

Building Power around Consolidation

Community Campaigns

Melanie Myers, AFT RSI
Jamie Lucas, WFNHP Organizing

April 21, 2016



A Union of Professionals



Agenda

- Consolidation – What it Means for Us
- Preconditions for Effective Campaigns
- Campaign Fundamentals
- Workshopping a case from WI
- Debrief
- Wrap up & questions



Part 1

CONSOLIDATION – WHAT IT MEANS FOR US



How does it change our landscape?

- Employer becomes bigger, more resources
- Dilutes our density and power
- Hospital control may be more distant from community
- Maybe change in tax status/ownership type
- Maybe new corporate entity, track record



Part 2

PRECONDITIONS FOR EFFECTIVE CAMPAIGNS



Before engaging community, we need...

- An understanding of the problem/players
 - How are we affected? Why should people care?
- Long term focus on building reciprocal relationships
- Willingness to listen – genuine dialogue
- Internal strength, member resolve
 - One message, many mouths



Part 3

CAMPAIGN FUNDAMENTALS



Campaign Guidelines

- Define goals, develop a strategy & tactics to achieve them
 - SMART – specific, measurable, achievable, realistic, time bound
 - Chart goals
 - Calendar strategies & tactics



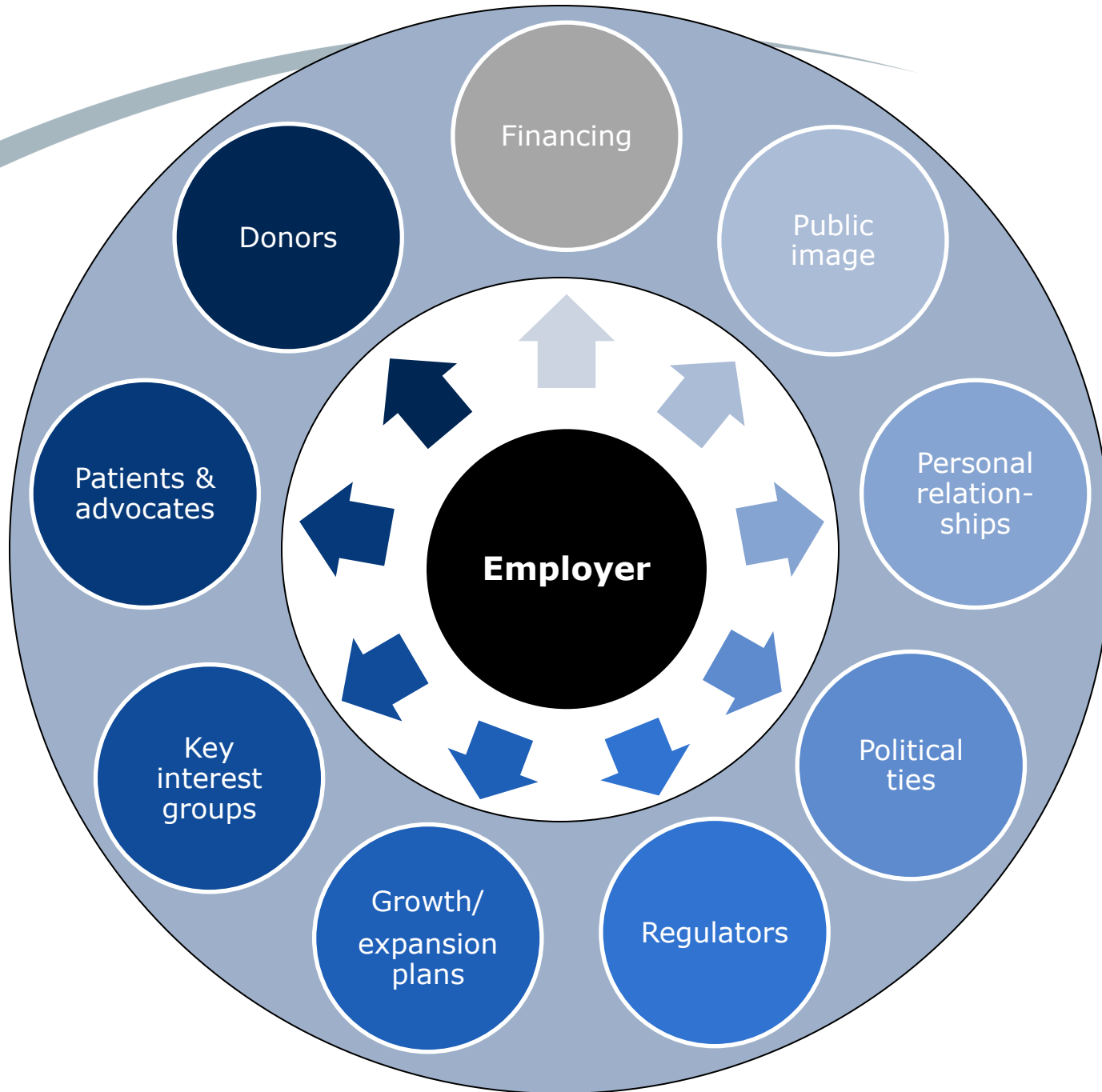
Planning Framework

Pressure Paths	April	May	June	July	August
Member Organizing					
Employer's Key Dates					
Communications – Public & Media					
Political – Elected officials					
Community Allies					
Other Unions & CLC					
Legal					
Table					



