



MEA

2020 MEA New Ed Toolkit Meeting the 5 Key Strategies

This document contains tactics and resources that MEA local leaders can employ to meet these five (5) key strategies to ensure strong back-to-school membership recruitment.

1. **Data Acquisition**
2. **Pre- New Employee Orientation (NEO) Engagement**
3. **New Employee Orientation**
4. **Worksite Follow Up**
5. **Data-Informed Engagement Events**

The Five Key Strategies: *the following are mini-webinars covering best practices to meet each of the five key strategies when planning a local New Educator Campaign.*

1. [Securing Employee Unit Lists](#)
2. [Pre-NEO Engagement](#)
3. **New Employee Orientations**
 - [Planning a Successful NEO](#)
 - [Virtual NEOs](#)
4. **Worksite Follow Up:**
 - [Mapping your Worksite](#) Access Code: 8Z&9*fx6
 - [1:1 Conversations](#)
5. [Data Driven Engagement](#)

Local New Ed Campaign Plan: use these resources to build a local campaign plan designed around the 5 Key Strategies.

[MEA Year-Round Organizing Calendar](#)
[ESP Sample Year-Round Organizing Calendar](#)
[EA Sample Year-Round Organizing Calendar](#)
[MEA Local Campaign Plan Template](#)
[MEA Sample Local Campaign Plan](#)
[NEA Year-Round Digital Organizing Guide](#)
[New Ed Checklist](#)
[MEA Organizing Acronyms](#)

#1 Securing Employee Unit Lists

GOAL(S): *In order to recruit new members we must know the identity of new hires and how to contact them in and out of the workplace.*

Local Leaders: *Create a local plan for data collection and sharing with stakeholders:*

- Ask returning bargaining unit members to verify contact information (**consider using incentives**) and report updates to local MEA office.
- Assign association representatives to make first contact at worksite.



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#1 Securing Employee Unit Lists, continued

Local Leaders: *Create a local plan for data collection and sharing with stakeholders:*

- Bargain [CBA language](#) requiring access to new employee information to include demographic data such as home email, phone and address.
- Report new employee data to local MEA office.
- Use [local contact card](#) or other method(s) to determine if new hires need to elect a pension plan.
- Ask administration to report new hires in a timely manner by using an ongoing [Employee Information Form](#).
- Coordinate with building secretaries.
- Monitor school board minutes for new hires.

#2 Pre-NEO Engagement

GOAL(S): The purpose of pre-NEO engagement is to establish familiarity and credibility through branding of the local via robust communication networks.

Local Leaders: *Consider using the following tactics to engage new hires prior to your New Employee Orientation:*

- Send welcome letter to new hires signed by President or Executive Board
 - [Sample New Hire Welcome Letter #1](#)
 - [Sample New Hire Welcome Letter #2](#)
- Partner with district on introduction of new staff either at district or building level.
- Invite new hires to attend Executive Board Meeting, Coordinating Council, or other union events or collective actions.
- Plan and host pre-NEO social event(s).
 - [Example: LSEA Socially Distanced Picnic](#)
- Invite new hires to Welcome Back General Membership meetings.
- Introduce new hires to membership during Welcome Back meetings.
- Hold regular informative 10-minute building meetings open to members and potential members.
 - [10-minute Building Meeting Outline](#)
 - [10-minute Meeting Sample Agenda](#)



#2 Pre-NEO Engagement, continued

Local Leaders: *Consider using the following tactics to engage new hires prior to your New Employee Orientation:*

- Create and distribute local leader contact information, post in union spaces and on social media platforms.
 - [Leader Contact Information Sample](#)
 - [Leader Contact Information Template](#)
- Provide signage to identify worksite representatives
- Create a calendar of all local union meetings and events to distribute at NEOs, Welcome Back General Membership meetings, and to publish on social media platforms.
 - [Sample Union Calendar – LCC MEA 8G CC](#)
- Set up union communication network (Google platform).
- Set up union social media platforms and use to engage regularly with members.
- Contact local MEA office to obtain customized local contact cards.
 - [Local Contact Card Template](#)
- Use these tactics to create a **strong union presence** in every worksite:
 - Association bulletin boards.
 - Hard-copy of CBA available in employee break rooms.
 - Post local leader contact information.
 - Signage indicating location of worksite representatives.
 - Schedule regular building visits

#2 Pre-NEO Engagement

Building/Classification Representatives: *Make prompt contact with all off cycle new hires including the following tactics:*

- Use New Ed Card and/or Local Contact Card to collect demographic data.
 - [2020 New Ed Card EA – digital version](#)
 - [2020 New Ed Card ESP – digital version](#)
 - [2020 New Ed Card Higher Ed – digital version](#)
 - Printed copies of **New Ed cards** will be included in summer mailings.
 - [Local Contact Card Template](#)
- Use **Local Contact Card** or other method(s) to determine if a new hire needs to elect a pension plan.
- Provide new hires with a printed copy of CBA.
- Invite new hires to next scheduled **New Employee Orientation**.
 - [NEO Invitation Template](#)
 - [NEO Flyer Template](#)



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#2 Pre-NEO Engagement, continued

Building/Classification Representatives: *Make prompt contact with all off cycle new hires including the following tactics:*

- Invite new hires to attend Executive Board Meeting, Coordinating Council, or other union events or collective actions.
- Make a membership ask.
 - [On-line Membership Application](#)

#3 Execution of New Employee Orientations

GOAL(S): *Host an aspirational New Employee Orientation to induce “trial membership” through communicating the value of unionism.*

