

Summer Membership Seminar 2009

Vermont-NEA
Emma Mulvaney-Stanak, Organizer
emstanak@vtnea.org

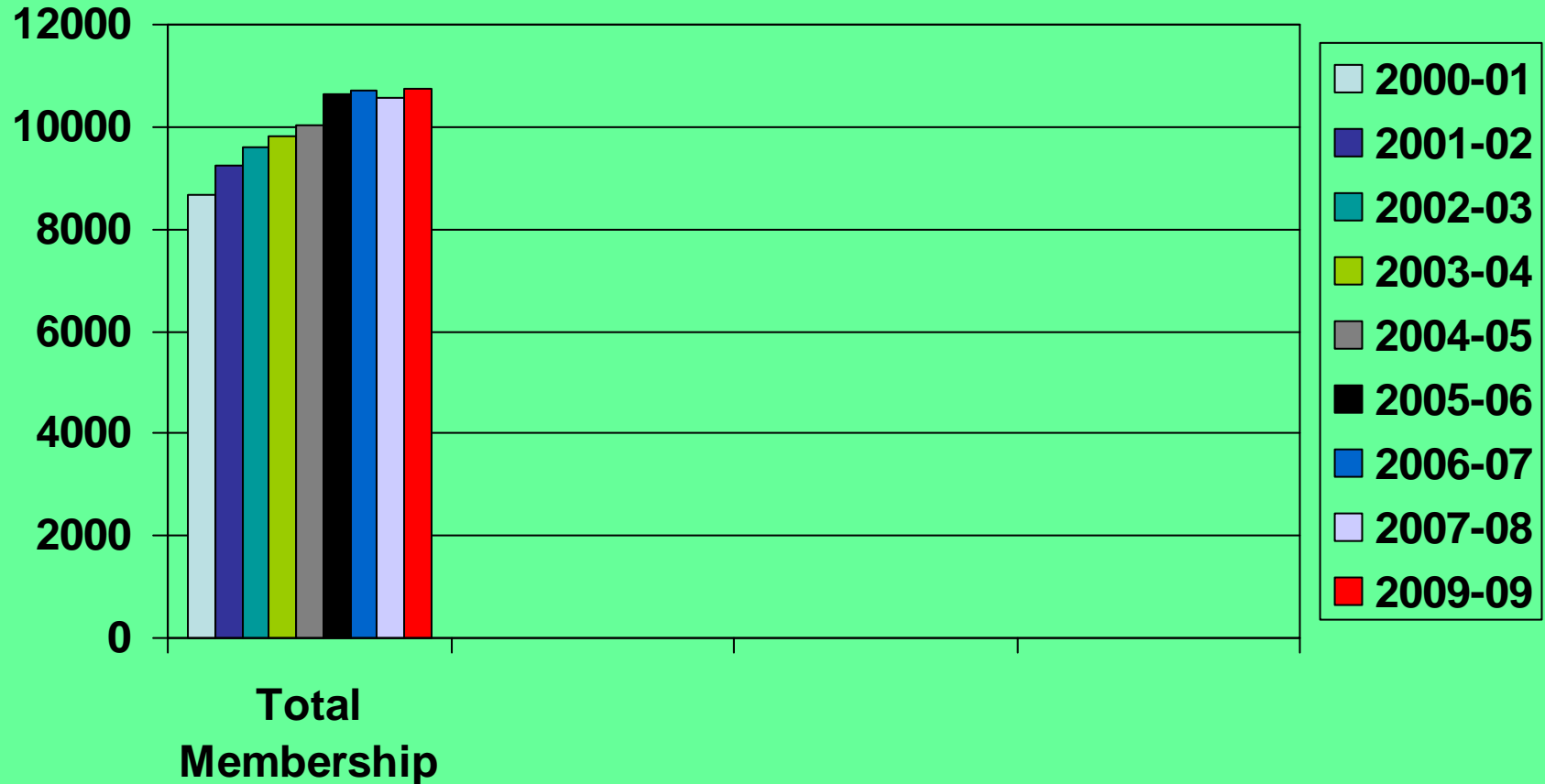
Seminar Agenda

Welcome and introductions	10 minutes
Overview, membership trends, history & relevance of our Association	20 minutes
Move to Track (pick one)	5 minutes
Newbie Track: focus on recruitment strategies, membership campaign building blocks, targeting non-members	1 hr 15 min
Seasoned Track: focus on organizing methods, engaging existing members, building strong Assoc., engagement campaign building for your Assoc.	1 hr 10 min
Evaluations & Materials Survey	5 min
End – Thank You!	

