### Advocacy Appeal - Summer 2018

OUR VOICE

**CT**A

friends' real goals:

students

retirement

Eliminate our freedom to negotiate

a fair return on our work and the

time to take care of our loved one

OUR

## Who's that at the door? **Wolves in Sheep's Clothing**

"Give yourself a raise. Drop the union!" Do you know how your members will respond when they get the glossy mailers, phone calls, or visits at their home?

Organizers educate, agitate, inoculate and then move others to action! Can your members recognize a wolf in sheep's clothing? Do they know how the wolves threaten their future and their freedom? Are your members taking action to protect their freedom even in the face of a potential adverse decision by the Supreme Court majority?

Several CTA local chapter leaders in Region 1 have been learning about the "Wolves in Sheep's Clothing" who are coming for their freedom. The "Wolves Campaign" exposes the reality of the State Policy Network and other anti-great public schools organizations who would deceive our CTA members in order to achieve their billionaire backers' agenda that threatens our students' education.

"We have to educate our members about the corporate interests who want to take away our right to stand together in our union, to eliminate our secure retirement, and reduce funding for neighborhood public schools. Ultimately these billionaires want to privatize public education," Sheila Gradwohl, President of Vallejo Education Association said at a recent rep council meeting. "Once we tell our members these hostile groups are connected to Betsy DeVos on our work, the freedom to take care and her school privatization agenda, members will be prepared to tell the wolves, 'I'm sticking with my un-

ion."

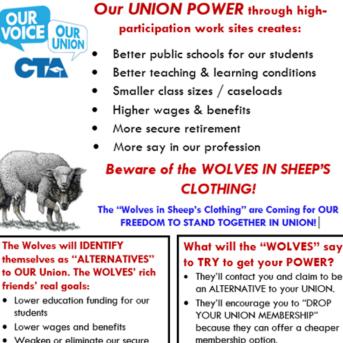
These wellfunded corporate interests are gearing up to launch state-wide "drop campaigns" and one way to combat them is by inoculating your members. Engaging members is a "Wolves in Sheep's Clothing campaign" provides an opportunity to educate, agitate, inoculate, and move your members to action. The Region 1 campaign has utilized campaign poster, flyers, training packets and PowerPoint presentations and has been shared

at both leadership and school site meetings. Additionally, leadership

teams and rep councils are being membership within a "freedom" mes- tions. sage frame.

Ann Katzburg, President of San Ramon Valley Education Association lose our power at the bargaining table has been telling her members.

"Standing together in union gives us the freedom to negotiate a fair return of our loved ones, and the freedom to tricked into believing the wolves in achieve the public education our students deserve!"



They won't tell you who is funding them or that they support Betsy DeVos' school privatization agenda.

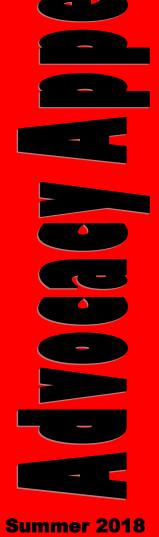
Tell the WOLVES...

### "I'M STANDING WITH MY UNION!"

SRVEA is using the Wolves trained with how to talk about union campaign in connection with negotia-

> "Our power comes from highmembership. If we lose members, we and our power to create quality neighborhood schools for our students."

Don't let your members be sheep's clothing. Inoculate your members today!



### **INSIDE**

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A CSO publication

## The Triumph of Partnership CSO Staff and CTA members fight to victory in Inglewood

Inglewood Unified INGLEW School District went into state receivership six years ago due to financial distress. Since then, IUSD has had six state-appointed administrators and myriad other assistant superintendents come and go while the Inglewood Teachers Association (ITA), California **Teachers Association** (CTA), and California Staff Organiza- CSO members from around the region tion (CSO) have been hard at work to began to assist the chapter. keep the district together. In late April, ITA membership au-

