

Southern Region Membership Plan 2013

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Southern Region

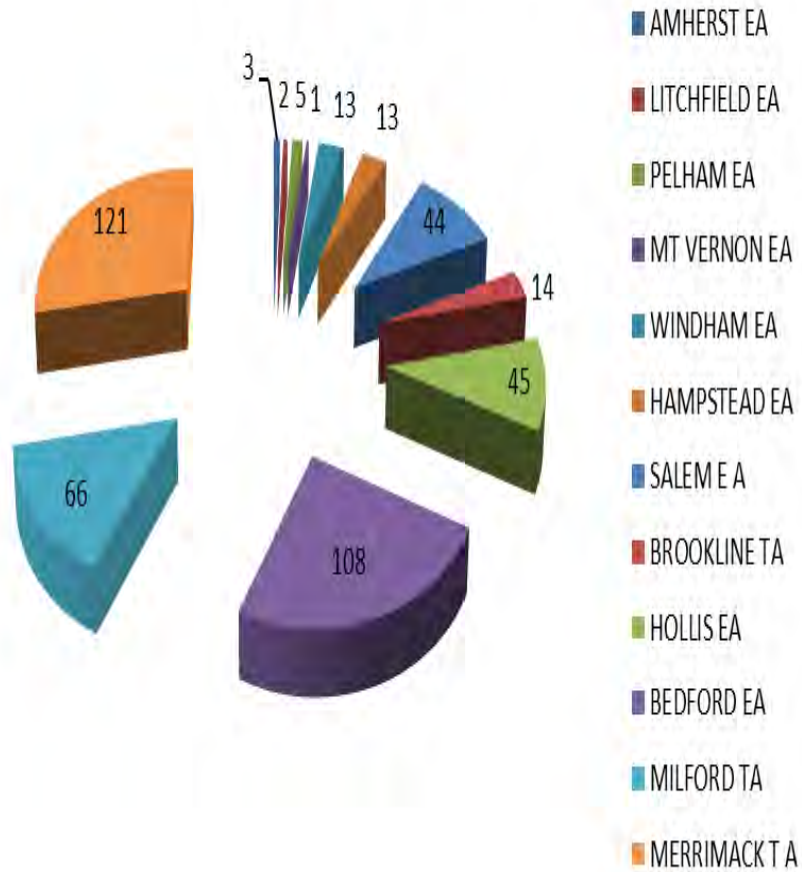
Historic and Current Membership Status – I will only be able to provide the current membership status for the region as the region is a brand new region this year.

Southern Regional 1 Year Review	2012- 2013 %	2012- 2013 Potential	2012- 2013 Actual	2012- 2013 Difference
	69.00%	3549	2457	1092

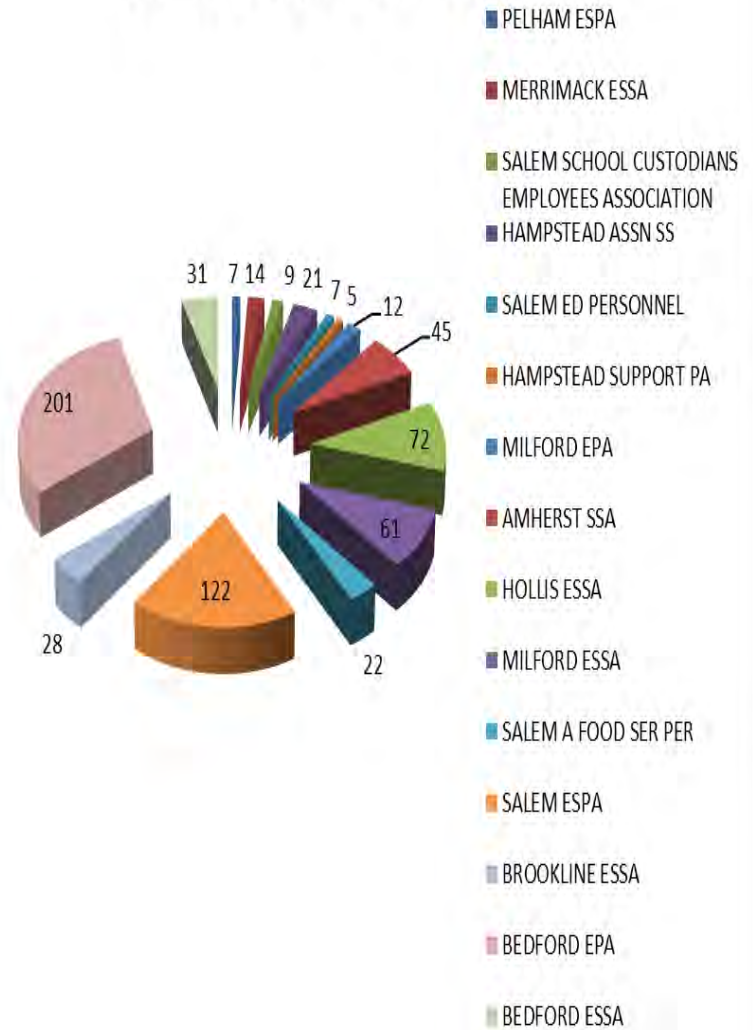
2012/2013 Capital Regional Review by type of bargaining unit

