

Section 2: Recruiting, Retaining and Engaging Members

- Establish a committee to develop and implement year-round strategies to recruit, retain and engage members and identify new leaders in the association.
- Ensure that accurate, up-to-date membership rosters and member contact information are submitted to OEA's Membership Department in accordance with deadlines.
- Have conversations with members and potential members and utilize contact cards to identify their values and interests.
- Hold new member meetings and events early in the school year.
- Encourage early career educators and education support professionals to become involved in Ohio's New Educators (O.N.E.) and consider supporting the creating of an early career educator group within your local.
- Conduct one-to-one conversations to identify potential leaders and support them by providing opportunities for involvement in the association.
- Appoint members to appropriate leadership positions, including association and district committees as required by the local Constitution and Bylaws and/or collective bargaining agreement.

Year-Round Membership Strategies

The kind of Union power that we are trying to build — power that can bring about meaningful, positive change in the lives of members, students, and communities — isn't a static thing. It's constantly changing, as is the landscape on which Union power resides.

It takes consistent work to build and maintain this power; if we do nothing, it begins to deteriorate almost immediately in important ways that can sometimes be hard to notice. Keeping membership growing and engaged is the most important way to build and maintain power.

Helping members climb a “ladder of engagement” ensures that your local is constantly growing and building its strength. There is ALWAYS an opportunity to help members climb one rung higher on the ladder.

In this “ladder of engagement”, non-members become members; inactive members get involved, become informed, and active members; active members become leaders and activists who help advance the work and goals of their Union; and leaders and activists reach out and give a boost to non-members and inactive members who have not yet stepped onto the first rung.

The work is constant and ongoing, which is why membership should be a year-round strategy.

It is essential that our Unions maintain a strong heartbeat and grow strength and power to lead positive change. If we take a break from this work, our strength and power — our Union heartbeat — begins to fade.

And if all members reach the top of the ladder, we just add more rungs and keep climbing.

To further develop our collective power, we must foster in our members a bias for action. We can no longer invite members to abdicate their personal power and agency to “the Union.” Rather, member leaders exist to remind members of their own individual power and agency and invite them into relationships and actions with others in ways that build collective power, foster actions and achieve success.

Keeping membership growing and engaged is the most important way to build and maintain the power we need to improve the lives of all members. Through this commitment, we will:

1. Use aspirational demands for our members and students to create proactive opportunities to lead positive change and demonstrate value to members;
2. Position your local as an indispensable partner in the success of a member's career;
3. Create multiple pathways into leadership and build strong structures in each building;
4. Support the professional practice of members;
5. Build a sense of community, belonging and purpose through involvement with your local.

Everything is organizing! Any situation going on in your local is an opportunity. Incorporate the work you are doing into your Local Development Plan and then leverage these opportunities to recruit, retain and engage members and identify new leaders.

Work with your LRC for strategies on New Employee Orientations (NEO), Back-to-School engagement, Distributed Leadership, Issue and Contract Campaign organizing and other tactics to engage members.

Top 10 Reasons to Belong to OEA

Support and Relationships • Influence and Power • Protection and Advocacy

- 1 A VOICE AT THE TABLE**

There's power in numbers. Belonging to your OEA and your local Association gives you greater influence over the decisions that affect your students, your classroom, and your career. Whether you advocate for changes at your worksite, speak at school board meetings, advocate for increased school funding at the state and local level, or lobby your state legislators and city/county board members, we will support you.
- 2 INCREASED PAY AND BENEFITS**

As part of your Association, you can advocate for professional pay, health care, and retirement security so a career in education is a viable profession.
- 3 IMPROVED PROFESSIONAL PRACTICE**

Your Local helps you advocate for access to high-quality professional development and increased collaboration time so you can improve your practice. Your Association (and that means you and your co-workers!) can work with the administration to develop mentoring and other support from more experienced colleagues.
- 4 NATION-WIDE COMMUNITY OF EDUCATORS**

When you are a member of your local Association, you are also a member of your OEA and the National Education Association (NEA). Your Association is your way to connect with likeminded colleagues across the district, state, and nation who are working to better students' lives.
- 5 IMPROVED WORKING AND STUDENT LEARNING CONDITIONS AT YOUR WORKSITE**

Your Association empowers educators to advocate for smaller class sizes, less standardized testing, input into curriculum, and safe buildings, just to name a few. These working conditions mean a better learning environment for your students.
- 6 POSITIVE CHANGE IN YOUR WORKSITE**

Your Association can work with the administration as a partner and collaborate with parents and community organizations to resolve issues in your school. As an educator who works with the students, you can work with the administration to solve problems together.
- 7 ENHANCED RIGHTS**

A collective bargaining agreement is an enforceable legal document that protects your rights. It contains a formal procedure for advancing grievances with support of an expert (Labor Relations Consultant). Your Association will be there to offer guidance, advice, and, if necessary, legal representation.
- 8 COMMITMENT TO SOCIAL JUSTICE**

As a member of your Association, you join forces with fellow educators to make a difference in the social justice issues that matter most to you. Your Association can provide training to members to develop new strategies to work to achieve equity in your schools.
- 9 LIABILITY PROTECTION**

Because the liability potential can be so serious for individuals employed by schools and other educational units, your OEA provides all eligible members with professional liability insurance through The Educators Employment Liability (EEL) Program.
- 10 MEMBER BENEFITS**

Improve your buying power and save money with NEA's Member Benefits program that offers extensive member-only benefits and discounts.