CSO member Andrew Staiano is thorized a strike by a 92% vote. On the primary contact staff who has been May 15, ITA went to Fact Finding and working with ITA for the last three reached a tentative agreement in the years. early morning hours, but had to have "ITA members come to school an additional day of negotiations on every day and pour their hearts and May 21 to create an agreement that souls into their classrooms," Staiano had the approval of the CDE (an addisaid. "Despite unsafe working conditional layer that ITA had to grapple tions, low pay, classrooms and materiwith in these negotiations). The als that are falling apart, and the reagreement is contingent on additional volving door of administration, ITA is financial relief from the state this sumthere for the community and the kids." mer. A ratification vote will occur In the most recent round of negoti- when school resumes in late August ations, ITA and the District went to once ITA and the district are assured impasse in January over health beneof the additional funding. Although a fits (the District wanted a 40% cut) strike has been averted this spring, if the funding from the state does not and safety (among other issues, the District refused to agree that bathcome through, a strike may yet happen rooms would be stocked with toilet this fall.

paper). As ITA went through the process and began to contemplate a strike,



"We were fortunate to have so (See "Team" Page 3)

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— Partners in Advocacy — CTA staff and members working for California's students

## Phone banking

## Where is the disconnect with members?

Phone banking, what?

In case you are missing it, this primary season has been a great opportunity to see how phone banking is not engaging members.

There are lessons we can quickly learn from now in advance of the critical mid-term elections. The CTA early identifying voter chapter campaign that was rolled out a few months ago in tandem to the how and why lecturette at Rep Council at my chapter was well received in presentation, then fizzled in application, turned out to be a telling indicator of how the phone banking effort would roll.

While the total of phone contacts made through 5 chapter sponsored phone banks in my chapter beat out the less than 100 total identifications of 42 schools, it was still phone banking very lite. In talking to members about what the heck happened, the response largely boiled down to the deadly combination of disinterest with the identifying lists by school and lack of motivation.

So, in my Jane McAlevey way, I



dug deeper – why disinterested, why not motivated? Responses made it clear the importance of the primary was really not conveyed in a meaningful way to the members.

recruit even among self-selecting un- and the execution. ionists, and cell phones have been an added challenge, the poor showing of comes this: do we become onevolunteers is something we need to address before November campaigns. membership speak by its absence?

for reps truly makes it real for our members, like precinct walking in

your own neighborhood where everybody knows your name. That this approach dovetails nicely with oneon-one conversational capacity building also keeps it real. But something While phone banking is tough to is lost between these improvements

The question for staff then beperson phone banks, or do we let the The structure of bringing it home And if "CTA" becomes the staff, and not the membership, does that allow members and leaders to see CTA (See "Doing better" Page 3)



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Strike averted in Inglewood — for now Team approach leads to positive outcome for members



# "Doing better at phone banking is something we can do"

#### (Continued from Page 2) as a third party?

Heading into the fall campaign, possibly with a poor Janus ruling behind us, is not a time where we want members talking about "the union" as if it were something or someone else.

Perhaps our project over the summer is developing focused frameworks for membership education, providing a clearer connection between member political power and banking. electing public officials who support

immediate teacher concerns; SPED safety, professional development, class size, and stronger voice in LCAP to name a few.

Even if this has been done before, maybe we need to do it again differently, as there is always room for improvement. It is worth our time to help members in their leveraged lives get the news they can use rather than \$10 coffee cards as incentives to volunteer for phone

The presidential election is the

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much support from my CSO brothers and sisters," said Staiano. "We had folks from the legal department helping file unfair labor charges, the communications department helped with our connections to local media, the organizing department helped us get out into the schools and community, C4OB helped with budgets and fact finding, and field staff from other offices made dozens of site visits for us, helping to identify dozens of new leaders in the process."

"Our ability to reach a settlement with the District was made possible because ITA, CSO, and CTA - along with dozens of affiliate chapters who pledged their support for ITA - acted as true Partners in Advocacy throughout this process," he said.

best example of what a uninformed electorate can do.

Our members, we, are an educated lot. And as a sector of society, know the value of education better than most. Doing better at phone banking is something we can do.



