**Recertification and Organizing 2020-2021**

This year some of us may be teaching virtually, others with various forms of full and hybrid face to face instruction - all of which are going to put increased work demands on school employees and make approaching staff with PDAs, iPads and palm cards more challenging. That said, it’s a challenge all of us are up to.

**What will it take to be successful this year?**

#1. **Get a team together** in August that will help with organizing for membership and recertification.

#2. **Approve expenditures.** In your August Local Union meeting, approve expenditures for the filing for recertification. If you have already met, you can do this on-line with email. Checks should be made out to the Wisconsin Employment Relations Commission in the amounts you paid last year unless your bargaining unit has increased in size. Carol Bauer will be providing a list of these amounts to locals. Checks should be received by our Regional Office by September 1st. Send to Attn: Carol Bauer, WEAC Region 7,13805 W. Burleigh Road, Ste. 200, Brookfield, WI 53005. We will be submitting them with petitions (that the RDs will complete for you) on September 15th in person in Madison.

#3. **Secure information** that will facilitate communications with non-members and members. First, with assistance of your Directors, obtain building lists from your employers and lists of new employees, retirees, terminations and IMPORTANT THIS YEAR – unit members on various forms of LEAVE. All employees on LEAVE CAN VOTE.

#4. **Secure and distribute membership forms and related information** with assistance from your Regional Directors. WEAC’s new website will have on-line membership information and videos to supplement our district efforts.

#5. **Organize new employee meetings** virtually during which you can listen to their concerns, talk about what the union does, introduce them to union membership and why it is important, and discuss the importance of voting in the recertification election for continued representation, ***even if they do not join***. Note that the specific 20-day voting period has not been announced yet, will be soon, but will occur the first part of November ending before Thanksgiving. Voting will be electronic. They will click on a link and vote. It’s simple and fast.

#6. **COLLECT HOME EMAILS!** Provide building lists to your teams using them to systematically collect home emails and talk with employees about the importance of recertification. Home emails can also be collected during your COVID related questionnaires. Many locals include two final questions: Would you like to be kept abreast of developments relating to school closings and opening? If so, please provide your HOME email. **Provide home emails that you collect to your Regional Directors.**

#7. **Communicate regularly** with members and non-members during the fall to show what the union is doing and advocating for on behalf of staff. Be the go-to source for surveys and staff information. Don’t wait for the employers to survey staff. Work with your Regional Directors on survey design and make the questions measure what is meaningful to both our colleagues and decision makers.

#8. **Address individual member needs promptly.** We will have many of our senior employees who are disproportionately members, requesting assistance with leaves and accommodations. We want to keep them in our district. Turnover complicates recertification. Work hard to address their concerns with the assistance of your Regional Staff.

#9. **Recertification materials.** Work with your Regional Staff to secure electronic and paper materials for promoting your recertification and organizing efforts. Let them know ASAP what will be needed for any in person New Employee meetings and materials such as palm cards for supporting your recertification efforts.

#10. **Make recertification and membership organizing a regular feature of your monthly membership meetings** using building reports. Make sure to develop and election plan that maximizes early voting, contains reports of those voting, and plans for follow up with likely supporters who have not voted. Your regional staff can provide you with lists of those who have voted in previous elections.

Steve

Questions: