

# Building Membership Through our Bargaining Power

Ginger Nielson, Logan Education Assn.  
Julie Beane, Canyons Education Assn.

What do members say about negotiations?

What do we wish we knew before being on a team?

Table Talk



# The Value of Belonging to Our Professional Association

The Association is:

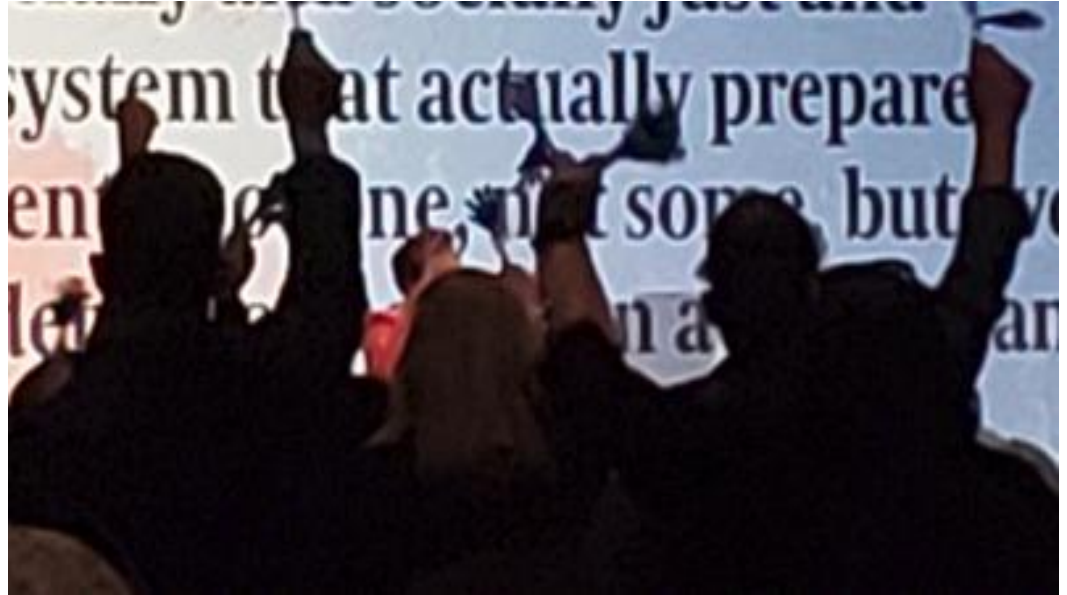
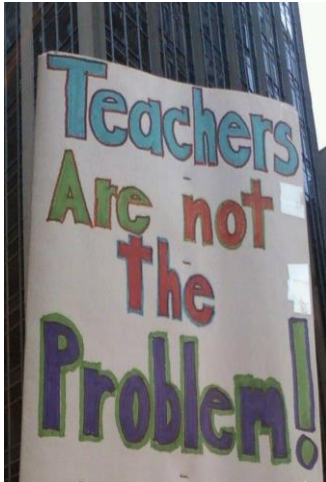
- All of us, our collective voice
- Power *with and because of* each other
- Protection and legal advocacy for our profession
- Leadership and representation
  - Local to national level
  - Ensuring that we have a collective voice at the table
  - Saving our collective valuable time (as many hands lighten the load)
- Listening to the pulse of our members
  - Surveys
  - Addressing concerns
- Recognized to make and enforce agreements

# The Influence of Membership

Numbers

But not merely numbers

Power in representation



# Bargaining is Year-Round

- We hear from leaders and building reps
- We hear from members
  - Concerns
  - Surveys
- Communicate past negotiations
  - ABLs
  - Prospective Members

Front: President's welcome.

# Throughout the Year We...

Ongoing Communication

Meet new Educators

Send Newsletters and Updates

Display "table tents" and posters

Promote member events


Build relationships

Continue meeting

Enforce existing agreement

Example of letter to new hires.

