**Recertification 2020 Game Plan**

1. Petitions were filed by Regional office staff with the WERC in Madison on September 15th. All employers were served with petitions on or about September 14th by your Regional Director.

2. A request for information regarding names, school locations, addresses and contact information will go out to your Superintendent from either the local leadership or RD (Regional Director - to be decided locally). The employer is supposed to respond with a list of eligible voters within 10 calendar days (i.e. Thursday the 24th ) of notice by union that it has filed petition. Review lists. We then have 10 calendar days to respond from the time we receive their list. If we don’t receive the list by the 24th your RD should be alerted, and we will request the list and find out if it was already sent to the WERC. Please calendar these dates for action on your end with building reps and your RD***. The employer*** sent us an unofficial list on September \_\_\_\_\_\_\_, and their official list in on \_\_\_\_\_\_\_\_\_\_\_\_\_\_, 2020.

3. Very important to review the list immediately to determine whether there are folks on the list who:

* have left the district,
* or folks we do not recognize,
* employees that we know will likely be on leave during voting Nov 6th to Nov 26th,
* or employees who are supervisors/administrators or acting administrators during the election period.

Let your RD know right away.

4. Plan your voting events. Tie them to large group meetings. Calendar those out now if possible. Use events (those who do donuts, continue them).

5. Voting will be the same as before – electronic or by phone. We will supply materials and lists, assuming the employer provides us with information in a timely manner. Use cell phones, iPads, etc. where possible.

6. Target voter efforts with those who are members and/or have voted in the past. Approach these folks first. Second, lay the ground work now with new employees letting them know about the election and why it is important. Use emails, one on one contact, meeting opportunities, etc. Approach those who have not voted in the past and are not members last.

7. Voting begins Noon Wednesday, November 4th , and ends Noon Tuesday November 24th.

8. The mid-way count will be around Monday, November 16th.

10. Develop a list of your accomplishments with Building Reps and building leaders at your September - October meetings.

(Over)

**Suggested Timing of communications:**

1. Send out electronic letter during the week of October 26th as a heads up to employees you might follow it up with letter from you Chief Negotiator if you have one (a sample is available).

**Week of November 2nd:**

1. **Monday November 2nd or Wednesday morning November 4th**, distribute half sheets.
2. **Wednesday, send out the first electronic fish flier** at or about 12 noon. Fish flier states when and how to vote and what to do if there are problems with all of the electronic links, half sheet talks about why. Same time put up posters. Emphasize voting starts at noon.
3. **Wednesday November 4th,** in the morning hand out palm cards. Have employees turn in palm cards to BRs with their names on them to track those who have voted
4. **Friday the 6th** send out flier that has no start date for balloting with cover saying balloting is open containing links and why. Have employees turn in palm cards to BRs with their names on them to track those who have voted

4**. Periodically** repeat sending **electronic Have You Voted Yet flier** reminding folks to vote.

5. We will do a half way count if made available.

1. If you do donut days try to do it **Friday November 6th to try to front load as much of the vote as possible before the election the following week.** If not possible, then the following Friday. Use similar dates with respect to drawings.
2. Be mindful of opportunities where all or many faculty are together and request ability to address them about voting and handout materials.
3. Make use of Ipads and smart phones both for the links and QR codes.
4. Contact Regional Director immediately with any voter problems. Each year we have duplicate voters, those with the same first four letters of their last name, and last four of the SS#s. They are supposed to be sent letters by the WERC to contact them and receive a different four digit number. We are told the mailing looks like junk mail. Sometimes employers do not get lists to the WERC in time for the WERC to do these mailings. So if someone is informed they are voting in a different school district, they need hang up/disconnect, do not vote and contact us immediately.

10. Set group goals.

11. Stay tuned on or around Monday November 16th for mid-way results.

1. Work with your RD in publicizing your victory on November 24th. Results often come between 3 and 5 PM. Celebrate your victory with follow up events.