OEA's Career Continuum

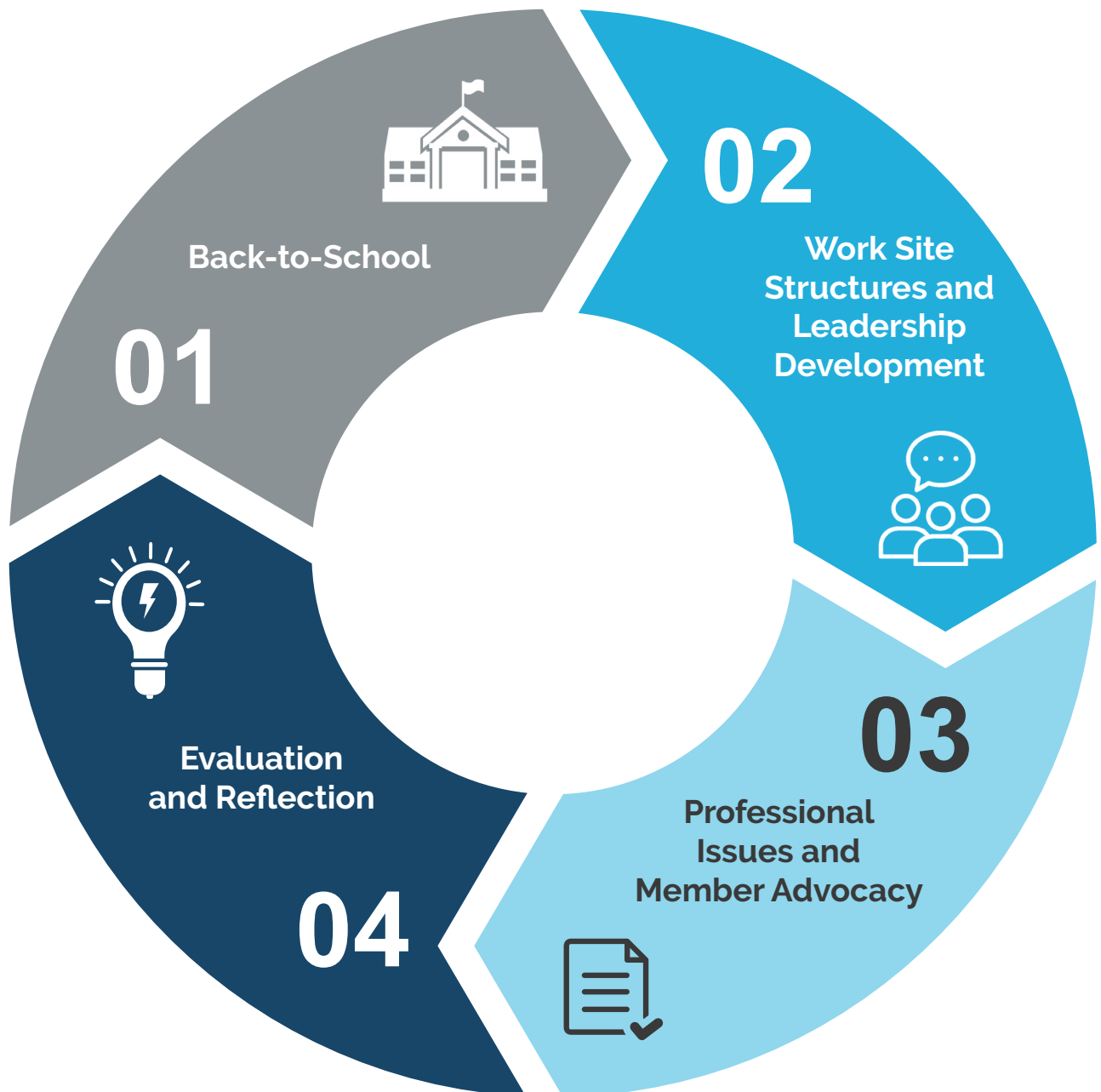
This membership strategy focuses on organizing and building membership across the Career Continuum. The OEA Career Continuum is as follows:



OEA Year-Round Membership Strategy

We're with you! A strong, united OEA allows public school employees to have a collective voice to work together on the issues that matter most. When we stand together, we're more effective advocates to ensure our students have great public schools. Work with your LRC for strategies on Back-to-School engagement, Work Site Structures and Leadership Development, Professional Issues and Member Advocacy, Evaluation and Reflection, organizing, and other tactics to engage members.

Membership is the cornerstone of a strong Union and maintaining membership is constant and ongoing. OEA's Membership Strategy is structured to reflect the membership cycle below:



What is the New Ed Campaign?

The New Educator Engagement, Recruitment, and Supports Campaign “New Ed” is a critical part of the OEA’s year-round membership strategy.

In a world of changing Union membership, OEA and our locals can continue to build power by scaling up new member recruitment. Through intentional engagement with the next generation of new educators and Association leaders, we aim to further a culture of relational organizing, destroy the myth that our Union’s best days lay in the past, and build lifelong loyalty through face-to-face contact, direct digital communications, and professional supports.