Cache Education Association  
75 W. 100 S. #250  
Logan, UT 84321  
Jessica Littlefield, President  
Cinda Allen, Vice President



Dear New Cache Educator,

As president of the Cache Education Association (CEA) and on behalf of each member educators in CEA, welcome! As an educator in the Cache County School District, I want you to know how excited we are to have you on our team! I have no doubt you will be embraced as a member of several teams in your new teaching position, including the PLC team(s) that you will work on with your department or grade level. CEA is pleased to be yet another team you are invited to be a part of!

I would like to ask you to join your voice to ours. I believe that the benefits of membership in the CEA are valuable to all teachers. Public education is facing extremely difficult and unique challenges and standing strong together will allow us to advocate for the well-being of our students and each other during these difficult times. The power of a collective voice is undeniable, and we need the voice of each of you, our new educators.

As you prepare for this school year, no doubt, you may feel overwhelmed by things to do and paperwork or documents to read, complete and file. Please take a moment and consider belonging to CEA, your professional organization for teachers.

My colleagues and I would love to answer questions you have today or throughout the year.

Welcome to the best profession in the world!


Sincerely,

Jessica Littlefield  
CEA President

As a new teacher, you may wonder what the CEA will do for you. Behind this message are some reasons to join our team, as well as some of our recent accomplishments. I hope the information on the other side and in the folder is helpful in understanding how the Association is here to help educators. Remember, it's not necessarily what we do for you, it's what we do together with you!

What does CEA do?	What has CEA done for educators lately?
<ul style="list-style-type: none"> <li>We advocate for excellence in the education profession. Excellent teachers must have benefits and wages to sustain their families, as well as materials for teaching and preparation time.</li> <li>We give a voice to educators.</li> <li>We support what members do in the classroom through training and grants.</li> <li>We effect real change that benefits the profession of education.</li> <li>We advocate for the rights of educators and represent educators facing employment disputes.</li> <li>We advocate for students, we know that they deserve the best teachers and resources.</li> <li>Each member of the CEA strengthens the profession of education.</li> <li>We are a collective voice for our members.</li> </ul>	<ul style="list-style-type: none"> <li>Negotiated with the district for a 5.5% COLA this year – the largest in memory for teaching and preparation time.</li> <li>Took teacher concerns to the Superintendent and district administration</li> <li>Provided training and continuing education</li> <li>Negotiated clarified contract language to meet changing educator needs</li> <li>Advocated about important issues such as collaboration and planning time, workload and wellbeing concerns, insurance, policies, etc.</li> <li>Met with legislators to shape laws and increase funding and advocated for equity and inclusion even during these challenging times</li> <li>Instrumental through UEA and with legislators in providing paid professional time for work educators perform beyond the regular day</li> </ul>

Please join us as we work to advance the cause of public education in partnership with others, strengthen the teaching profession, promote quality schools for Utah's children and advocate the well-being of members. Student success is at the heart of everything we do; educator well-being is at the heart of student success. A strong democracy depends on vital public education.



Back: Accomplishments

# August Communication: Build Membership Among New Hires

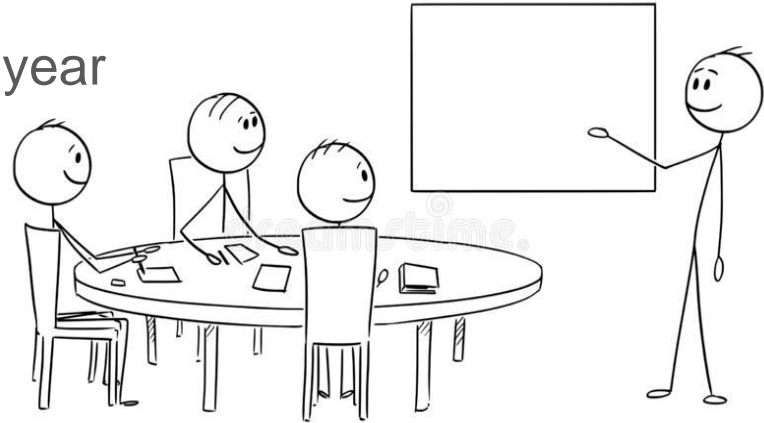
- Meeting with New Hires at New Educator Meetings
  - Association President - Welcomes New Teachers
  - UniServ Director - Benefits the Association in Yearly Bargaining
  - Answer Questions
  - Packets with Enrolment Information



