

SEIU Local  
**1**  
**BOARD OF DIRECTORS**

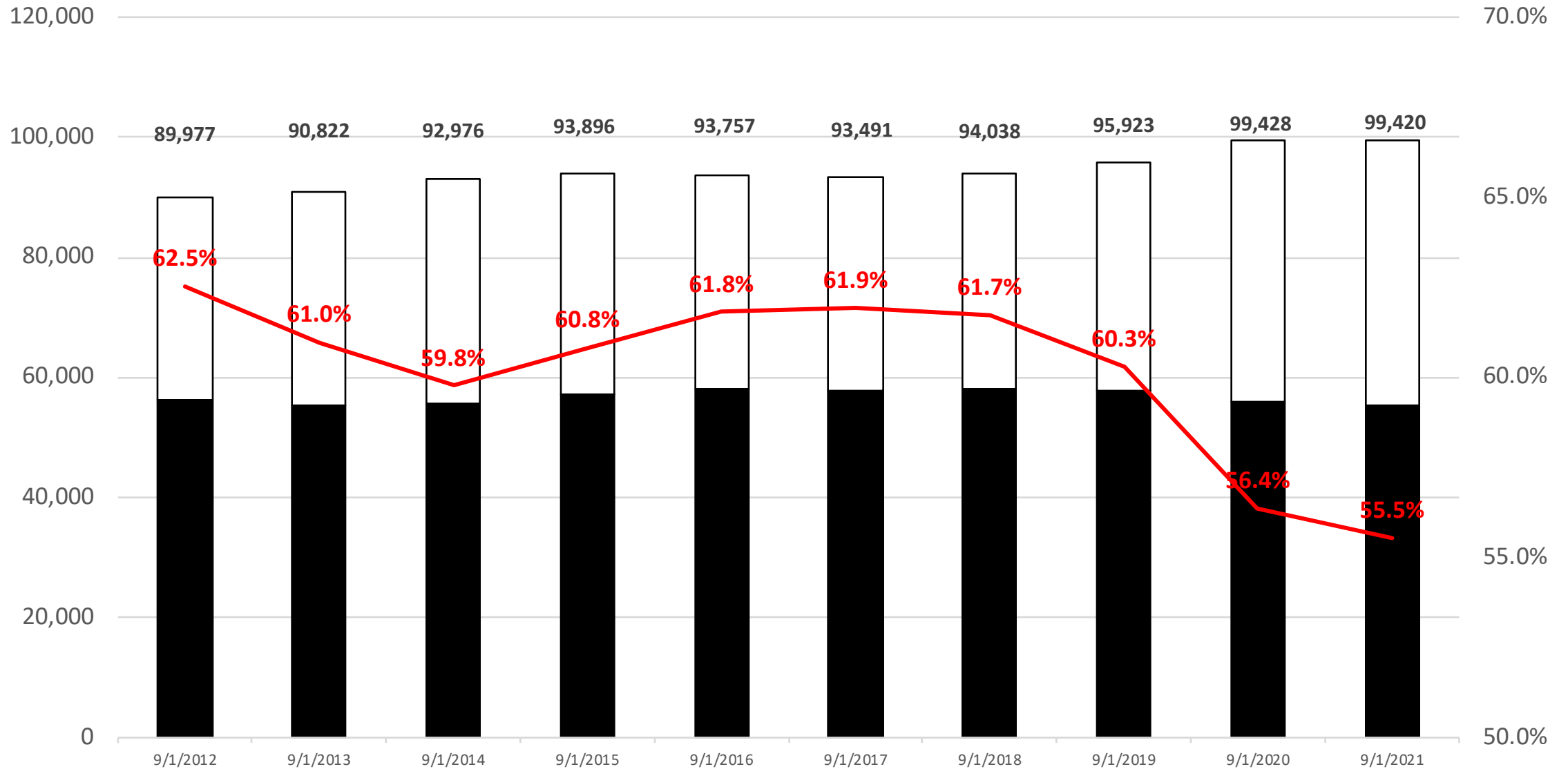




# **Turning Things Around: Multi-year declines in Membership rates**

**SEIU Local 1000**

## 2012 - 2021 Sept. 1 Comparison of Membership