Campaign Guidelines

- Define goals, develop a strategy & tactics to achieve them
- Know your employer
 - Employer's top priorities
 - Where do they make money, growth strategy?
 - Who are they key people? Relationships?
 - Public perception of employer



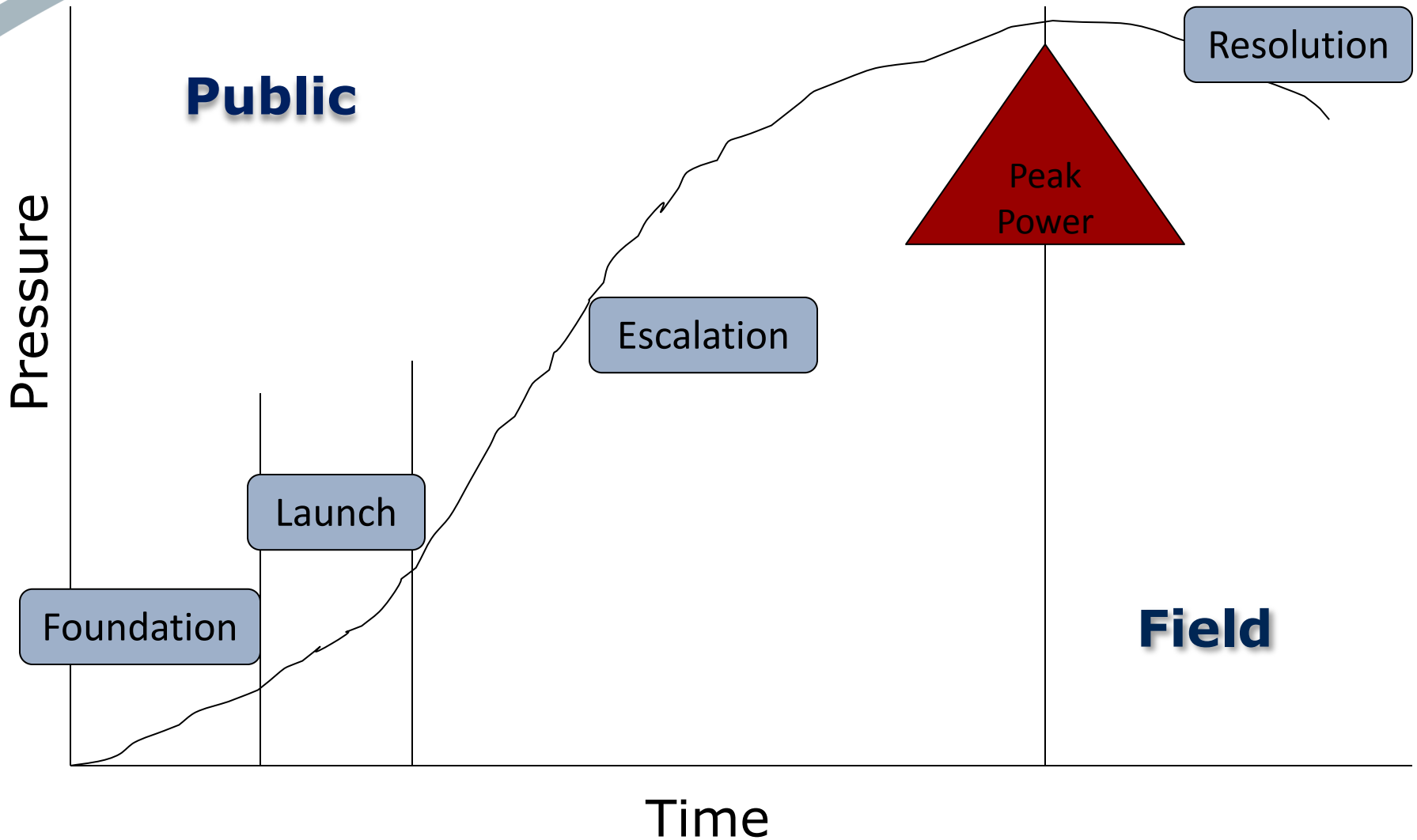


Campaign Guidelines

- Define goals, develop a strategy & tactics to achieve them
- Know your employer
- Set a deadline, use escalation to set the pace
- Field first



Building escalation





Campaign Guidelines

- Define goals, develop a strategy & tactics to achieve them
- Know your employer
- Set a deadline, use escalation to set the pace
- Field first
- **Make your issues public issues**
 - Employer is creating a crisis
 - We have a solution
 - Ask



What resonates?

A.

- Jobs
- Union
- Pay
- Pension
- Benefits
- Contract

B.

- Services
- Voice for patient care
- Experienced staff
- High quality
- Time at the bedside
- Safe staffing



Campaign Guidelines

- Define goals, develop a strategy & tactics to achieve them
- Know your employer
- Set a deadline, use escalation to set the pace
- Field first
- Make your issues public issues
- **No silver bullets**





Campaign Guidelines

- Define goals, **develop** a strategy & **tactics** to achieve them
- **Know your employer**
- Set a deadline, **use escalation to set the pace**
- Field first
- **Make your issues public issues**
- No silver bullets



Part 4

CASE STUDY – WHEATON ST. FRANCIS



WRAP UP, QUESTIONS