Engaging New Educators at the Work Site:

1. New Educator Orientations: Gaining access and maximizing recruitment at New Employee Orientations (NEO) through one-to-one conversations.
2. Data-Digital Engagement: Collecting data on organizing conversations to build a customized email campaign which increases member retention by 2% on average. The key is to collect Year Round Organizing Form on all new to the profession educators. This form can also be used for all members. Copies of the forms can be requested at strategy@ohea.org, downloaded at www.ohea.org/supports or an online version can be found at <https://www.ohea.org/one>.
3. Work Site Membership Engagement: Ensuring Worksite Representatives engage and recruit all potential members within the first year. A key component is to collect contact information and other data on all potential members at each work site.
4. Data-Driven Decision Making: Customizing your local’s work by addressing the needs of new and newly hired educators based upon the results of the new educator conversations and data collected on the Year Round Organizing Form.

Building and Maintaining Connections

1. Commit your local to the campaign!
2. Lead from the top with support. Locals with supportive presidents are more likely to have higher levels of one-to-one conversations and recruitment levels.
3. Talk to new educators at New Employee Orientations and at your local’s new educator event. Make sure you are covering these NEOs and that your Worksite Representatives are trained in making the invitation to membership.
4. Connect new educators with the Ohio’s New Educators (ONE) www.ohea.org/one.
5. Contact OEA at organizing@ohea.org for additional assistance.

Sample NEO Presentation (Year Round Organizing Form Talking Points)

The (local) is excited to be here to meet each of you as you begin your journey as an educator in our School District!

- *Describe your local (who you are, who you represent, recent victories, etc.) to NEO attendees. Using the results of the BRAG sheet can be helpful.*

Today we want to learn about your interests and concerns – and importantly how we can best support you as an educator – whether you are new to the profession or new to our district.

It’s important for us to communicate to all of you the following:

1. *You are never on your own. As a member, you have access to high-quality professional development and education experts to help when you need it most.*
2. *Your voice will be heard. Through (name of local), educators offer expertise and knowledge when policy decisions are made. Together, our voices give us power.*

3. *You can grow in your profession. You can access people and resources and make connections at your school, in your state, and throughout the nation among OEA's members.*
4. *You have friends in powerful places. When it comes to bargaining, negotiating, and advocating for our students, we have a seat at the table, and we support each other.*
5. *As a member you are part of the OEA family that works to give students the education they deserve. When you join our local and the OEA you are part of a family filled with some of the brightest, most dedicated, passionate, energetic, and optimistic people you will ever meet.*

We have staff and member leaders (have these individuals raise their hands) present today to speak to each of you. Your interests, your concerns, your needs – that's what we're here today to discuss, and to identify where we can respond to these issues.

To aid you in capturing this information so that we can support you, please complete the interest card. You'll see that the interest card/form asks about your professional interests including classroom conditions, social justice, parental and community engagement, and education policy – there's also space for you to add other interests, in case we missed one.

We also want you to know what support tools you'd like us to provide – whether it's student debt workshops, professional development trainings, or opportunities to tackle social and economic justice issues in our classrooms and communities. Filling out this interest form allows us to best support you!

We are stronger together – when we work together to support one another and our students. We look forward to speaking with each of you today, listening to each of you today, and learning from each of you today about what you need and want, and what motivated you to enter the education profession.

Thank you!

Simplified Back-To-School Process and Checklist

It is vital that we deepen partnerships for successful Back-to-School campaigns so that we recruit, engage, and support new educators as they make the decision to belong to and become part of the FUTURE of our Union. The first impression of your Union is a lasting impression.

Preparation for Back-to-School

- Membership materials have been prepared and a distribution plan is in place;
- Request a list of new hires from the district before the start of the school year;
- Determine and list all members and potential members at each work site;
- Plan the strategy and tactics for New Employee Orientation (NEO);
- Order membership organizing materials from OEA (Membership Training Template, New Teacher Guide, New ESP Guide, Worksite Leader Guide, flyers, promotional materials, etc.). Materials can be ordered at <https://ohea.org/supports>
- Review OEA's ideas for 12-month membership engagement. Request OEA's Membership Engagement Calendar. <https://ohea.org/supports>

Starting Strong During Back-to-School

- Secure speaking spot in the New Employee Orientation (many new hires will not understand who you are). Make a concerted effort to design “an invitation to membership” and INVITE new hires to BELONG to their career/field/job category/profession.
 - Have a current member do a testimonial (story of self).
 - Have 1-to-5 ratio of new hires to member leaders in the orientation room picking up membership forms from new hires.
 - Make belonging fun with a raffle and/or activity.

Train and Empower your Worksite Representatives

- ❑ Schedule a before school Worksite Representative training on 1-to-1 conversations, asking and answering tough membership questions, and have worksite representatives map their building (see Section 5: Power Mapping starting on page 73) to better track membership invitations;
- ❑ First week of school — Send a welcome letter from the local Association (See sample letter on Page 35 for new employees)
- ❑ New hire contacts have been delegated to individuals in each work site. Consider implementing a “First Friend, Best Friend” Union buddy system:
 - Worksite Representatives map the building. Determine who is best positioned to be the Union buddy for the new hire (request OEA’s “First Friend, Best Friend” flyer for suggestions);
 - Prep the 1-to-1 conversation process;
 - Distribute other helpful local information for new hires (top contract provisions, work site specific information, Worksite Representative contact information, administrative contacts, etc.).