to Total Represented EEs



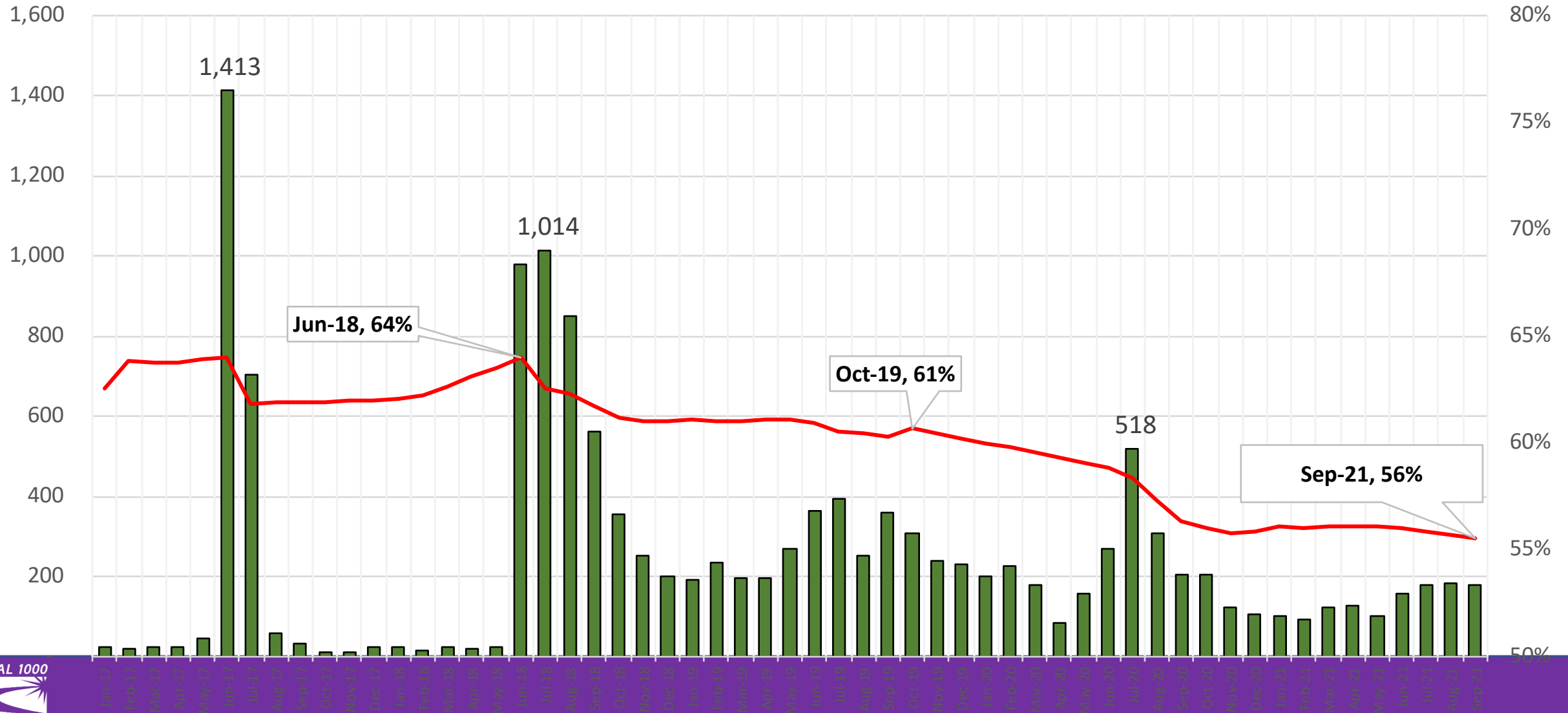
MBRs
  Total Non MBR
  MBR %



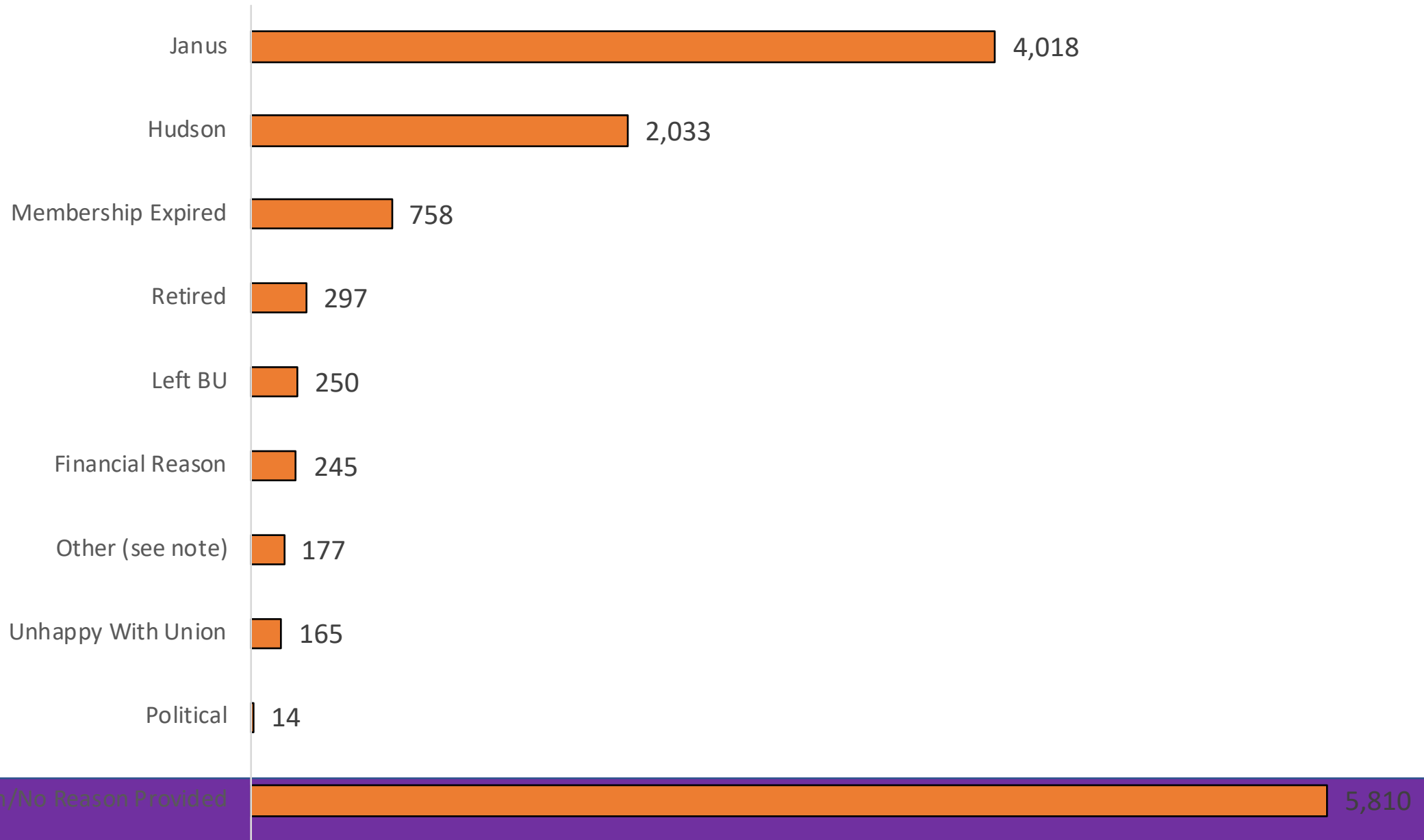
# We've lost approximately 3000 members

- **Classifications with the biggest losses:**
  - Associate Governmental Program Analysts
  - Motor Vehicle Representatives
  - Office Technicians
  - Information Technology Specialists
  - Staff Services Analysts
  - Nurses
  - Employment Program Representatives

