

UC-AFT U18 Member Organizer Proposal

***A Proposal from the Statewide Organizing
Committee for Unit 18***

**California Federation
of Teachers**

AFT, AFL-CIO

A Union of Professionals



Current State

- We just won a brilliant new contract with job security provisions that changes life as we know it for lecturers; we expect more members to stick around and strengthen the union
- U18 membership has sat just below 50% for several years, except for a moment at 54% just after the settlement
- UCB and UCLA are large campuses with roughly 50% membership and tremendous room to grow
- The SOC and the Eboard have been discussing this proposal.

Thesis

- Training member organizers strengthens our union
 - It is leadership development (notice that people who were member organizers for the U18 campaign are now taking on more and more leadership Katie, Trevor, Josh, Cassie, Rahul, Amy)
 - It teaches us that we all can do organizing
 - Member organizers will organize with other members and grow our activist base
 - We will increase our membership, become stronger and have more resources

Proposal: Fall 2022 Pilot

Program

- 2 Member-Organizer Positions: One at UCB and one at UCLA
- Hire 10-20 hour/week member organizer(s) for 2-3 month stints (Aug/Sept+ total of 180 hours paid). Cost 8K each. (We can flex the hours if a particular person or campus wants to do more in a given week, but the goal here is to set an economic commitment.)
- Job description:
 - We will only hire experienced activists. Their task is to work from lists provided and do outreach in person, on phones and online. Their goal is to bring activists with them as buddies and for training.
 - This will involve:
 - 1 hour/week support from Bill Quirk and Josh Brahinsky;
 - 1 hour/week campus meeting;
 - 8-18 hours/week outreach-walking, calling, 1:1s;
 - walklists will be built by CFT and UCAFT Admin.
- In august 2022, the SOC will meet to plan support for these new hires efforts to develop connection with current non-members.
- In January of 2023 we will assess cost/activist development/membership increase to determine if the program should continue.

Is this a Smart Use of Money?

Conservative short term economic thinking:

- This is very likely revenue neutral or positive; we will only know for sure after testing it.
- If each organizer recruits 20 new members over the 3 months, we will break even. **To break even, for every 8 hours of outreach, we would need to sign up 1 new member.**
 - Is this a reasonable expectation? In our blitzes this past spring the ratios varied but when we talked to people, our success rate ranged from 1 sign up in 4 conversations (at UCLA) to nearly 1 in 2 (at UCR). From past experience, we would expect 8 hours of outreach to reach 4-8 people (it averaged .8 per hour in the fall campaign). Then, with the most conservative look at these numbers, we would reasonably expect 1 sign up per 8 hours or outreach.

Long term thinking

- Some % of new members will be paying due for many years; UCSC has 48% of the previous 2 year new sign ups still paying dues; we very well may come out ahead!
- Leadership Development: This will train the member-organizers and the folks they work with
- Power: this will increase membership and activism in the union.

Is this a Smart Use of Money?

Cost Breakdown: At the bottom of the UFRE salary scale ~80K/yr: Cost is equivalent to 25% for 4 months: 6,710 + associated costs (travel etc) = we propose to spend 8K. [1] (Pay is actually at an hourly rate)

- 1) Our revenue increase is based on signing up people working 30% time or more.
- 2) Challenge: Many of our folks only work a few months. We are assuming that the average member we sign up will pay only 6 months of dues. Many quit or are not rehired, many work only 1 quarter/year, and some % will continue for several years. (From April 2020-April 2022 at UCSC among 94 new hires they have already paid an average of 6.1 months of dues and 45 [almost 50%] are still working and paying dues.)
- 3) Are there enough people to sign up? Even now when they are not all hired for fall, there are enough:
 - a) Currently, we have 832 people above 30% in the unit
 - b) Currently, nonmembers above 30% not assessed as hostile at UCB (191) and UCLA (210)
 - c) We only need 20 new members over 30% from each campus to meet our member organizer goal.

Should We Pilot This Program in the Fall?

Yes!! :)

- 1. We will train two member leaders**
- 2. They will train dozens of other member leaders**
- 3. We can expect roughly 40 new members**
- 4. The cost of 16K is likely to be fully covered, and probably well exceeded, by membership increases**
- 5. If this works, we will have one tool for future membership growth**