# August Communication: Membership Increases Bargaining Power

ABL's introduce themselves at first faculty meetings

- Teachers see who their ABL is for the year
- Reps offer support to members
- Reps are someone to communicate concerns to





What does your association do at the beginning of the year to **build membership** with new hires?

How does your local **communicate** with new hires to encourage membership?



# September Communication

Leader letters to new hires and members

NEO events

ABL/Reps deliver info cards to

Members

Potential Members

Hi,

**Thank you for your membership!**

I am \_\_\_\_\_ your Association Building Leader/Rep (ABL) for the Cache Education Association (CEA).

**Please ask me if:**

- You would like information about CEA/UEA/NEA
- You have questions about the Negotiated Agreement

**What I do as an ABL:**

- I take member concerns and issues to CEA meetings
- I take positive things that are happening at our school to CEA
- I let CEA officers know what issues you would like to see considered for negotiations
- I share Association information with you
- I am a voice for the thoughts and ideas of Association members at our school
- I provide confidential support and assistance to you

**What Association belonging brings:**

- Negotiations with the District for a 5.5% increase to salaries
- Negotiations with the District for policy language changes, such as 10 additional days of maternity leave
- UEA promoting legislation to pay educators for 32 extra hours of professional time

**Contact Information:**

CEA President, Jessica Littlefield  
Cedar Ridge Elementary  
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CEA President Elect, Cinda Allen  
Cedar Ridge Elementary  
[cinda.allen@ccsdut.org](mailto:cinda.allen@ccsdut.org)

UniServ Director, Curt Benjamin  
[cben@northernuu.com](mailto:cben@northernuu.com)  
435-753-3875

Follow us at <https://www.facebook.com/northernuu>  
Visit us at <http://www.northernuu.com>

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Member Card

Potential Member Card

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# All Year - Building Meetings

- Monthly Meetings
- Concerns (Google Forms)
- Newsletters
- Celebrations
- Committee Updates and Appointments
- PAC
- UD Trainings
- Assignments

What do your building meetings look like?







Because membership dues money does not go to candidates or their campaigns, Association PACs rely on contributions. You can begin or increase your donations to PAC and support public education-friendly candidates by clicking [HERE](#).

### Belonging Matters

LEA and UEA are strong knowing that by belonging we can have an influence on what matters to educators and public education. If you know someone who would like to belong to the Association direct them to the [UEA Join Now](#) online process or talk to their Association Building Leader/Rep. Look for more reasons to join coming to your email box soon...



### Preparing for Negotiations

We all understand association membership provides a voice in bargaining for salaries, benefits and working conditions, but there are many facets to the work that go into negotiations. The UEA provides training to help. On Saturday, Nov. 5, the UEA will conduct a statewide bargaining training for our negotiations team. Topics scheduled for discussion include preparing for negotiations, how to increase belonging through bargaining, ensuring good insurance benefits and understanding school district budgets. While most of the discussions around negotiations take place in the spring, we think about the needs of educators year-round. So feel free to reach out and look for future opportunities to share your perspective.



### Northern UniServ Your Advocate and Link to UEA

Northern Utah UniServ serves to assist the local associations in northern Utah, including LEA. If you have questions that we may not be able to answer or concerns regarding our contract and policy, UEA activities or positions, or other matters, reach out to our Northern Utah UniServ Director, [Curt Benjamin](#). Our Associate [Monica](#) is happy to assist you as well with any questions about membership. You can also visit [Northern UniServ's webpage](#) to see updates from Northern UniServ's [Northern Direction blog](#), and please ["like us" on Facebook](#). Visit [the UEA webpage](#) for the latest information statewide.



