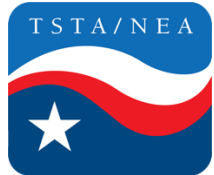


Building Capacity: Strategies for Strengthening Worksite and Local Structures

Presenter:



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Objectives

- Learning how to build a strong union by consistently implementing **four fundamental elements** that include engaging members in collective action, developing leaders at all levels, organizing for change through political action, and protecting the interests of members.
- Understanding that strategically embedding building or strengthening capacity is essential for membership engagement, recruitment, retention, and leader identification and is the **core of union work**.
- Sharing state and local **strategies for building capacity** to include trainings, programs, resources, and support.

DEVELOPING LEADERS AT ALL LEVELS

Association Representative Role

Engage

- Conversations with new employees – seeking new membership
- Conversations with members – seeking retention of current members
- Promoting awareness of the union at worksite

Organize

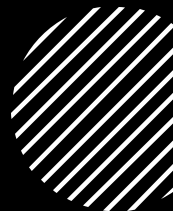
- Encouraging members to participate in surveys
- Handing out flyers and petitions
- Gathering contact information for all members at the worksite

Lead

- Hosting 10-minute meetings at the worksite
- Maintaining current and up-to-date bulletin boards
- Having conversations with all campus employees
- Distributing materials and information



Statewide Initiatives/ Department Priorities/ Cross Departmental Collaboration



Review of statewide AR Programs in alignment with the TSTA Strategic Focus & Mission/Vision:



Revision of the AR Guide



AR Pilot Program initiatives in targeted areas focused on membership recruitment



Local/state leadership development and training



Staff meeting, professional development, and support



Restructuring Local Compliance requirements

Activity: Table Discussion

What local or state AR training/meetings, resources, programs and support are available to the ARs?

What is working?

What can be improved?

ENGAGING MEMBERS IN COLLECTIVE ACTION

We are powerful as a union only to the extent that we are willing to stand up together. Collective action is our only real source of power. Asking members to be engaged and participate in their union, isn't a burden -- it is the key source of energy and excitement in the organization.

With a partner discuss the following questions:

- What local or state campaigns are leaders/members engaged in?
- What is the demand?
- What is the “ask” of ARs, leaders, and/or activists?
- Does the collective action include numerical goals for engagement of members/potential members, recruiting/retention, and leader identification?



ORGANIZING FOR CHANGE THROUGH POLITICAL POWER

Organizing is the power to create change. State affiliates and local unions should build power at their respective levels to make positive change for our members, our students, and public education. Likewise, our locals organize to create positive change in their school districts. It is critical that our members and leaders understand the importance of building our collective power and are committed to organizing for that purpose.

ENGAGE, RECRUIT, RETAIN, LEADER ID

Table Discussion:

- What political organizing programs and trainings are currently being implemented statewide and how do they align with issue organizing at the local level?
- What would strengthen or enhance the current state structure and support the locals?



PROTECTING THE INTERESTS OF MEMBERS

Locals' work should focus on issues that will make real improvements in people's lives. Members shouldn't be asked to join and participate just to "make us stronger" in some general sense. Their participation should contribute to winning positive, tangible outcomes such as improved working conditions or compensation, or changes in policy or practice that will benefit employees, students, and the community directly.

With a partner:

- Share a recent state or local victory
- Did the campaign include a strategic communication plan that engaged members and potential members? If so, what was it?
- Was the victory used to continue to build or strengthen the worksite and/or local structure?

Resources

- **TSTA AR Guide & Resources**

<https://www.tsta.org/supplemental-resources-ar-guide/>

- **TSTA Political Organizing Training Modules**

<https://drive.google.com/drive/folders/1-qIKviPQcMS60E9NLIpF4zWccRxKTwi5?usp=sharing>

- **Building Capacity: Strategies for Strengthening Worksite and Local Structures booklet**

https://drive.google.com/file/d/1AXiug0he0Eaw_Z6rO0cZGmsOazVNxi6p/view?usp=sharing

- **OCALD Committees and Charges**

<https://drive.google.com/drive/folders/1ScPqXV001JqeGeZZAwL5lueb-LybOvYd?usp=sharing>

- **OCALD Sample Agenda:** https://drive.google.com/file/d/1EBOOPZhQM4uh3IBa4o_sZgJa6wS7xOg6/view?usp=sharing

- **TSTA Full Capacity Local documents**

https://drive.google.com/drive/folders/1TBOp17MXKt45Pb83cGPmJ1KLhw_WtN-R?usp=sharing

- **TSTA Annual Compliance documents**

https://drive.google.com/drive/folders/1P5nx-SFBJM-2MUhHLACAJBhFpPb7v_fL?usp=sharing

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