Building Loyalty

- ❑ Check-in on the relationship building;
 - President/designee calls Worksite Representative to see how contacts are going;
 - Troubleshoot any concerns;
 - President/designees visits work sites where there are no representatives to help with making contacts or determining a Union buddy for the new hire;
 - President/designee designs a Union orientation for new hires;
 - Follow-through on the initial invitation to membership from orientation.
- ❑ Get all new members registered for an upcoming event (i.e., Fall Conference, an Ohio’s New Educators (ONE) event, local development training, etc.);
- ❑ Get all new hires to fill out the Change to Year Round Organizing Form. An online version of the card can be found at <https://www.ohea.org/one>
- ❑ One month in, request a refreshed list of new hires to be sure you get any the district missed;
- ❑ Check in on new hires monthly (both members and potential members);
 - Make sure all hires have safety information and a copy of the contract;
 - What can you do for specials? Counselors, Nurses, Speech/Language, Techs, etc. (Coordinate help from neighboring districts for newbies).
- ❑ Hand-deliver a copy of the first newsletter from your local or district to new hires.

Success at Back-to-School time means that every educator starts the year off with a powerful sense that their Union is their best resource for ensuring their professional success, throughout the year and through their entire career.

This should be demonstrated not just by what members GET, but what members can BECOME, ACHIEVE, and IMPACT through Union membership.

Sample Letter for New Employees

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.

September 1, XXXX

Dear _____:

On behalf of the members of the (Insert Local Name here), we want to share an opportunity of the Early Enrollment Program with you.

The Early Enrollment Program offers a no cost membership between April 1 and August 31 to potential members with no-cost access in the NEA Educators Employment Liability Program, UniServ support and select NEA Member Benefits Programs. You are eligible if you are a first-time active member, sign up and pledge to pay dues beginning September 1, XXXX.

Successfully last spring employees took advantage of this exciting opportunity so we wanted to make it available to everyone.

(Insert Local Name here) is an affiliate of the Ohio Education Association (OEA) and the National Education Association (NEA). We have represented classified/education support staff (ESP) in the district as: aides, custodians, food service, secretaries, and transportation. More importantly, however, we are a professional family working to enhance our great schools for students and the employees that tirelessly support education every day. Our members' working conditions are one in the same as our students' learning conditions.

Membership growth is a continuum that we need to improve so we can ALL enjoy the rewards of an improved workplace experience.

I would be happy to meet with you and answer any questions you may have I can be reached at XXX-XXX-XXXX at home or email (Insert email address here). I look forward to speaking and meeting with you.

Sincerely,

(Insert Name of President)

Membership Processing

Membership Codes

Many of the forms and documents you will be utilizing require the use of Membership Type Codes. Please be sure to familiarize yourself with these identifiers.

The following levels of membership are available to the members of a bargaining unit. The codes are used for reporting/billing and classifying the different membership types.

Active Educator Full-Time (AC-1-100)

- Classroom teachers, professors, school nurses, pupil personnel workers that work more than half-time.

Active Educator Half-Time (AC-1-50)

- Classroom teachers, professors, school nurses, pupil personnel workers that work half-time or less.
- Active educators on official leave of absence for one-half or more of the school year, and who are not paid full-time salaries. (February 1 is the date used to determine half-year leave status.)
- Substitute employees.
- Educators in reduction in force (layoff) status for one-half or more of the school year and with statutory or contractual recall or rehire rights.

Active Educator Quarter-Time (AC-1-25)

- Classroom teachers, professors, school nurses, pupil personnel workers that work quarter-time or less.

Active Education Support Professional Full-Time (AC-2-100)

- Paraeducators such as educational aides, secretaries, custodians, food service personnel, bus drivers, etc. that work more than half-time.

Active Education Support Professional Half-Time (AC-2-50)

- Paraeducators such as educational aides, secretaries, custodians, food service personnel, bus drivers, etc. that work half-time or less.
- Active education support professionals on official leave of absence of one-half or more of the school year and who are not paid full-time salaries. This could include those active members who are classified by the employer as full-time employees but whose actual work hours are routinely less than full-time hours determined by the local association.
- Education support professionals in reduction in force (layoff) status for one-half or more of the school year and with statutory or contractual recall or rehire rights.

Active Education Support Professional Quarter-Time (AC-2-25)

- Paraeducators such as educational aides, secretaries, custodians, food service personnel, bus drivers, etc. that work quarter-time or less.

Forms and Documents

This section will review forms and documents utilized throughout the membership year to communicate membership information between your local association and the OEA Membership Department. A brief explanation and example of each form along with some guidelines for each have been provided. Please refer to the OEA Treasurer's Handbook for more details.

Enrollment Form:

Join Now Information

OEA offers convenient online enrollment for new enrollments and annual renewals. The on-line module is extremely easy to use and requires only a few “clicks” to complete the enrollment process. “Join Now” can be accessed via the OEA website at: www.ohea.org/why_belong or via QR code.

Once on the “Why Belong” web page the new member will select “Join Now” and will immediately begin the enrollment process. Upon completion of their enrollment, the new member will be provided a confirmation reflecting the information they submitted along with their new member ID number. This confirmation will be sent directly to the member via their email address and a copy will be sent to the OEA Membership Department.

An electronic roster of all online enrollments will be sent directly to the appropriate Local Treasurer’s email of record as new members join.

All new enrollees must agree to continuous membership and must pay their dues obligation via the payroll deduction payment method. A cash paying member or those wishing to utilize the eDues payment method will still need to complete a paper enrollment form.

The Enrollment Form is an alternative way to enroll new members in your local bargaining unit.

You will be sent a limited supply of Enrollment Forms prior to the start of the membership year pre-printed with your local information including the unified dues amount for that particular membership year. Once these are completed, they should be returned to OEA in the envelope provided.