### Message from Rayann and Your LEAdership

LEA Members,

As changes to winter I am reminded how important it is to see the beauty in each and every one. We have been through a lot of changes in education these last couple of years, and I know you are celebrating the beauties of our current season. Every day I witness the magic of our educators. I know how hard you work in your various assignments. Thank you for the great efforts you make each day -- you are making a difference. LEA is here to support you in your work with students, as your success is at the heart of everything we do.



Points of interest:

- .. It is time to vote. Please mark your ballots and get them in the mail.
- 1. We are beginning our district negotiations early this year. If you have any contract items you would like us to consider please contact your Building Rep or email me at: [hansenshimaj@gmail.com](mailto:hansenshimaj@gmail.com).
- 1. PAC - Political Action Committee. You will be hearing more about how you can help our political process. Remember, no dues ever go to political campaigns.

Setup for Teachers - Saturday November 12 @ 8:30AM: Utah First Lady Abby Cox is hosting a virtual symposium to continue the conversation around educator wellness. This three-hour symposium will include incredible speakers and a live Q&A session with a licensed facilitator. This symposium will address your personal and professional wellness. Use the following link to register: <https://showupforteachers.org/en/register>

Thank you again for all your support. LEA is as strong as ever and represents you. Please reach out to us with any ideas, concerns, successes, and celebrations. I am proud to be an educator.

Sincerely,

Rayann Hansen, LEA President

### One Week Left in Elections...

Remember to get your mail-in-ballots either postmarked by November 7<sup>th</sup> or [dropped off](#) by 8:00 PM on Election Day, November 8<sup>th</sup>. The Utah Education Association, Northern Utah UniServ and Logan Education Association Political Action Committees (PACs) have endorsed Representative Dan Johnson for re-election in House District 3 and Curtis Benjamin for Utah State Board of Education in District 1. One role of these committees is to recommend candidates most likely to have a positive impact on public education issues important to public education employees. Click [this link to view the full list of 22 PAC-recommended candidates](#).



# January, February -Invite Voice in Preformal Bargaining

ABL/AR input

provides detail, stories

provides ideas for survey

Member surveys

Individual member concerns



## 10 Reasons to Become an LEA Member

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1. LEA advocates for excellence in the education profession.
2. LEA is the voice of educators.
3. LEA supports what members do in the classroom.
4. LEA effects real change that benefits our profession.
5. LEA fights for the rights of all members and represents teachers facing employment disputes.
6. LEA advocates for students.
7. LEA supports meaningful professional development.
8. LEA membership strengthens our Profession.
9. LEA promotes strong public education policy.
10. LEA is only as strong as its members. Please join to add to our collective voice.

## Logan Education Association



Student success is at the heart of everything we do.

Educator well-being is at the heart of student success

Students deserve the best resources.

Teachers need time and materials to prepare.

A strong democracy depends on public education.

## SOME LEA Accomplishments 2021

- Negotiated with the District for salary that is among the highest in the state.
- Worked with the District to update, clarify and improve policy language.
- Represented and celebrated what educators do for students at school board meetings.
- Communicated teacher concerns with the Superintendent and worked together for solutions including addressing the substitute shortage and educator wellbeing
- Met with legislators at the Capitol for increased funding and sound public education policies through UEA's Educator Day on the Hill
- Provided outreach to members and potential members to demonstrate the value of belonging to the Association, with significant growth in membership



This “table tent” is a trifold that can be placed in a high traffic area -- on a table or flat as a poster on a bulletin board. It provides general benefits and recent accomplishments.

What kind of communication do you receive from your association leadership during the year?





# May Communication: Highlight the Importance of Belonging

Ratification events and communication

Newsletters

Press releases

Celebrations

All framed as:

Members made it happen

