

Back to Basics - One-On-One Conversations

Purpose of the Organizing Conversation

Organizing Conversations build lasting relationships through structured one-on-one conversations. These conversations are the most effective way to gather information, identify employees' concerns and issues, share factual information, inoculate against other campaigns, move members to action and ultimately effect positive change and grow membership.

How to Have an Organizing Conversation

1. **Introduction** - Who you (organizer) are and why the conversation is important
2. **Ask Questions/Listen** – How long have they been an educator, what building do they work in, what is it like to work there, what is good about the job and what is not good? We need to dig for their issue. *A good organizer uses the 80/20 rule of listening to talking.*
 - a. **Agitate** - Why are things the way they are, and who makes these decisions? How would things be better if you had a voice in making these decisions? What would it mean to you if we solved this problem? How might we solve it?
 - b. **Vision Building** – Talk about what a vision for employees on
 - c. **Inoculate** - Provide clear expectations for likely outcomes and messages that will come from the opposition. Provide factual and evidence-based responses. Preparing for the opposition.
 - d. **Action** - It sounds like you are really passionate about.....would you consider doing.....

Move the employee to action:

- Enroll as a member
- Schedule appointments for organizers to talk with other coworkers
- Attend a meeting
- Sign a petition or wear a button
- Sit on Association or external committees
- Serve as Association Rep. (or other formal or informal position)
- Engage in a political campaign
- ??? *The possibilities are limitless...*

3. **Discover Connections and who has power** - Who else should I be talking to? Who are the people you know that get stuff done? Can you help me connect with them?

Assess and Follow Up After Your Organizing Conversation

Assess how the conversation went, document important information (rating, etc.) Relationships aren't built through one conversation. Find a way to follow up with a thank you, an answer to any question or concern they may have had, or an additional opportunity to become involved.

Association Membership Representative Job Description

Your association needs you to:

- 1) Contact the following people and
 - (1) determine their level of support for the association
 - (2) find out what's important to them
 - (3) ask them to join the association

Deadline for contacting them:

- 2) Know how to fill out the membership form.

- 3) Report back regularly.

We'll talk once each week on _____ (day) at _____ (time) to update one another on progress, ask & answer questions, & encourage one another to keep going!

Fill out the attached reporting form after your contacts so we don't keep reinventing the wheel. Submit the reporting forms to _____.

Who to call if you need help:



DATA NEEDED:

_____ Total number of positions at worksite/employment-site

_____ Total number of members (2019-2020)

_____ Total number of potential members (2019-2020)

Goal for Membership Campaign _____ %

- Membership materials have been prepared and a distribution plan is in place.
- Plan strategy and tactics for recruiting new hires/early career educators.
- Create an event for all bargaining unit members to attend. (Many new hires will not understand who you are.) Make a concerted effort to design “an ask” and *INVITE* new hires to *BELONG* to their career/field/job category/profession.
 - o Have a current member who just passed probation do a testimonial.
 - o Have 1 to 5 ratio of new hires to member activists in the orientation room picking up membership forms from new hires.
 - o Make joining fun with a raffle or game.
- Worksite has been mapped
- First month of school – Send welcome letter from the local association (sample attached).
- New hire contacts have been delegated to individuals in each worksite.
 - o Building reps map the building. Determine who is best positioned to be the *first friend, best friend* of the new hire.
 - o Prep one-to-one relational conversation process.
 - o Distribute helpful one-pagers for new hires.
- Check-in on the relationship building.
 - o President calls building reps to see how the contacts are going or holds a meeting
 - o Trouble-shoot any concerns
 - o President visits worksites where there are no building representatives to help with making contacts or determining first friend, best friend of the new hire.
 - o Presidents might design an association orientation for new hires.
 - o Follow-through on “the ask” from orientation.
- Get all new member hires registered for an upcoming event (Fall Conference).
- Check in on new hires on a monthly basis (both members and potential members).
 - o Make sure all hires have safety information
 - o Make sure all new teachers have “How-to do a good parent/caregiver conference” and “How-to do grading in this district” information.
 - o What can you do for specials? Counselors, Nurses, Speech/Language, Techs, etc. (Coordinate help from neighboring districts for newbies?)
- Hand-deliver the first newsletter from the state affiliate or your local association to new hires.



NOTE: Significant editing must be done to make this letter personalized for your local. REMOVE heading and anything in parentheses below. Type a letter on your official association letterhead. Handwrite notes on your own cards. Make sure spelling and grammar are perfect.

Sample Letter for New Employees

Dear (person’s first name)

On behalf of the members of the _____ Association, I want to welcome you to the education profession and the _____ school system!

_____ is an affiliate of the National Education Association of New Hampshire. We are unified organizations, as the names might imply. We are a unified, professional family working to enhance our great public schools for students and the people who work in public schools. Our members working conditions are student’s learning conditions.

We are very proud of the accomplishments we have made over the years, and there is much yet to be done. So, we look forward to your active involvement in the Association throughout your career in education. But first, we want to help you get started here in (name of community) schools with some important information and with our full support for a successful first year.

(Insert info on your new employee function)

Please give me a call at (your phone number) or call (person in charge of new employee function) at (phone number) to let us know if you will be able to join us. If you cannot be there, we will try to make other arrangements to meet you and share our very popular New Teacher Handbook, _____ Guide, Safe Schools for _____ Children, and other Association materials.

Welcome again to our professional family. I look forward to seeing you on (day of the event)!

Sincerely,

(Sign your first name - type your full name, Association title, and assignment)

Jo Boza
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