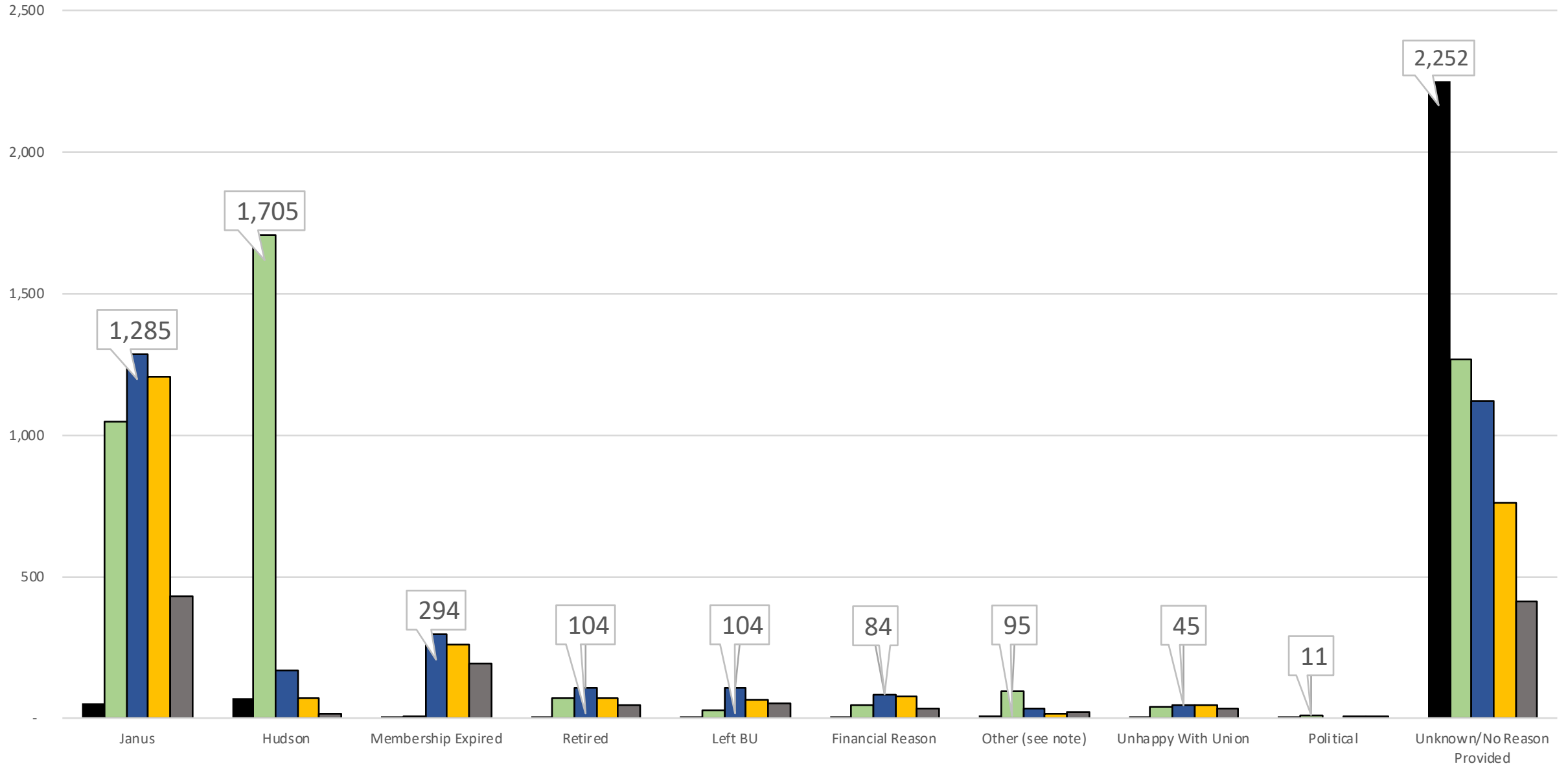
## Total Monthly Membership Cancellations Jan. 2017 to Sept. 2021 Against Membership Rate (Cumulative 13,767)



Reason for Membership Cancellation January 2017 to September 2021  
(Cumulative 13,767)



