

LOCAL ASSOCIATION BUILDING REP/WORKSITE STRUCTURE ASSESSMENT

Expectation of AR/BR*	Foundational	Power-Building	Agenda-Driving
Utilizes effective communication to be the local voice/face of the union at the worksite.	<input type="checkbox"/> Has a list of members. <input type="checkbox"/> Hosts union leaders/staff when they schedule site visits. <input type="checkbox"/> Provides members with contact information for union leadership/staff for questions/issues that come up. <input type="checkbox"/> Has flyers and pamphlets from union for those who ask. <input type="checkbox"/> Participates in local union meetings/building rep meetings.	<input type="checkbox"/> Maintains a list of members and their emails and phone numbers. <input type="checkbox"/> Arranges site visits from union leaders/staff. <input type="checkbox"/> Places flyers and pamphlets from union in mailboxes. <input type="checkbox"/> Shares information with members only. <input type="checkbox"/> Communicates with union leadership/staff about worksite issues when they arise. <input type="checkbox"/> Plans a monthly 10-minute meeting to share information from local union/building rep meetings.	<input type="checkbox"/> Has all personal emails of members in email group. <input type="checkbox"/> Has all cell phone numbers of members in text group. <input type="checkbox"/> Utilizes monthly 10-minute meeting to communicate local agenda and promote engagement/activism. <input type="checkbox"/> Maintains 2-way communication with members and union leadership/staff. <input type="checkbox"/> Regularly shares BRAG with PMs, New Members, and Existing Members. <input type="checkbox"/> Uses various means of communication to connect with members. <input type="checkbox"/> Maintains an up-to-date list of all worksite employees eligible for union membership (potential, new, and existing members). <input type="checkbox"/> Informs union leadership/staff about worksite issues and plans.
Engages new and existing members and identifies and recruits potential new leaders/advocates.	<input type="checkbox"/> Places new member packets in mailboxes. <input type="checkbox"/> Hosts union leadership/staff for yearly membership meeting. <input type="checkbox"/> Maintains union bulletin board where allowed. <input type="checkbox"/> Shares names of potential new leaders with union leadership/staff.	<input type="checkbox"/> Delivers new member packets to new members. <input type="checkbox"/> Holds membership meetings when needed (with or without support of union leadership/staff). <input type="checkbox"/> Shares invites and notices for local union engagement opportunities such as classes, socials, etc. <input type="checkbox"/> Recruits potential leaders to take action for the union.	<input type="checkbox"/> Visits all new employees (including new employees and recently joined new members) within a few days of hire with welcome packet for 1:1 or holds a "New Member Orientation" for new members at the worksite. <input type="checkbox"/> Uses 1:1 data, YRO cards, surveys, etc. to invite new members to participate in worksite committees (social, advocacy, etc.). <input type="checkbox"/> Personally shares engagement opportunities from the union with new members (classes, socials, etc.) based on 1:1 and YRO data. <input type="checkbox"/> Plans "get-to-know-you" social events for union members. <input type="checkbox"/> Builds diverse leadership structure throughout the building, consistently recruiting and training new leaders.
Ensures that all potential members (PMs) are invited to join the union and are informed of the union's work.	<input type="checkbox"/> Provides PMs with membership materials. <input type="checkbox"/> Is visible and available to answer questions regarding membership. <input type="checkbox"/> Less than 25% worksite density.	<input type="checkbox"/> Has 1:1 conversations with most PMs. <input type="checkbox"/> Has a list of PMs with notes about conversations. <input type="checkbox"/> Makes follow-up contacts with PMs that expressed interest in joining. <input type="checkbox"/> Identifies leaders respected by PMs and engages those leaders in recruiting PMs. <input type="checkbox"/> Between 25% and 50% worksite density.	<input type="checkbox"/> Holds worksite PM meeting and scheduled 1:1 conversations with each PM. <input type="checkbox"/> Has relationship map of worksite with potential members coded and assessed. <input type="checkbox"/> Maintains a list of PM contact information through YRO cards, etc. <input type="checkbox"/> Speaks regularly with or arranges for others to speak with potential members for BRAG. <input type="checkbox"/> Makes multiple follow-up contacts with PMs. <input type="checkbox"/> More than 50% worksite density.
Models proactive behaviors and acts as an advocate for educators and builds capacity in others to do the same.	<input type="checkbox"/> Refers members to union leadership or staff for problems. <input type="checkbox"/> Is visible and available to hear member issues and concerns.	<input type="checkbox"/> Meets with principal/supervisor when problems arise. <input type="checkbox"/> Refers worksite issues to union leadership or staff for escalation, if needed. <input type="checkbox"/> Engages other members to assist with collecting info regarding worksite issues.	<input type="checkbox"/> Creates a team that meets regularly with principal/supervisor for proactive problem-solving. <input type="checkbox"/> Works with members to problem-solve for worksite issues and escalates when necessary. <input type="checkbox"/> Uses worksite issues as an opportunity to organize and build solidarity at the building level. <input type="checkbox"/> Uses a distributive leadership model to engage multiple members in the work of the local. <input type="checkbox"/> Uses a distributive leadership model to recruit and identify new leaders.

*Association Rep (AR) and Building Rep (BR) are used interchangeably throughout this document.