Local Leaders: *plan an aspirational new hire orientation through careful preparation:*

- Bargain [CBA language](#) requiring union access to new employee orientations.
- Fill out the appropriate **New Employee Orientation (NEO) event form** and submit to UD to apply for funding.
 - [2020 NEO Event Form](#)
 - [2020 Higher Ed NEO Event Form](#)
- Schedule NEO(s) based on district’s hiring practices.
- Review NEA’s NEO Guide on hosting aspirational new employee orientations.
 - [NEO Guide PK12 ESP](#)
 - [NEO Guide Higher Ed](#)
- Recruit new educator(s) to provide **Inspirational Testimonials**.
- Obtain flyers, New Ed cards, membership applications and swag from local MEA office.
- Use PowerPoint or other visual display.
 - [Byron Center E NEO Slideshow](#)
- Plan NEO agenda to include:
- Collect New Ed Cards
 - [2020 New Ed Card EA – digital version](#)
 - [2020 New Ed Card ESP – digital version](#)
 - [2020 New Ed Card Higher Ed – digital version](#)
- Contract Highlights
 - [NEO Contract Tour Rockford](#)
 - [Rockford Example Tabbed Contract](#)
- Inspirational Testimonials: Why Union?
 - [B.R.A.G Sheet](#)
 - [MEA “Why Union” Video](#)
 - [Join MEA Video](#)



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#3 Execution of New Employee Orientations, continued

Local Leaders: *plan an aspirational new hire orientation through careful preparation:*

- Inspirational Testimonials: Why Union?
 - [Covid-19: Saving Public Education Video](#)
- Post sign-up sheets for upcoming trainings.
- Make a Membership Ask.
 - [Kentwood E “Join MEA Video”](#) - Demonstrates completing the on-line application. May not run in some browsers including IE.
 - [On-line Membership Application](#)

#4 Worksite Follow Up

GOAL(S): The purpose of worksite follow up is to develop brand loyalty with new members and returning members while capturing or recapturing potential members.

Local Membership Team: *consider using the following tactics to continue to engage your members and potential members through worksite follow ups:*

- Train worksite leaders.
 - [NEA Worksite Leader Training Guide](#)
 - [MEA Hard Questions Workbook](#)
- Complete worksite mapping.
 - [NEA Relationship Mapping Guide](#)
 - [NEA Relationship Mapping Webinar](#) Access Code: 8Z&9*fx6
- Plan 1:1 Follow up conversations.
 - [NEA YRO Worksite Visits Guide](#)
 - [Sample 1:1 Invitation](#)
- Hold 1:1 Conversations
 - [MEA 1:1 Contact Sheet](#)
- Track 1:1 Conversation Notes
 - [MEA 1:1 Conversation Tracker](#)
- Identify, recruit and train Member Ambassadors.
- Prepare and distribute contact lists, review New Ed survey responses, and prior contact notes.
 - Obtain **Individual Response Report** from local MEA office.
 - Obtain **1:1 Conversation Notes Report** from your local MEA office.
- Celebrate new members:
 - Send Welcome Letter to New Members
 - [BEA New Member Welcome Letter](#)
 - Introduce at membership meetings.



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#4 Worksite Follow Up, continued

Local Membership Team: *consider using the following tactics to continue to engage your members and potential members through worksite follow ups:*

- Celebrate new members:
 - Invite to New Ed Engagement events.
 - [MEA 2020 ECE Event Form](#)
 - [MEA 2020 Higher Ed ECE Event Form](#)
- Encourage new hires to create or update their ORS/MPERS account.
 - [miAccount](#): State of Michigan Retirement Account Portal
 - [ORS miAccount Tutorial](#)
 - [Kentwood E "Creating an ORS Account" Video](#)- may not run in some browsers including IE.

#5 Data-Informed Engagement Events

GOAL(S): The purpose of data-informed engagement events is to be relevant and responsive to the stated needs of members and potential members.

Local Leaders: consider the following tactics to utilize data to plan events based on the interests and needs of your members and potential members:

- Create and administer a social engagement survey to your members and potential members and use data.
- Use social engagement survey data to plan and implement social events.
 - [Popular Social Engagement Events](#)
 - [Labor Night at Sporting Event](#)
- Resources to plan and implement engagement events during Covid-19 crisis:
 - [Guide to Planning during Covid-19](#)
 - [Ideas for Engagement during Covid-19](#)
- Ask your UniServ office to highlight your event in monthly newsletter.
 - [Sample UD Newsletter](#)
- Obtain New Ed survey reports from your local MEA office.
 - **Individual Response Report**
 - **Local Aggregate Report**
- Analyze New Ed survey data to plan and implement trainings that meet the needs and interests of your members and potential members.
 - [Leadership and Member Training Offerings \(CLL\)](#)
- Ask your assigned MEA UniServ Director to submit a request for any of the trainings listed above.



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#5 Data-Informed Engagement Events, continued

Local Leaders: consider the following tactics to utilize data to plan events based on the interests and needs of your members and potential members:

- Utilize NEA resources to engage members during Covid-19 crisis.
 - [NEA Educating Through Covid-19 Crisis](#)
 - [NEA 2020-21 Distance Learning Webinars](#)
- Complete applicable event form for each engagement event and then submit to local MEA office.
 - [2020 Early Career Educator \(ECE\) Event Form](#)
 - [MEA Higher Ed ECE Event Form](#)
- Ask your MEA UniServ Director about potential funding available to support **ECE events**.