

Proposal for UALE Membership Campaign

UALE Executive Board Call
September 15, 2010

Goals for Today's Call

- EBoard members understand and influence UALE recruitment plan and message.
- Individual board members are ready to begin institutional and individual recruitment.
- Members are clear on deadlines and follow up process with Cate.
- Identify any additional resources, information, training needed by board members to support our efforts.

Basic Proposal

- **Fall 2010 Membership Drive --** UALE Executive Board and other leaders reach out to whomever they can most effectively engage.
Goals: 25% increase membership and \$10,000 dues. Expect most results from traditional base and “low-hanging fruit”, but begin experimenting with outreach to more challenging constituencies.
- **The UALE Executive Board** Assesses results at November Meeting
- **Working groups/caucuses --** set goals for whom they want to see at the 2011 Convention, brainstorm a specific list of people and institutions to reach out to, and play an active role in shaping the Conference program to make it appealing and useful.
- **Social media presence** – Cate and UALE “early adopters” build a lively on-line community that enables individuals to connect across geography, organizations and interests and which ultimately results in active participation and membership in UALE, starting with Facebook. Add other platforms with which UALE’s potential constituencies are comfortable.

What a 25% UALE Membership Increase Means

	2009	2010 (5/17/10)	Website	25%	GOAL
Individual	304	235	368	92	460
Institution	42	34	47	12	59
Dues	\$37,445	\$29,718	NA	\$9,361	\$46,806

Shifting UALE's Message

The specific words UALE uses to describe itself have huge implications for recruitment. The more abstract, the more the challenge.

- **LABOR** -- usually means organized labor or unions
- **EDUCATOR** -- What about people whose primary role is NOT educating? Rank-and-filers? Volunteers?
- **EDUCATION** – Just teaching? How about training, writing, producing videos, tweeting?
- **WORKER** – Who identifies with this word ? Who doesn't? What's the alternative?

Messaging Proposal

- General messages to include a broad range of examples that not only refer to additional constituencies, but also signal an even broader understanding of the terms.
- Experiment with crafting messages that will be compelling to specific, targeted constituencies -- through conversations, informal surveys and trial and error.
- Identify and enlist the right messengers and means of communication.

Expanding the field of labor/worker education.

Want to connect with broader

People who are working with workers in a range of capacities.

range of people.

Key Elements of UALE RAP

- Describe UALE: A dynamic national and international network (community) of educators and activists working to build the labor movement.
- Something about your role and why you're involved
- Mention University-based/union based educators, but give concrete examples of broader types of people and institutions UALE is reaching out to -- ones that might be relevant to the individual.
- Through UALE, you can take advantage of upcoming conference and Journal, but UALE is about connecting you to others in this rapidly-changing field -- again, what's most relevant to them: professional development, issues and campaigns, exchanges of material, dialogue with others on the cutting edge.
- Ask them to become a member AND get involved in this vibrant community. Have the membership levels in front of you and seal the deal.

We are connecting educators to each other in a rapidly changing environment.

Network, way to engage, opportunity to participate. Learning from each other.

Lifelong/ongoing learning.

Sample UALE Email Message

(more polished draft to come!)

Dear _____:

I'm writing to introduce you to the United Association for Labor Education (UALE,) a dynamic national and international network of educators and activists working to build the labor Movement. (describe your own role). While UALE' has traditionally drawn much of its membership from university-based and union-based labor education programs, increasingly we are engaged with a Much wider range of individuals and institutions engaged in workplace training and education, including (pick a few)

- Immigrant workers and worker center staff
 - Educators from a broad range of disciplines who relate to labor and workplace issues
 - Our counterparts with International Labor Movements;
 - Instructors in on-line education programs
 - Teachers and activists promoting the teaching of Labor studies in K-12 schools
 - Health and Safety educators and activists
 - Community and labor educators promoting Civic Engagement and Political Education;
 - Workplace-focused English as a Second Language (ESL) Programs
 - Writers whose fiction, non-fiction and poetry brings the world of work and workers to life
 - All forms of Popular Education
- MORE

Sample Email (continued)

Among the opportunities, UALE's provides for engaging with colleagues (all with links):

- **UALE's Annual Conference:** March 24-26, 2011 in New Orleans, Louisiana .
- **Ongoing Access to on-line resources and exchanges** through UALE's website, members-only list-serve and a recently-launched and growing presence on Facebook.
- **The Labor Studies Journal** --UALE's multi-disciplinary journal which seeks submissions based on research about work, workers, labor organizations, and labor studies and worker education in the US and internationally.

Through UALE, we work to promote education as an essential tool in the process of union transformation, develop new leadership, and to strengthen the field of labor education in order to meet the ever-changing needs of unions and workers. I hope you'll consider, not only in participating in our vibrant community, but in formally signing on as a UALE member (link to dues structure and membership form).

Would love to talk with you about this,

Questions for UALE Board Meeting -- Nov. 4-5

1. **What's the right mix of institutional and individual members?** UALE's current roster includes 9 Unions, 37 educational institutions, and one community-based organization (a Labor Library). The break-down of individual members by affiliation is a little tougher to come by, but probably reflects the same kind of breakdown with the addition of few community-based activists. –
2. **What's the relationship of the membership drive relate to the March 2011 UALE Conference?** In terms of attendance goals, individuals have said the addition of 25 to 40 full freight attendees would enable UALE to break even financially. More interesting is the question: Who needs to be in the room to represent the range of constituencies, UALE wants to represent?
3. **What are the bottom-line financial goals that must be met to enable UALE to move forward with ongoing base-building efforts?**

UALE Organizer's Math

Personal Emails from UALE Leaders (10/4 - 10/10):

25 UALE leaders email lists of 25 = 625
+ Cate emails 375-500
= +1000 people invited to engage with UALE

Concerted Follow-up (10/4 -- 11/4)

13 Board Members x 10 individuals (min) = 130
13 Board Members x 3 institutions (min) = 39
+Follow-up by other UALE leaders and Cate
= 92-100 individuals; 12-15 institutions (in the works)
Initial Recruitment Goals met. Celebrate!
Ready to focus on more challenging constituencies

Every UALE BOARD Member:

- Compiles an email list of individuals you want to get involved in UALE and sends a version of the general message to them -- Week of 10/4 - 10/10
- Identifies a minimum of ten individuals and three institutions for your own focused recruitment and follow-up in October.
- Communicates and coordinates with Cate -- to add your list to the UALE database, troubleshoot obstacles, shift messages)
- Participates in follow-up call to check-in about how it's going. Other leaders not on this call can also join us. (Propose: Wed, October 13th - 12EST. Helena and Cate will be calling in from New Orleans)
- Reports on results at November Board Meeting

Working Group/Task Force Chairs

Convene a call with your group by 9/25 (Cate joins call if possible)

Membership Drive Agenda Items:

- Who do we want to be part of UALE long-term?
- Who do we want to be in New Orleans? Obstacles to attending? Conference program that would be appealing?
- Review messaging materials
- Set Goals/Brainstorm prospects/take assignments
- Collect emails/phone #s
- Commit to send emails
- Plan on follow-up phone calls

Assess Call/Next Steps?

- ☐ EBoard members understand and influence UALE recruitment plan and message.
- ☐ Individual board members are ready to begin institutional and individual recruitment.
- ☐ Members are clear on deadlines and follow up process with Cate.
- ☐ Identify any additional resources, information, training needed by board members to support our efforts.