

Subject: Rutgers member engagement and fee-payer conversion campaign  
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Rutgers AAUP-AFT Operation Fighting Friedrichs plan has several moving parts, and hopefully a few elements of our organizing work can be useful to others.

## Overview

We are currently in the midst of a contract campaign for more than 1,500 adjuncts on the heels of winning what is widely perceived as a good contract for full-timers (3,000 faculty, plus 1,600 graduate student employees). We have had a few small issue campaign victories that led to favorable media coverage, and gave the union a higher profile and greater credibility among faculty and students.



Like most locals we do not have the luxury to focus on just one thing. More importantly, the respect we've won in battles over the past couple of years puts us in a better position to get a hearing among those who've been reticent to join in the past. Some examples of our recent wins: 43% minimum salary increase for non-tenure track faculty (NTTs), a faculty-led boycott of a bad Pearson contract, uniting with students to ditch Condi Rice as a commencement speaker/honoree, and a recent \$50,000 fine and suspension of the football coach for intimidating an adjunct.

Below is a short list of the main elements of our strategy, but there are many other aspects that I don't list such as meeting with the student newspaper editors to explain what we do and develop a rapport.

These last two years, we've gotten very good and frequent coverage in the campus papers as a result. Naturally, social media is important as well, etc.

## Main Elements of our campaign

**Target recruitment among full-time (FT) faculty, especially the 400+ Assistant and Associate Prof rep-fee payers** who have the most to gain and lose as they are likely to be here for some years to come and are not generally about to retire. Naturally, we are recruiting NTTs and full profs, too, but the key targets are those on the tenure track.

It helps to have a visual, so we've posted all their names on a wall and check them off as we recruit them. Every conversation with a faculty member is tracked by organizers filling out an [assessment sheet](#). Assessment sheet info goes into the database so that we can track not just who is and is not joining, but why someone joined or is refusing to join so we can adjust follow-up accordingly. The

small amount of time it takes to input data is worth the long-term gains in knowing exactly what our faculty think and which tactics are working and with whom.

**Prepare more activist faculty to become department representatives and get all department reps to recruit rep-fee payers in their departments.**

Since many departments and programs are too small to yet have their own rep, we are trying a "Reps Without Borders" type approach where reps adopt a smaller department to recruit in as well, especially since some departments with the best activists have already recruited almost everyone.

Though fewer than 20 faculty have gone through rep training so far, it's crucial for reps to attend a training. In ours, we discuss Kate Bronfenbrenner's extremely useful "Union Tactics Matter" essay and do a couple of hours of role play, which faculty like a great deal.

**Information tables on campus:** Tables are staffed by student activist allies, a staffer and occasionally a prof, twice a week at lunch in the student centers on different campuses to build awareness and solidarity.

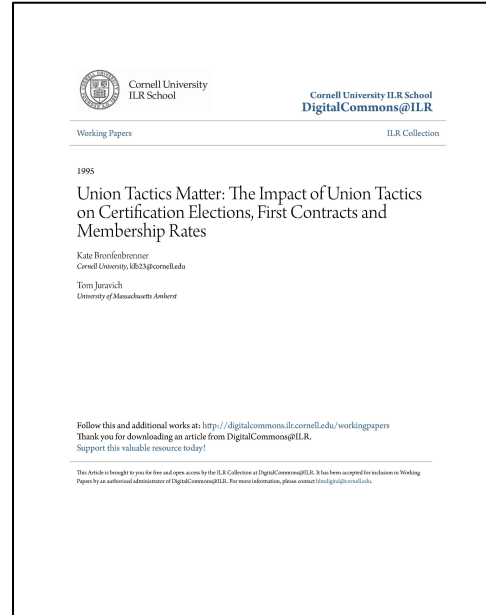
**Beautiful posters and stickers:** We have beautiful posters and stickers for our adjunct campaign, a petition and buttons designed by a member. One button with fist and pencil that students wear reads "Educated by Union Labor" and one for faculty "Bread, Books, Roses."

**Video:** A video has been filmed and is being edited to create a 60-second spot featuring two faculty members who came under fire legally and in the public eye who praise the union for our robust defense of their academic freedom. It will be out and start circulating in a week or two.

**A messaging campaign** we're rolling out that uses the concept of "Unions: The people who brought you the weekend" and tweaks it to read:

*Rutgers AAUP-AFT, the people who brought you:*

- *Paid Sabbaticals*
- *An End to Loyalty Oaths and Salary Caps*
- *Academic Freedom*
- *Annual Raises*
- *Workplace Protections*
- *Tuition Remission*
- *Paid Family Leave*
- *Greater Equity for Faculty of Color and Women*



- *Faculty Governance*
- *A Collective Voice*
- *Workload Limits*
- *LGBT Advocacy*
- *Tenure and Promotion Training*
- *Unemployment Benefits for Adjuncts*
- *Due Process in Employment Disputes*

*And so much more...*

This has not yet been formatted into a poster, but it will be as well as a thumbnail for social media and emails.

Those are some of the basics. We are happy to share any and all materials with those who can use it.