# Comparison by Reason for Membership Cancellation by Year (2017 to 2021)



# DLCs by Highest to Lowest Membership Rates (October 2021)

	DLC	Membership Rate		DLC	Membership Rate		DLC	Membership Rate		DLC	Membership Rate
1	751	87.6%	13	704	70.2%	26	725	59.8%	39	768	42.6%
2	771	85.7%	14	792	69.9%	27	744	57.6%	40	781	42.2%
3	710	83.9%	15	726	67.4%	28	769	56.7%	41	786	42.1%
4	770	82.2%	16	706	66.6%	29	724	55.8%	42	789	41.8%
5	729	79.2%	17	746	65.8%	30	743	55.1%	43	788	40.5%
6	705	78.6%	18	772	65.7%	31	795	54.9%	44	784	40.4%
7	747	77.1%	19	727	65.2%	32	761	54.5%	45	765	39.1%
8	723	76.8%	20	703	65.0%	33	702	53.0%	46	799	38.4%
9	850	74.1%	21	722	64.4%	34	766	49.7%	47	762	38.1%
10	707	74.0%	22	721	64.0%	35	764	49.1%	48	782	37.9%
11	752	73.7%	23	701	62.3%	36	767	46.9%	49	790	37.0%
12	741	70.7%	24	749	61.6%	37	793	46.0%	50	787	36.7%
			25	742	61.0%	38	794	43.7%	51	785	36.7%



### Highest to Lowest Total Represented by DLC (October 2021)(1 of 3 Slides)

	DLC	Non-Member	Member	Total Represented	Per Capita of Member to Non-Member	Membership Rate	Job Stewards Count	Job Stewards Proportional to All in DLC	Per Capita of Job Stewards to Represented
1	790	3,117	1,829	4,946	1.70	37.0%	19	0.38%	260
2	786	2,813	2,049	4,862	1.37	42.1%	7	0.14%	695
3	787	2,422	1,405	3,827	1.72	36.7%	20	0.52%	191
4	701	1,260	2,082	3,342	0.61	62.3%	46	1.38%	73
5	768	1,898	1,409	3,307	1.35	42.6%	13	0.39%	254
6	781	1,845	1,349	3,194	1.37	42.2%	14	0.44%	228
7	770	556	2,559	3,115	0.22	82.2%	53	1.70%	59
8	762	1,815	1,116	2,931	1.63	38.1%	14	0.48%	209
9	784	1,505	1,022	2,527	1.47	40.4%	15	0.59%	168
10	793	1,362	1,159	2,521	1.18	46.0%	9	0.36%	280
11	771	360	2,159	2,519	0.17	85.7%	49	1.95%	51
12	703	877	1,628	2,505	0.54	65.0%	34	1.36%	74
13	769	1,080	1,417	2,497	0.76	56.7%	21	0.84%	119
14	772	855	1,635	2,490	0.52	65.7%	40	1.61%	62
15	761	1,116	1,336	2,452	0.84	54.5%	22	0.90%	111
16	765	1,426	916	2,342	1.56	39.1%	4	0.17%	586
17	789	1,351	969	2,320	1.39	41.8%	7	0.30%	331

### Highest to Lowest Total Represented by DLC (October 2021)(2 of 3 Slides)

	DLC	Non-Member	Member	Total Represented	Per Capita of Member to Non-Member	Membership Rate	Job Stewards Count	Job Stewards Proportional to All in DLC	Per Capita of Job Stewards to Represented
18	782	1,297	790	2,087	1.64	37.9%	8	0.38%	261
19	788	1,234	841	2,075	1.47	40.5%	7	0.34%	296
20	704	599	1,411	2,010	0.42	70.2%	16	0.80%	126
21	724	878	1,107	1,985	0.79	55.8%	12	0.60%	165
22	785	1,250	724	1,974	1.73	36.7%	9	0.46%	219
23	707	483	1,376	1,859	0.35	74.0%	23	1.24%	81
24	794	1,035	802	1,837	1.29	43.7%	9	0.49%	204
25	744	770	1,048	1,818	0.73	57.6%	23	1.27%	79
26	729	355	1,350	1,705	0.26	79.2%	22	1.29%	78
27	743	765	938	1,703	0.82	55.1%	13	0.76%	131
28	747	387	1,304	1,691	0.30	77.1%	12	0.71%	141
29	723	393	1,298	1,691	0.30	76.8%	19	1.12%	89
30	767	884	780	1,664	1.13	46.9%	7	0.42%	238
31	751	202	1,430	1,632	0.14	87.6%	6	0.37%	272
32	710	257	1,342	1,599	0.19	83.9%	35	2.19%	46
33	726	521	1,077	1,598	0.48	67.4%	14	0.88%	114
34	764	801	774	1,575	1.03	49.1%	17	1.08%	93



