

# ASEA/AFSCME Local 52 Strategic Goals & Action Plan



STRATEGIC GOALS & ACTION PLAN  
PREPARED BY STAFF PLANNING GROUP

# ASEA ACTION PLAN 2012

## ORGANIZING NEW BARGAINING GROUPS

	Action	Who - Primary	Who - Support	Desired Outcome (measurement)	Resources required	Deadline
1A	<b>Identify potential organizing groups</b>	Sam/George	Brian & Sharon	Organize at least one new bargaining unit	\$\$ for organizing, VMOs, AFSCME Resources	2-5 years

In order to be more effective in organizing, our already existing VMO (Volunteer Member Organizer) network will be expanded to produce a minimum of 1 VMO per legislative House District.

## INCREASE ACTIVE MEMBERSHIP / MEMBER EDUCATION

	Action	Who - Primary	Who - Support	Desired Outcome (measurement)	Resources required	Deadline
2A	<b>Regular Urban worksite meetings</b>	Ryan	ALL BAs Scheduling Support: Sharon, Xenia & Mary T	40 worksites per quarter	Emails, Chapter funding, Food and Union materials	

Maintain quarterly worksite meetings. Establish a contact person at each worksite in order to reach the membership fully and maintain a minimum of 40 statewide worksites per quarter.

2B	<b>Regular Rural/Bush worksite meetings</b>	Ryan	ALL BAs Scheduling Support: Sharon, Xenia & Mary T - Brian - Broadcasts	Each Rural/Bush Chapter biannually	Emails, Teleconference and/or Webinars	
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In addition to holding regular quarterly Worksite Meetings in the urban areas, each Rural/Bush Chapter will have Worksite Meetings semi-annually. Teleconferences and Webinars (Web Conferences – Users sign on to Business Office hosted conferences from their workstation or home computer) will be utilized to communicate our goals to the membership in those areas.

2C	<b>EMA Initiative</b>	Chapters	Ryan, Sam & George	Quarterly reports to HQ Mtg Attendance	Emails, Attendance Tracking, AFSCME Resources	
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At the Chapter level, training will be provided for Chapters to follow-up on member attendance with calls and emails. Each follow-up call will engage members on what he/she can contribute to improve their Chapter, thus encouraging repeat participation in Chapter meetings.

2D	<b>Educating Union Leaders</b>	MaryAnn/Ryan & Business Agents	Business Agent	Provide Training to each Chapter	Union Materials, AFSCME Resources (Education Dpt)	Annually
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Each Chapter shall be provided training (Including Roberts Rules) in order to create more cohesion between the Chapters, the Executive Board, Statewide Committees, Business Offices and the goals of the union in general. Training will be provided through Local and International materials. Costs covered by Chapters.

2E	<b>Annual Chapter Events</b>	Chapters	Sharon	One winter and One summer event each year	Emails, Publications and Chapter Resources	
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All ASEA Chapters are encouraged to hold at least two annual events, attracting new members through means other than "business as usual." This is one of the most effective recruiting tools we as a union have. Positive, fun events create an atmosphere of Solidarity just as potent as a political or contract related event.

2F	<b>AFSCME Training/Targeted specificity</b>	AFSCME STAFF	ASEA Staff	Increase # of participants in training / Offer at least two new training programs	AFSCME Staff / Increase in training budget	
In keeping up with International training programs, the ASEA/AFSCME Local 52 staff is focused on not only increasing the number of participants in each training offered, but additionally offering at least two new training programs to be provided by the staff (local and international).						
<b>IMPROVE COMMUNICATIONS</b>						
	<b>Action</b>	<b>Who - Primary</b>	<b>Who - Support</b>	<b>Desired Outcome (measurement)</b>	<b>Resources required</b>	<b>Deadline</b>
3A	<b>Rebuild - Redesign NEW Website</b>	Reber	Brian	More User Friendly - Interactive	Software & Funding for Tech Asst	December-13
The ASEA/AFSCME Local 52 website will be redesigned, using more current software, to be more member friendly. Additionally, all New Hire Orientation Packet information will be readily available online for all members to reference.						
3B	<b>Webinars</b>	Ryan	Reber	Two Webinars Annually	Hardware, Webinar Application and Email	
Two Webinars (Online Conferences) will be offered twice annually. This medium allows the host to not only be more accessible members (from computer), but also allows for digital document transfer and online step-by-step navigation to online sources and materials. Webinar services are available online for free.						
3C	<b>Alternative Means of Communication</b>	Ryan/Reber	Sharon & Brian	Work to increase frequency of member participation on pages	Internet	
ASEA/AFSCME Local 52 staff will work to increase the frequency of member participation on pages such as facebook through more mention, both verbal and printed.						
3D	<b>Union Leader Messaging</b>	Ryan/Reber/Fate/Sam/George	Kelly, Sharon & Brian	Materials available at each training/event	Union Materials, AFSCME Resources	
Develop union leader messaging for all various functions and questions that arise with regards to ASEA/AFSCME Local 52. In order for all working parts of the union to function smoothly, development of universal materials and talking points for leaders and stewards are crucial.						
<b>STRENGTHEN ASEA PUBLIC IMAGE AND AWARENESS</b>						
	<b>Action</b>	<b>Who - Primary</b>	<b>Who - Support</b>	<b>Desired Outcome (measurement)</b>	<b>Resources required</b>	<b>Deadline</b>
4A	<b>Media</b>	Sharon	Staff	Improve the perception of public employees in Alaska	PR \$\$ & Union officer participation	
In order to improve the perception of public employees in Alaska, a public relations campaign must be raised, with union officer participation.						
4B	<b>Raise Chapter Visibility</b>	Chapter Leadership	Sharon/Staff	# of activities chapters are involved in	Media/Press /Chapter Members / Chapter \$\$\$	
Involve the local media to see the various activities Chapters are involved in. Alaskans need to see what ASEA/AFSCME Local 52 does for their community, one individual Chapter contribution (Adopt a Highway, Scholarships) at a time.						

4C	<b>Annual Chapter Presidents Meeting with State Executive Board</b>	Executive Board and State Executive Board	ASEA Staff	Annual meetings	\$\$\$	
Once annually, a meeting will take place with all Chapter presidents and the Statewide Executive Board Officers.						
<b>INCREASE ASEA POLITICAL STRENGTH</b>						
	<b>Action</b>	<b>Who - Primary</b>	<b>Who - Support</b>	<b>Desired Outcome (measurement)</b>	<b>Resources required</b>	<b>Deadline</b>
5A	<b>Politically activate membership</b>	Fate/Ryan/Sam George/Reber	Sharon & Brian	Educate in order to politically activate membership	Union and AFSCME resources	
Focus our politics and education more narrowly on issues which face us now (TIER V) and issues which have faced other states around the country (Right to Work, Privatization).						
5B	<b>Increase PEOPLE/PAC/MAP</b>	Fate	Ryan and BAs	Increase # & \$\$\$\$	Staff/Members	
Increase PAC membership and contributions through emphasis placed at worksitemeetings, Chapter Meetings, Union events. For our political machine to work effectively, we must maintain and grow political volunteerism within our membership.						
5C	<b>Legislative Alerts</b>	Fate/Reber/Ryan	Brian & Sharon	Established network of alert and action	Email	
Establish a more comprehensive communication network in order to more effeciently facilitate new means of communicating Legislative Alerts through email, webinars and legislative teleconferences.						