Who fills out an enrollment form?

- New members in your local bargaining unit who do not wish to enroll online.

Who should not complete an enrollment form?

- Individuals already on the Continuous Membership Roster, unless they are changing pay method.

Enrollment Form Guidelines:

- Confirm the dues amount on the pre-printed enrollment form.
- All enrollment forms need a method of payment indicated (continuing payroll deduction, payroll deduction, cash or check). All checks should be made payable to the local association. Deposit any cash or check payments to the local’s bank account and send one check to OEA.
- Make sure the member has signed and dated the form in all appropriate places. (2 signatures required)
- At the beginning of the year a limited supply of new Enrollment Forms will be mailed to the Treasurer of record. Additional Enrollment Forms may be requested from the Membership Department. These additional Enrollment Forms will be sent in an electronic format.
- Return the top copy of the enrollment form to OEA as instructed in the packet.

Example Enrollment Form (front)

Great Public Schools for Every Student! Membership Enrollment Form 2023 - 2024

OHIO EDUCATION ASSOCIATION
225 East Broad Street • Columbus, Ohio 43216
Phone: (614) 228-4526 or 1-844-632-4636
Email: memberships@ohea.org
Enroll online at: www.ohea.org/why_belong



LOCAL NAME /USER LOCAL ID

PERSONAL INFORMATION

LAST 4 DIGITS SOC. SEC. NO. CHECK BOX IF YOU ARE EMPLOYED HALF-TIME OR LESS CHECK BOX IF YOU ARE EMPLOYED QUARTER TIME OR LESS

FIRST - MIDDLE INITIAL - LAST (JR, SR, ETC.)

NAME: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____

NON-WORK E-MAIL ADDRESS - THIS EMAIL ADDRESS IS USED FOR ALL MEMBERSHIP CORRESPONDENCE
 * _____

PRIMARY CONTACT NUMBER: _____
 CELL PHONE NUMBER: _____

* By providing my cell phone number, I understand that the National Education Association and its affiliates including, OEA, the Local Association, NEA Member Benefits, and NEA 360 may use automated calling techniques and/or text message me on my cellular phone on a periodic basis. The NEA, OEA, NEA360, NEA Member Benefits or my Local Association will never charge for text message alerts. Carrier message and data rates may apply to such alerts.

* ETHNICITY CODES

<input type="checkbox"/> Native American/Alaska Native	01
<input type="checkbox"/> African-American/Black	03
<input type="checkbox"/> Hispanic	04
<input type="checkbox"/> White (not Hispanic origin)	05
<input type="checkbox"/> Asian	06
<input type="checkbox"/> Native Hawaiian/Pacific Islander	07
<input type="checkbox"/> Multi-Ethnic	08
<input type="checkbox"/> Other	09
<input type="checkbox"/> Unknown	UK

* GENDER

<input type="checkbox"/> Female	F
<input type="checkbox"/> Male	M
<input type="checkbox"/> Transgender Female	TF
<input type="checkbox"/> Transgender Male	TM
<input type="checkbox"/> Gender Expansive/Non-Conforming	GE
<input type="checkbox"/> not listed	UK

DATE OF BIRTH: MO. DAY. YR.

* Ethnic minority and Gender information is optional and failure to provide it will in no way affect your membership status, rights or benefits in NEA, OEA or any of their affiliates. This information will be kept confidential.

SEE CODES ON BACK OF FORM

POSITION: _____

PRIMARY SUBJECT TAUGHT: _____

MASTER TEACHER: YES _____ NO _____

NBCT: YES _____ NO _____

FIRST TIME MEMBER: YES _____ NO _____

Dues payments are not deductible as charitable contributions for federal income tax purposes. Dues payments (or a portion) may be deductible as a miscellaneous itemized deduction. Lobby expenses paid or incurred as part of membership dues cannot be deducted from your income taxes. The amount of the OEA membership dues attributable to lobby expenses and actual deductible dues dollars will be reported annually online and in the February issue of Ohio Schools Magazine for all levels of membership.

COLLECTOR'S SIGNATURE _____ / / _____ DATE

WORK LOCATION NAME /USER WORK LOCATION ID

ASSOCIATION	UNIFIED CODE	ANNUAL DUES
Unified Education Profession Dues (Local, UnServ, District, OEA and NEA)		
Do you wish to be a member of another affiliated or associated organization? If so, indicate below the organization code(s) and annual dues amount (see back of form)		
Organization Code:	Fund ID:	
Organization Code:	Fund ID:	
Organization Code:	Fund ID:	
TOTAL ANNUAL DUES		

I understand that this agreement is voluntary and is not a condition of employment and that I have the legal right to refuse to sign this agreement without suffering any reprisal.

MEMBERSHIP ENROLLMENT AND COMMITMENT (Signature Required)
YES, I wish to become a member of the Local Association, Ohio Education Association, District and the National Education Association. I hereby request and voluntarily accept membership in these associations and agree to abide by the Constitution and Bylaws of all four associations.