# Moving Forward



# We're creating a plan to **TURN THINGS AROUND**

- Step #1: Acknowledge and understand the problem.
- Step #2: Take down information silos and collaborate/Everyone shares what they know
- Step #3: Change the culture from punitive to collaborative.
- Step #4: ORGANIZE
- Step #5: Plan ahead.



# We're Researching WHY

- We already know that increase staff so we can be more responsive to representation concerns is a priority.
- We'll be conducting Surveys and Focus Groups with state workers and distributing surveys. Groups could include longtime nonmembers who became members AFTER Janus, bargaining unit 1 employees, etc.



# Reevaluating the Value Proposition of Membership

- Focus Groups will help us to understand why different segments of represented employees have dropped or refused membership.
- Understanding this will help us to drive our communications strategy, messaging, talking points and branding.



# **We're prioritizing representation and contract enforcement**

- WE'RE HIRING 10 NEW REPS.
- All Union Organizers are being trained in representation.
- This means higher quality representation from better trained Union Representatives with smaller case loads.



## 2 New Committees

- Two new committees under the Board of Directors will help to drive organizing across the state: Membership Organizing and Bargaining Unit 1 committees:
- 10-15 members
- Will help drive regional organizing committees across the state.



# Programmatic Expansion

- New Employee Orientation Program
- Member to Member Program
- LAPS and FAST Track



# MemTech Committee

- Exploring how to leverage technology to aid in membership recruitment.
- Examining upgrading or replacing Compass
- Data Governance
- App Creation
- Digital Organizing



# Use Consultants to Build Out Training and Branding

- We need to establish a training curriculum for stewards, staff, and member leaders.
- It needs hybrid learning flexibility and use presentations and videos to create an online tool box that's accessible and easy to use.
- We also need to build up a training department with multiple trainers.
- Marketing and Branding: We need new imagery and logos to use in digital advocacy (ex. Virtual backgrounds) and on swag and apparel.

# 2022 Membership Organizing Calendar



January-March

April - June

July-September

October - December

	January-March	April - June	July-September	October - December
<b>Activities</b>	Field: Listen-Up meetings held around the state for visibility and evaluating	Ensure implementation of AB 119 - create internal process	Field Blitz involving maximum staff, reps, and member leaders	Conduct Surveys and Focus Groups
	Assessment period for staff, member leaders, stewards, DLCs and programs	Implement training programs and long-term curriculum based on assessments	Nonmember lists sent to staff and member leaders (Nov 10)	Compile and Evaluate data
	Conduct focus groups to reevaluate the value proposition of membership	Resolve data governance issue	Ancillary staff from other departments directly involved in recruiting new	Begin Planning for Next Year
	Research and create new content: videos, testimonials, social media	Phone, Email, Text scripts sent to staff and member leaders	Target Classifications via UIs/DBURS	
	Clean up data and explore software upgrades and alternatives	Begin implementation of new CRM/upgrades to Compass	Receive and distribute new swag and integrate into membership strategy	
	Create new messaging/explore branding changes	Build social media presence/onboard a social media coordinator		
	Creation of committees under the BOD:	Committees driving regional organizing		
	Unit 1/Membership Recruitment	committees around the state	Social Media Posts, Website, Newsletter	Social Media Posts, Website, Newsletter

# Questions and Feedback

- Please contact Anica Walls or Theodros Gashaw at [Awalls@seiu1000.org](mailto:Awalls@seiu1000.org) or [Tgashaw@seiu1000.org](mailto:Tgashaw@seiu1000.org) with other issues or concerns.