Bargaining unit	Overall Percentage	Potential Members	Actual Members	Difference
12 Teachers BU	81%	2305	1870	435
15 Support Staff BU	47%	1244	587	657

Not Yet Teacher Members



Not Yet Support Staff Members



Region by local chart

	Potential (total BU)	Actual MBRS	Not Yet MBRS	<i>% of MBRS</i>
AMHERST EA	138	138	0	100.00%
LITCHFIELD EA	124	122	2	98.00%
PELHAM EA	155	150	5	97.00%
MT VERNON EA	26	25	1	96.00%
WINDHAM EA	232	219	13	94.00%
PELHAM ESPA	105	98	7	93.00%
HAMPSTEAD EA	102	89	13	87.00%
SALEM EA	351	307	44	87.00%
MERRIMACK ESSA	95	81	14	85.00%
BROOKLINE TA	56	42	14	75.00%
HOLLIS EA	181	136	45	75.00%
SALEM SCHOOL CUSTODIANS EMPLOYEES ASSOCIATION	35	26	9	74.00%
HAMPSTEAD ASSN SS	75	54	21	72.00%
BEDFORD EA	359	251	108	70.00%
MILFORD TA	221	155	66	70.00%
SALEM ED	22	15	7	68.00%

	Potential (total BU)	Actual MBRS	Not Yet MBRS	<i>% of MBRS</i>
PERSONNEL				
HAMPSTEAD SUPPORT PA	15	10	5	67.00%
MERRIMACK TA	360	239	121	66.00%
MILFORD EPA	24	12	12	50.00%
AMHERST SSA	89	44	45	49.00%
HOLLIS ESSA	128	56	72	44.00%
MILFORD ESSA	104	43	61	41.00%
SALEM FOOD SER PER	37	15	22	41.00%
SALEM ESPA	186	64	122	34.00%
BROOKLINE ESSA	41	13	28	32.00%
BEDFORD EPA	250	49	201	20.00%
BEDFORD ESSA	38	7	31	18.00%
Total:	3549	2457	1092	69.00%

Activities 2012-2013

1. I prepare a newsletter for each regional council meeting.
2. Kris and I will be seeking the home e-mail addresses for all those members that have not yet provided them.
3. We have conducted a membership campaign in many of the Southern Regional locals.
4. I have discussed and intend to continue to discuss membership at every regional council meeting.
5. I will endeavor to visit every local at least once during the upcoming calendar year to discuss membership and its importance with them.
6. I will provide monthly membership totals at each Regional Council meeting.
7. I have reviewed the membership plans for both the Southeast Region and the Souhegan Region so that I can transition the membership plans into the Southern Region.
8. At the March Southern Regional Council meeting we will do a SWOT Membership Analysis as proposed by Bob Whitehead for Southeast last year. It reads

Ongoing SE Region discussion

- What are the driving forces in your local that impact membership development positively?
- What are the hindering forces in your local that impact membership development adversely?
- What are the opportunities in your local for membership development?
- What are the challenges/threats in your local for membership development?

Membership Action Plan 2013-14

1. I will conduct organizational development training in as many of the eight locals that are below 50% membership as possible.
2. I will attend every regional council meeting and discuss membership at each meeting. My goal is to 80% attendance and discussion.
3. I will conduct a membership drive in my region to make sure that each local will contact any members that have withdrawn their membership to ask that they return. We will also encourage the local to reach out to all potential members to ask that they join. My goal is 50% contact with all previous members and potential members.
4. I will encourage each local to send a representative to the membership dinner planned in the summer. I will seek a 70% attendance rate.

5. I will conduct Executive Board training in as many Southern Region locals next year as possible. I will seek to complete training in at least 60% of the locals.
6. I will encourage the Southern Regional council to develop a system in which they reach out to a fellow regional council counterpart to encourage them to attend a meeting. We hope to encourage 70% more attendance at the regional council meetings.
7. I will continue to provide monthly membership totals at every regional council meeting so as to encourage membership growth.
8. I will work with Tammy and Kris to establish a Southern Regional section on the NEA NH website. Though a passive form of communications, it is a means by which to transfer information to our members and provide a cohesive regional outlook.
9. I will encourage each local to host an opening day meeting with their members to introduce the local Executive Board and to discuss annual goals.
10. I will offer leadership training to locals in the Southern Region with the goal of having 50% participation. I am hoping to develop a brand new training series for leaders that will be different than that offered before. The series would take place over several months and would include training on cultivating leadership, the history of our organization and labor history, awakening the corporate soul, 7 skills of highly effective leaders, and much more.
11. I would like to consider offering meetings to certain employee groups in our region. For example, we would have bi-annual meetings of custodians only (or other employee groups). In the meeting, they will be able to discuss matters that impact their working life alone and troubleshoot ways to resolve any issues that arise. I would like to discuss this idea with the region more before offering the meetings.
12. At the March, 2014 Southern Regional Council meeting we will do a SWOT Membership Analysis as proposed by Bob Whitehead for Southeast last year. It reads
Ongoing SE Region discussion
 - What are the driving forces in your local that impact membership development positively?
 - What are the hindering forces in your local that impact membership development adversely?
 - What are the opportunities in your local for membership development?
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13. Southern Region has roughly 1092 non-members. Region to establish a goal of 500 member to non-member contacts by the end of the 2014 school year.