

# ***UC-AFT U18 Organizing Plan***

***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 won it through organizing strength and a plausible strike threat.
- We built a CAT network of activists with relationships to other members that was variously effective; That network looks different on each campus.
- This followed 6 years of moving from a service model union to an organizing model union.
- U18 membership has sat just below 50% for several years, except for a moment at 54% just after the settlement

# Thesis

- Organizing is about democracy, building power and growing a union that shows every member and potential member that we care about and will fight with them.
- The consistent listening relationships between activists and other members are the core of our power as a fighting union.

# Goals (1-2 Years)

- **Membership:** Increase our membership percentage to increase power and revenue; 54% membership by December 2022, 54% by March 2023, 60% by December 2023 (60% membership generally translates to about 70-72% of FTE).
  - Plausible?: If our bargaining unit in Fall is 4,800 people and our membership starts at 49%, then we will need to recruit **238 new members to get to 54%**.
  - Distributed by campus size it could look like this: UCLA and Berkeley-55; Davis, Irvine, San Diego-38; Santa Cruz, Santa Barbara-30; Riverside; Merced-20
  - Have we done this before??: Yes – (2018) 223 , (2019) 241, (2020) 151 and (2021) 447.
    - See timeline here:  
<https://docs.google.com/document/d/1T70CdoEqOQC-eHHJn8fhrZZjawlyNa1LCWykwTmyn0/edit>

# Goals (1-2 Years)

- **Assessments:**
  - Quarterly: assess all non-members over 33-60% (33% at smaller campuses. 60% at larger campuses. 1013 statewide right now, so for every new member we will assess 3 others who do not sign up.
  - Yearly: assess all unassessed (0s) among members. Quarterly check in. 847 unassessed members.
- **Outreach Goals:**
  - Have 5-10 hours/week of outreach happening on each campus (staff should start with co-outreach averaging at 3-5 hr/week/campus). 20-25% of staff time on outreach.
- **Local Campus Planning:** Implementing and Shaping This Project (This are questions left open for the next 2 months of planning)
  - strategic targeting: could be single departments: strike teams?
  - Do certain campuses need support: CFT organizers or funding? Statewide phonebanking?
- **Develop Nonmember communications plan** over next two months.

# Goals (5 Years)

- 1 CAT for every 10-20 members: Increase our network of leaders who build consistent relationships until all members have a person they are connected with;
- The SOC has defined a CAT is a liaison, contact, anchor, and/or point of connection between the broader union and people they are in consistent contact with.\* Key roles:
  - (1) Encourage member engagement and non-member recruitment through outreach to share union events and provide resources.
  - (2) Coordinate regularly with local chapter leaders or committee members to channel information up and down appropriate union structures
  - (3) Build consistent relationships with members across departments/programs to facilitate grassroots participation and expand solidarity networks.
    - \*we want to keep CAT role/structure “open” enough to be inclusive and able to be used effectively by each campus
    - (This plan is less urgent than the membership because of the need to start membership organizing in the fall, but we should add flesh to it over the next 2 months)

# External/ Internal Organizing Goals

- Build a UC-AFT identity that includes both lecturers and librarians.
  - Support Unit 17 Campaign.
- Build Community Alliances.
  - UAW Campaign this fall.