X UNIFIED MEMBER'S SIGNATURE (REQUIRED OF ALL MEMBERS) _____ / / _____ DATE

DUES DEDUCTION AUTHORIZATION (Signature Required)

YES, I hereby authorize by method of payment below the payment of the total annual dues, fees and assessments of the organizations indicated herein in consideration for the services the union provides. I understand that those annual amounts are subject to periodic change by the governing bodies of the associations. If payment is by payroll deduction I also authorize and direct my employer to deduct said amounts from my earnings, consistent with the method of payment authorized (Annual or Continuing) and local policy. By choosing continuing payroll deduction I authorize the continuous deduction of said amounts from year to year hereafter without further authorization by me in the amounts to be certified to my employer from time to time. In the event my employment is voluntarily or involuntarily terminated, or I take an unpaid leave of absence, I agree the unpaid balance of the annual dues obligation not deducted during the year will be due the organizations. The payment of the membership dues obligation is accepted unless I revoke this authorization in a written revocation signed by me and delivered to OEA via U.S. Mail or email at the address listed on this form to be received during the period of August 1 and August 31 of the membership year immediately preceding the membership year in which the authorization is to be canceled. In the event I wish to revoke my authorization of membership outside of the period stated above, I agree to pay the OEA as collection agent for the dues amount indicated herein by continuing payroll deduction or other arrangement, the remainder of the dues amount for the membership year regardless of my membership status.

METHOD OF PAYMENT (CHECK ONE BELOW)

- AUTHORIZED BY CONTINUING PAYROLL DEDUCTION
- AUTHORIZED BY STANDARD ANNUAL PAYROLL DEDUCTION
- CASH OR CHECK (CHECK # _____)

X SIGNATURE REQUIRED _____ / / _____ DATE

Example Enrollment Form (back)

The following information is represented in the form of codes. Please select the appropriate code and write it in the space provided on the front of this form.

POSITIONS	
PK-12	HIGHER EDUCATION
Adult Educator	*Administrator
Classroom Teacher	Administrator (Non-Eval)
Coach (Activity/Sport)	Assistant Professor
Counselor	Associate Professor
Health/Student Services	Counselor
Instructional Specialist/Tutor	Instructor
Instructional Specialist	Lecturer
Non-Instructional Specialist	Professor
Occupational Therapist	ROTC
Physical Therapist	Other
Psychologist	
Reading Specialist	*Directly hires, evaluates, transfers, disciplines or dismisses.
ROTC	
Intervention Specialist/Special Education	
Speech/Hearing	
Other	

UNIFIED CODES	
Active Educator FT	AC-1-100
Active ESP FT	AC-2-100
MASTER TEACHER	
Yes	
No	
NBCT	
National Board Certified Teacher?	
Yes	
No	

AFFILIATED DEPARTMENTS ANNUAL DUES (Requires OEA membership if eligible)			
	Code	Fund ID	Dues
Ohio Assn. of Education Support Professionals	OAESP	F24	\$500
Ohio Assn. of Special Needs Professionals	OASNP	F01	\$1000
ASSOCIATE ORGANIZATIONS ANNUAL DUES			
Ohio Art Education Association	OAEA	F02	\$50.00
Ohio School Counselors Association	OSCA	F04	\$60.00
Ohio Council Tchrs. of English Lang. Arts	OCTELA	F06	\$40.00
Ohio Assn. Hlth., Phys. Ed., Rec. & Dance	OAHPERD	F07	\$50.00
Ohio Tech. & Eng. Ed. Assn. K-12 STEM	OTEEA	F08	\$35.00
Ohio Council of Teachers of Mathematics	OCTM	F09	\$25.00
Donis LAllen Minority Caucus	DLAMC	F10	\$15.00
Ohio Foreign Language Assn.	OFLA	F11	\$55.00
Science Education Council of Ohio	SECO	F13	\$30.00
OEA Women's Caucus	OCSW	F14	\$30.00
OEA Middle Level Association	OEA-MC	F16	\$15.00
OEA Gay Lesbian Bisexual & Transgender Caucus	GLBTC	F23	\$30.00
Ohio Association for Supervision and Curriculum Development	OASCD	F26	\$30.00
Ohio Educational Library Media Association	OELMA	F27	\$65.00
OEA Hispanic Caucus	OEAHSC	F29	\$10.00

PRIMARY SUBJECT TAUGHT	
PK-12	HIGHER EDUCATION
Adult Education	Agriculture
Agric. & Natrl Resources	Architecture
Arts	Arts
Basic Education Curriculum	Basic Skills/Remedial Education
Business Education	Business
Career and Technical Education	Business
Civics/Govt/Poli Sci	Communications
Computer & Info Science	Computer and Info Sciences
Early Childhood	Education
Elementary Curriculum	Engineering
English as a Second Lang	English and Literature
English/Language Arts	Foreign Language
Family and Consumer Science	Geography
Foreign Language	History
Health	Home Economics
History	Industrial Arts
Marketing	Journalism
Mathematics	Jour
Middle School Curriculum	Marketing
Music	Mathematics
Physical Education	Medical Science
Psychology	Medical Science
Reading	Political Science
Science	Psychology
Social Studies	ROTC
Special Education	PHSC
Hearing Impaired	Science
Visually Impaired	Social Sciences
Vocational & Technical Education	Special Education
No Subject Taught	Vocational Training
	Other
	Other

EDUCATIONAL SUPPORT (ESP)	
BGM/R	Big/Gmtd Maint/Repairs
BTVD	Bus/Truck/Van Driver
TSOT	Computer/Technician Services
CUST	Custodian
FSOT	Food Service
HLTH	Health/Student Services
LIAS	Library Assistant/Technician
MECH	Mechanic/Repairer
PRNT	Printing Services
SEST	Secretarial
SEOT	Security
SEDA	Special Education Assistant
TIPA	Teacher Aide/Paraprofessor
OTHR	Other

