

There are lessons we can draw from locals that operate in an environment where fair-share was never an option. Take a look at Orange County, where the AFT, NEA, and the Florida Education Association worked together on a membership blitz with the Orange County Classroom Teachers Association (OCCTA).

The blitz kicked off ongoing membership outreach that has so far reached 170 of the 188 district worksites. During the blitz, more than 1,234 teachers and support staff attended worksite meetings, and 588 one-on-one conversations took place and were documented on assessment sheets by worksite leaders and staff. When members and potential members couldn't be reached in the worksite, leaders, member organizers and staff did house-calls, and spoke with potential members on front-porches and in living rooms. During the blitz, 222 new members joined-up.

Outreach to members and potential members continues. With each new conversation, the goal is to build and deepen a relationship. The conversations are about aspirations, frustrations, and values, the things that bind us together and make our union stronger.

Here is the rap sheet. Again, note the emphasis is on prompting potential members to talk about their concerns and their values, and then listening to what they say.

One on One Conversation

Intro: I am a(n) (YOUR TITLE) with (YOUR AFFILIATE), the state/national union for Orange CTA. I am here to talk with members and potential members of CTA about building a more inclusive, democratic and powerful union.

Getting the story: Questions to start off the conversation: Listen 70% of the time, take notes if necessary

- How long have you been working for OCPS?
- What do you do?
- What do you really like about your job?
- What do you not like about your job?
- If you could change what you do not like about your job, what would it be?

Agitate:

- How are you and your colleagues going to change that?
- What do you think you can do?
- Are you happy with how things are now?
- Is one voice louder than 100 together?
 - This is the reason why we need to join forces and together have a voice.
 - We want to be respected
 - Better working conditions and we all need a salary increase.

Only collectively we can make this happen, but until we strengthen our numbers and become stronger is when we can see this changing. You have the power to make it happen, your voice counts!

Union vision: Now is a time of transition and transformation for Orange CTA and what they are fighting for...

It's all about who decides? We have fought for our **Contract** (Collective Bargaining), our **Dignity, Respect, and Power.** //Why let Administrators decide for you?//You have a voice;

collectively let's make our voices heard!

Inoculate: I can tell you from experience that this is exactly what the district along with administration want to see, a divided union, minimal involvement, members who don't speak up for their rights.

The ASK:

If a member: Will you make a commitment to strengthen your union by speaking with new teachers and potential members about this vision? (DO LIST WORK, TAKE NAMES and ESTABLISH FOLLOW UP)

- Will you Identify 3 people with whom you will have a conversation with regarding membership and building a more powerful union?
- Will you make note of new teachers and make a commitment to speak with them? FIRST FRIEND, BEST FRIEND.

[Here is the contact form.](#) It is simple tool that nonetheless captures crucial information:

- The notes in these reports reflect what members and potential members said about their reservations, issues and concerns.
- Each is assessed for their interest in membership (or if already a member, their potential for further activism).
- This information then became the basis for individualized follow up plan.

Nothing is wasted - the information gathered through these discussions is charted and arranged to help with future outreach and union building decisions. New members are asked to contribute to the overall pool of knowledge about the OCCTA community by helping worksite leaders and staff recognize other potential members who share the concerns and goals of OCCTA members. OCCTA then reaches out to these simpatico potential members. Current worksite leaders are also asked to identify colleagues with leadership potential, and participate in reaching out to those potential leaders.

OCCTA is now putting together a series of mini-campaigns, each for a specific worksite, developed through a collaborative process involving worksite leaders. OCCTA's work-site level organizing kits are in development and, when ready, we will share them on the campaign resource update.