage in collective action to identify and address pivotal issues
- Create conditions for continuous association growth and strength
NEA Leadership Competency: Governance & Leadership

- Specifically this session is designed to address:
  - Establish and maintain collaborative, effective relationships
  - Set strategic objectives to guide long-term goals
NEA Leadership Competency: Communication

• Specifically this session is designed to address:
  • Use current media, technology, and social networks to communicate
  • Develop communication approach and style to fit appropriate audience
  • Identify appropriate messenger(s)
NEA Strategic Goal and Organizational Priority:

• NEA Strategic Goal
  – Strategic Goal 1: Strong Affiliates for Educator Voice and Empowerment

• NEA Organizational Priority
  – Early Career Educators
Differentiated Value Proposition

• How do we connect to each member individually?
• What does each member individually value in the union?
• How can we promote our value proposition in so many different ways?
Session Agenda Topics

• Analyzing membership
• Communication
• New member orientation
• Member trainings
• Casual connections
• Branding
• Resources
Analyzing Membership

- Make-up (job families)
- Community of Interest
- Percent of membership
- Targeted constituencies
Membership Breakdown

APA Job Types

Research 16%
Administrative 32%
Operations 11%
Advancement 3%
Medical 4%
Athletics 2%
Communications 7%
IT 25%
Communication

- Email
- Face-to-face
- Newsletter
- Website
First Annual APA Picnic
A good time was had by all!
by Shawn Myrda Manowey
MSU APA Member and Picnic Committee

More and More Damage to the Middle Class
Your Union Rights Under Fire!
by Leo Sell
Legislative Committee Chairperson, MSU APA

On Friday May 20, 2011 from 5:30 – 8:30 p.m., the MSU APA Union held its first annual picnic at Panaroma Park, East Lansing. It was a beautiful day - 70° and sunny! The catered food was aptly named and included cheeseburgers, bratwurst, potato salad, baked beans, fruit salad, lemonade and iced tea. Approximately 140 APA members and their families were in attendance. Children activities included blowing bubbles, making chalk drawings, playing on the playground equipment, and eating Tootsie Roll pops.

Maury Koffman, MSU APA President, welcomed the large group and thanked them for attending the picnic. APA members mingled while enjoying the food, weather, and networking with each other. CTU President Deb Bittner was also in attendance. The evening proved to be an opportunity for all to network, both socially and professionally.

MEAMSUAPA union director Mary Herson was instrumental in helping to plan this social event. From post cards to securing the final acquisition of the venue, Mary kept things on task, laying the groundwork for a great success, which is sure to be repeated for years to come.

NEA Representative Assembly Recap
An update from APA President Maury Koffman on the 95th NEA Representative Assembly (RA) which kicked off on the morning of July 4. Board member Deb Porter also attended and shares her perspective.

Clinton Address to NEA 2016 RA
On July 5, 2016, the Democratic nominee, Hillary Clinton, delivered a rousing address to the National Education Association’s Representative Assembly.

Your Fellow APs
Meet Todd Wilson, Project Representative for Infrastructure Planning and Facilities.
Welcome to the Michigan State University Administrative Professional Association ("MSU APA"). With approximately 2,400 local union members, the MSU APA is the largest labor union on the campus of Michigan State University.

The MSU APA contains non-supervisory support staff that work in a variety of disciplines within the University, in more than 300 administrative professional classifications, at MSU’s main campus in
Other Mediums

- After hour phone messages
- Text message
- Facebook, Twitter, and other social media
New Member Orientation

Sent: Welcome to MSU APA: Schedule Your Orientation Today! (15 of 21084)

Date: Tue, 18 Oct 2016 11:38:54 -0400 [10/18/2016 11:38:54 AM EDT]
From: Maury Koffman <koffman@msu.edu>
To: Undisclosed Recipients
Bcc: [Show Addresses - 291 recipients]
Subject: Welcome to MSU APA: Schedule Your Orientation Today!

Welcome to Michigan State University employment and the APA!

The MSU Administrative Professional Association is your campus union that represents you for all matters related to your wages, hours, and conditions of employment. The APA has a tradition of meeting with individuals who were recently hired into APA positions as an opportunity to say hello and discuss the benefits of full membership in the union.

This visit is an opportunity to provide a welcome packet and copy of the negotiated contract. We also highlight information items of most use to you and the information the HR orientation does not include. For members new to MSU and/or unions this is also a great chance to learn about both organizations.

Please click on the link below (or copy and paste into your web browser) that will take you to a page to view and schedule your attendance at an upcoming APA new member orientation. You can choose to either have a one-on-one session for 30 minutes at a date, time, and location most convenient for you or participate in a 1-hour group luncheon held in a private dining room in Phillips Hall:

https://new2msuapa.acuityscheduling.com/

Again, welcome to the MSU APA. I look forward to you meeting you.

Best regards,
/Maury

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Welcome to the MSU-APA!

The Administrative Professional Association is the largest union group at MSU, representing approximately 2,500 members in non-supervisory administrative-professional careers. The APA contract advances fairer, safer and more flexible working conditions; competitive pay and benefits; and open communications between employees and employer.

Our membership is comprised of a wide array of professionals performing some of the most vital supporting roles at MSU. Members occupy more than 300 job classifications in administrative, information technology, research, outreach, medicine, communications, operations, athletics and other fields. APs can be found in over 200 buildings and on each MSU campus.

The APA has developed a tradition of stopping by the workplaces of new members within the first few months in their new position to deliver a copy of the contract and information packet, highlight items of relevance to new members, and discuss any questions or concerns. Alternatively, members new to the APA may choose to attend a group luncheon that is held in a private dining room just outside The Gallery at Snyder-Phillips cafeteria. Please use the tool below to reserve a time for APA to stop by at your office/lab or another convenient MSU location or to join a group lunchon.

Again, welcome to the MSU-APA!

Choose Time » Review & Forms » Confirmation

Pick an Appointment

I would like to schedule:  
- Choose appointment type:  
  - New Member Welcome & Lunch (Group) (1 hour)
  - New Member Welcome (Individual) (30 minutes)

Michigan State University
Administrative Professional Association
517-999-4004
www.msuapa.org
Member Trainings

– FMLA
– Performance Excellence
– Know Your Numbers
– Preparing for Retirement
– How to Get A Raise

• Community Luncheons
  – Essential to meet members where they are – in their building

• Lunch & Learn
  – Political Action
Casual Connections

• Annual Picnic
• Percussion Ensemble
• Campus Athletic Events
• Community Based Events
  – Annual Coat Drive
  – Annual Book Drive
  – Alzheimer's Walk
  – Campus Food Bank
  – Women’s Resource Center
Resources

• Local Budget
• State Affiliate Creative Services & Print Shop
• State Affiliate Grant Programs
• NEA.org/grants
• Community Partnerships
• Local Membership Volunteers
Key Takeaways

• How we spend our time matters
• The language we use with our members and potential members matters
• How frequently we engage our members to promote our union matters
• We must make our union inseparable from our service to students and our careers
Session Outcomes

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

– To serve as a starting point in developing a local member engagement program
– To provide tangible examples of successful tactics
– To offer methods of identifying members, leaders, and resources to deliver a positive member interaction with your local
Thank You... now let’s open it up for Q&A

Maury Koffman, Esq.
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NEA Executive Committee

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Session Evals

• Please complete the evaluation for this breakout session by using the **NEA Summit Mobile APP**!

• Please visit the Leadership Development Resources website at [www.nea.org/leadershipdevelopment](http://www.nea.org/leadershipdevelopment)