EDUCATIONAL SUPPORT (ESP)	
AGRI	Agriculture
ARCH	Architecture
ARTS	Arts
BSRE	Basic Skills/Remedial Education
BUSN	Business
COMM	Communications
CISC	Computer and Info Sciences
EDUC	Education
ENGR	Engineering
ENLL	English and Literature
FLLI	Foreign Language
GEOG	Geography
HIST	History
HOME	Home Economics
INAR	Industrial Arts
JOUR	Journalism
MARK	Marketing
MATH	Mathematics
MEDS	Medical Science
POLS	Political Science
PSYC	Psychology
ROTC	ROTC
PHSC	PHSC
SOSC	Science
SOSC	Social Sciences
SDED	Special Education
VOCT	Vocational Training
NONE	No Subject Taught
OTHR	Other

NEA Member Benefits

Programs and Services Information On-Demand

NEA Member Benefits lets you be in charge with Information On-Demand. Simply send a text to **73915** with the keyword for the information you want. Fast, simple, and you're in charge.

- To learn about NEA Savings, Investment, Student Loans, Home Loans, Credit Cards and other Financial Services – Use Keyword **FINANCE**
- To learn about NEA Auto & Home Insurance, Life Insurance, Pet Insurance, Dental & Vision Insurance and other Insurance Plans – Use Keyword **INSURANCE**
- To learn more about NEA Click and Save, AT&T Savings, The GE Appliance Store and other discounts exclusively for NEA members and their families – Use Keyword **DISCOUNTS**
- To learn about NEA Vacations, NEA Adventures Group Tours, and other vacation travel opportunities – Use Keyword **TRAVEL**
- To learn more about ways you may get more for your money – Use keyword **MONEY**
- To learn more about managing your student loan debt – Use keyword **STUDENTLOAN**
- For car buying tips and advice – Use keyword **CAR**
- To learn more about ways to manage your consumer debt – Use keyword **DEBT**
- To learn more about buying and maintaining your home – Use keyword **HOME**
- To learn more about protecting those you love – Use keyword **PROTECT**
- To learn more about planning for retirement – Use keyword **INVEST**
- To learn more about traveling on a budget – Use keyword **ESCAPE**

These presentations are available at no cost to members or locals and with no minimum number of members required to schedule a presentation. It is requested that if a presentation is scheduled that it not be canceled due to lower than desired interest. NEA Member Benefits believes that the benefit of making even one member feel important is better than the risk of a member feeling they weren't important enough to hold the presentation.

The consumer education and product solutions that NEA Member Benefits makes available are guided by real conversations we have with members – conversations that take place through in-person and telephone contacts, local solution seminars and workshops, member surveys, focus groups, and our Member Advisory Panel. Additionally, more detailed information can be found on our redesigned website **www.neamb.com**. And of course, you can always speak to one of our Member Services representatives live at 800-637-4636 Monday through Friday from 8:00 a.m. until 8:00 p.m. or Saturdays from 9:00 a.m. until 1:00 p.m. Eastern.

One-to-Ones

Effective organizing means building relationships, one at a time and over time, through structured one-to-one conversations. Organizing conversations are the most effective way to gather information, identify employees' concerns and issues, share factual information, move members to action and ultimately effect positive change and grow membership.

Purpose of the One-to-One Organizing Conversation

- Develop a positive, trusting relationship with the other person
- Listen
 - To identify concerns and issues
 - Identify leaders and personal relationships at workplace and in the community
- Assess employee's orientation to union's activities and gauge interest
- Move into action

How to Have a One-to-One Organizing Conversation

Introduction

Who you (organizer) are and why the conversation is important.

Ask Questions /Listen

What does the individual or group of individuals do at work, what is it like to work there, what is good about the job and what is not good? A good organizer uses the 70/30 or 80/20 rule of listening to talking.

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?

Educate

Give factual information to employees on issues, actions and other pertinent information.

Inoculate

Provide clear expectations for likely outcomes and messages that will come from the opposition. Provide factual and evidence-based refutations.

Call to Action (The Ask):

Move the employee to action:

- Enroll as a member
- Recruit membership
- Schedule appointments for organizers to talk with other co-workers
- Attend a meeting or Association activity
- Sign a petition or wear a button
- Sit on Association or external committees
- Serve as Association/ Building Rep. (or other formal or informal position)
- Work with your LRC for developing calls to action.
- Engage in political campaign
- ??? The possibilities are limitless...

Discover Connections

Who else should I be talking to? Who do you know that has some good ideas on this issue? Who has been supporting you through this? Whom do you count on for good advice? Can you help me connect with them?

What is a One-to-One meeting?

- A 30 to 45 minute meeting of face-to-face conversation with one person.
- Getting to know the other person and being known.
- An inquiry into what matters to a person and why.
- An opportunity to know the private motivations each person has for doing public action such as congregational volunteerism or social justice work.
- A search for leaders and participants with the talent, motivation, initiative, energy, or anger to change a situation. A way to identify issues that need to be addressed and are not on the current action plan.

What is not a One-to-One meeting for relational organizing purposes?

- An interview of non-stop questions or survey.
- Going through the whole life story or resume of an individual.
- A recruitment device that fits someone into a set agenda or committee.
- An intellectual conversation about policy or strategy on issues in the organization, neighborhood, or city.
- Search for personal friendship or a social encounter.

What do you need to do One-to-One meetings?

