

Bob Samuels' Responses to UCSB Questions:

**Given that our membership percentage in our bargaining units is not as high as we need it to be to survive the loss of Fair Share, what do you suggest would be an effective campaign to increase our membership percentages?**

The main thing we have to do is set up a network for meeting with members and non-members on a one-to-one basis. We have to talk to the people we represent about their issues, and we have to train union activists how to go out and have conversations with people.

(Many of the questions below are about organizing, and while this is a vital topic, it is important to realize that there is a VP of Organizing, and I have tried not to micro-manage the other VPs. There is also much more to the job of president than internal organizing)

**2. If we are to survive the loss of Fair Share we will need to have a strong and active union membership mobilized to protect our contracts, what do you suggest an effective campaign would look like to develop more member-leaders & activists within our union in advance of the loss of Fair Share?**

Besides meeting with individuals, we should organize around our contracts and help people see why we have one of the best contracts in the country for non-tenure-track faculty, but it has to be enforced, and we need members to help us do it. One method is to assign people positions as site leaders so that they can be charged with the task of organizing meetings with members. As president, I would work with the VP of Organizing to make sure an effective plan is developed and implemented.

**Most of our members do not understand what it means to be a union nor do they understand the value our union contracts provide us, what do you suggest would be an effective campaign to educate our members as to the value our union contracts so that they will actively defend them?**

We have to let people know what they will lose without a strong union contract and what conditions people are working under around the country. Many of our continuing appointments feel secure in their jobs and may not appreciate how the union protects them, and many pre-continuing lecturers may be too scared to get involved. We have to meet them where they are and talk to them. Holding rallies and meetings can be helpful, but it does not replace the hard work of going out and having conversations. If we have to let go of staff, we will need members to step up and do a lot more organizing and grievance work. For the last two years, I have been going to meetings around the country about how to deal with losing fair share, and the key is to return to a traditional site-based organizing system and enforce effective contracts.

**4. Given the negative publicity labor unions will face when the fair share case goes before the Supreme Court what do you suggest would be an effective media campaign to counter negative attacks?**

I don't think our biggest problem will be dealing with the negative media since this has been going on for a very long time. However, we need to communicate honestly and clearly with our members about what losing fair share really means. California will be supportive of unions, and we can use the national attacks on organized labor as a way of energizing our people.

**5. There are about 15 unions on our UC campuses. Since we all bargain with the same employer and we all face the same challenges (of building membership, develop leaders & activists, and facing the loss of Fair Share) what would you do to help build coalition with these other unions? What roles could our members play in building these coalitions?**

We should work with the other unions to build solidarity with the students, and this will mean being a leader in the fight for free public higher education. As I have shown in my book and my activism, the current system of financial aid does not work for many students, and if we want them to support us, we have to support them. We also have to protect our jobs by protecting the university budget, and this requires continuing to fight against legislation that will undermine undergraduate education. I have worked with others to push back against the move to put our classes online, and I have testified that we can only have free public higher education if we increase the budget through a new dedicated tax. The UC unions should work together to promote a new dedicated tax for higher education.

**6. In what primary and specific ways does your plan for your presidency differ from your opponent's for the short term (your first year) and the longer term (as we look ahead to the next round of contract negotiations)?**

I do not know what Mia's plan is, and I do not want to get into negative campaigning. I bring experience, expertise, and many relationships to the table, and I have shown to be a proven leader. I know that it is tempting to get involved in a lot of political issues to rally our base, but I think we have to focus on how we can best serve our members and maintain our organization.

In terms of librarians, we need to continue to stop the university from taking positions out of our unit, and we need to bargain a better salary system. For lecturers, we have to build on past gains and make the pre-continuing appointments much more secure. I believe that our last contract began the process of enhancing job security in the first six years and helping to replace term appointments with annual appointments.

Most of the questions above focus on the important issue of internal organizing, but the job of president entails many more things that often go unnoticed like: maintaining the financial health of the organization, resolving internal disputes, hiring staff, working with

our national and state affiliates, running the executive board and the council, communicating with members, promoting our contracts, understanding the university system and budget, negotiating strategies with other unions, interacting with regents and university administrators, and making sure the organization does not break any laws. Even if we lose agency fee, all of these activities will have to be continued, and I believe I have a proven record in all of these areas.

What some members do not realize is that my work with others on the UC budget has changed the way the university funds the campuses, and much more money has flowed to support the instructional budgets. While many of the issues we face relate to external factors, we have to be an effective force in changing the internal priorities of the university.

I believe that I am the best candidate to help us to continue to serve our members and protect our organization during a time of great political uncertainty. My extensive experience, expertise, and connections have helped our union to produce and protect one of the best contracts in the country for non-tenure-track faculty, and I have also spent a great deal of effort defending librarians against the constant effort to move members out of the unit. During my time in office, our organization has moved from being in financial jeopardy to strong financial health, and I have helped to pass important legislation in the state as I have worked closely with our state affiliate, the CFT.

If I am not re-elected, the following will happen: 1) we will lose our seat on the Regents Investment Advisory Board; 2) we will lose access to many high-ranking officials at the Office of the President; 3) we may lose a seat on the CFT Executive Committee; 4) we will lose connections to many members of the legislature and the governor's office; and 5) we will lose relationships to several national organization, including the Campaign for Free College Tuition. Some members may not see the value in any of these external relationships, but they have all helped us to bargain better contracts and to protect our jobs. For example, since I had a good relationship with people in the governor's office and the legislature, I was able to help block a plan to replace many lecturers through the use of online courses. I have also used my relationships with members of the Office of the President to negotiate large raises for the people we represent. Moreover, as a member of the Regent's Investment Advisory Group, I have direct access to individual regents and have spoken to them about our particular issues.

If you care about the future health and strength of our union, you should vote for someone with a proven record.