- A firm decision that you will make the time to engage in this important leadership task. You must invest time and energy for this to succeed.
- A clear context for your introduction on the phone and in person, and a reason for doing this that you can explain to others simply.
- Regular phone call time set aside to ask for and schedule meetings.
- Patience and persistence to work with people's availability and possible resistance.
- Curiosity about other people and an ability to listen.
- Willingness to practice this skill over and over again, in multiple settings.

How do you do a One-to-One meeting?

- Have a clear introduction and ending; the middle is improvisation that is particular to the person with whom you are talking.
- Talk more deeply about a few things instead of covering 20 topics.
- Ask "why?" much more often than "what?"
- Ask the person to tell stories and personal history, talk about important incidents, time periods, or mentors – not just recite facts and dates.
- Offer back conversation and dialogue; it's not just for the purpose of the other person answering your questions.
- Close by asking the person who else they think you should be meeting with, and what questions they have for you.

How do you use One-to-One meetings?

When you decide to do a One-to-One meeting campaign, it is important to establish a context: Are you the only one doing meetings, and for what reason (e.g., staff person, local president, committee chair, task force leader, leading on developing a new project)? Is a team going to agree to do them with a particular list (e.g., new members, veteran members, non-members, potential leaders, AR's, elementary teachers, etc.)? Is staff preparing to do them with a certain constituency (e.g., new members, officers, executive board, PE teachers, etc.)?

Keep track of each meeting by making notes on each individual, deciding ahead of time what kinds of things you want to remember. Just write down important items, not everything you heard. However, don't ever take notes while you are having the meeting itself; this makes you a surveyor or interviewer, which is not the right purpose or tone for the conversation.

Create a process for evaluating what you learn once you have a significant number accumulated. This may be your individual work or involve a meeting with the team that is working on the campaign. It's important to go into the meetings with an open mind. You can test for certain interests or issues, but if you have one specific purpose in mind (need to recruit teachers, for example) you won't be finding out what you need to know. Your goal is to ask questions important to each of you, not a session where you work to get the person to do something.

After you have met your goal for a certain number of meetings, either individually or as part of a team, evaluate what you learned. This may lead to various choices:

- Additional One-to-One meetings with new people,
- Some kind of different group action,
- Second meetings with especially interesting or strong leaders,
- A new project or event,
- Revising how you have been operating based on what you heard,
- Asking people to take some sort of new initiative based on what you discovered about them.

The entire process is improvised and created out of what you actually hear and how you decide to respond. You can't plan this response until you have a number of individual meetings.

What are the benefits of building a relational culture of organizing?

- Leaders who come to know each other beyond a task-oriented agenda and can do new things in new ways.
- New people who can be engaged around their own interests, not an existing plan.
- The capability to do a new project or campaign based on people's real energy and motivation, not an annual or monthly repetition of activity.
- A network of people who know and trust each other, able to take action in a variety of ways over time.
- A stronger, more dynamic, more creative organizational life.

One-to-One Conversation Review

A One-to-One conversation is conducted with purpose and intention:

- Make personal contact to develop an ongoing relationship.
- Be natural, be yourself. Convey a friendly, helpful attitude.
- Have a positive opening. Praise the work she/he does as an educator or educational support professional.
- Be in full attention and actively listen.
- Ask open-ended questions, without interrogating or intimidating.
- Get the person to share her/his story. Focus first on learning from them.
- Be willing to share your story. Highlight the things that connect you.
- Identify the person's passion and what motivates her/him.
- Give her/ him the opportunity to share workplace or career concerns and issues.
- Ask how the Association can support her/him in the work they do.
- Educate and Agitate without arguing. Be kind and emphatic even when faced with criticism or excuses.
- Reflect on how the person might get involved in the Association. Assess if this person could have a leadership role in the Association.

The 5 Steps of a One-to-One Organizing Conversation

1

Introduction

- Clear
- Concise
- Concrete

2

Listen/Agitate

- Ask open-ended questions
- Don't make assumptions
- What motivates them?

3

Educate

- Make the connection between a strong active union and their concerns
- Give a vision and hope

4

Inoculate

- Prepare them for negativity they are likely to get from coworkers and/or managers
- Dig deeper: Do you see any other way to change the situation?

5

Move to Action

- Make the ask: Be specific
- If they object, return to Step 2 and their concerns and make the connections.
- Don't Beg
- Three Strikes Rule

One-to-One Reflection

Use the One-to-One Reflection Form as a place to write notes after meeting with someone. This will help you remember key details and stories that were shared in the visit.

Person Visited _____ Phone _____

Address _____ City _____

Local Association _____

Questions for Reflection:

Relationship:

- What do we have in common? _____
- What might be the basis of a relationship _____
 - Important things I learned about this person: _____
 - Talents, background, and/or gifts this person has to offer: _____
 - What are this person's areas of passion, vocation or self-interest? _____

Passions, Vocations, or Self-Interest:

- What does this person care most about? Why? _____
- What do they get excited talking about? _____
- How do they spend their time? _____
- What talents and abilities does this person have? _____
- How and where are they using them? What relationships does this person have? _____
- What specific concerns or ideas does this person have? Why? _____
- What is this person's story? _____

Self Evaluation:

- What did I do well?
- What can I do differently next time?
- Did I establish a relationship?
- Did I listen for the stories behind people's facts and opinions?
- How courageous was I? Did I probe?
- What was the riskiest question I asked?
- Were there "leads" I need to follow-up?