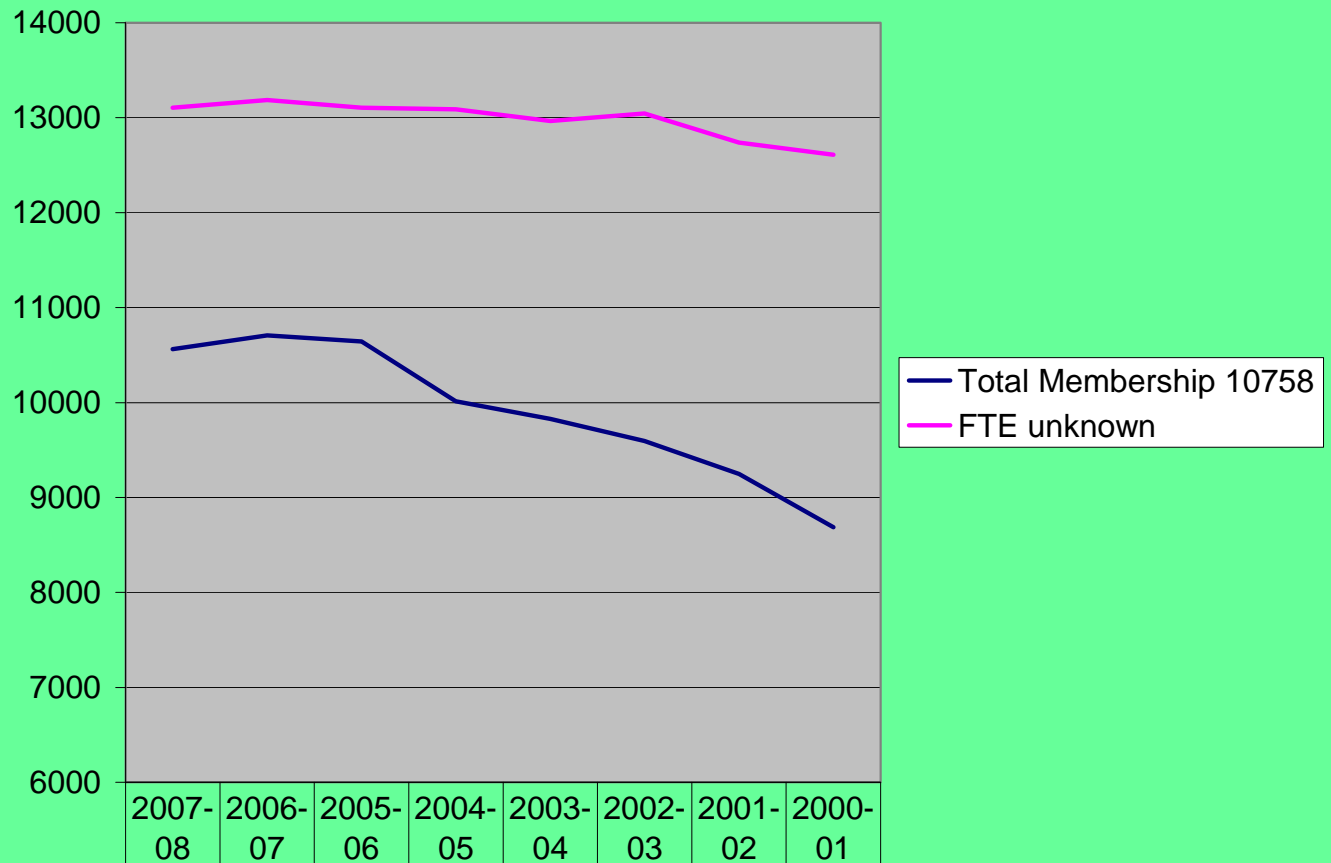
Vermont-NEA Membership

- Membership trends in next five years
- Generational Shift
- Workforce contraction
- Economic climate
- How does this impact membership?

Vermont NEA Membership



Statewide Membership Trends vs. FTE, 2001-2009



— Total Membership 10758	10564	10709	10644	10012	9829	9595	9248	8686
— FTE unknown	13104	13185	13105	13089	12966	13045	12739	12611

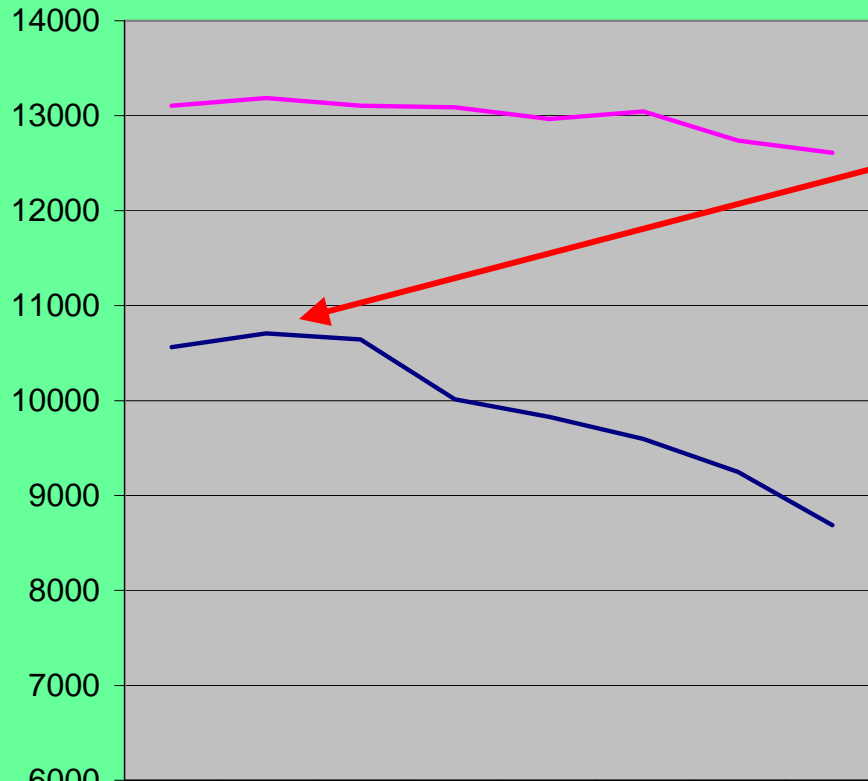
2007-2008 Statistics

- ESP Membership at 2771 vs. FTE (paras only) at 4376.
- Teacher Membership at 7793 vs. FTE at 8728.
- (Note: Need to remember FTE vs. actual people)

2007-2008 Statistics (cont.)

- Northwest UD region had the biggest FTE vs. non-member potential for teachers.
- Chittenden UD region had the biggest FTE vs. non-member potential for ESP.
- Over 300 FTE ESP membership potential in the Northwest, Add-Rut, and Chittenden regions.
- Over 200 FTE teacher membership potential in Northwest and Add-Rut.
- All other regions had lesser potential (60-170 FTE).

Membership vs. FTE vs. Enrollment



Student Enrollment in Decline

— Total Membership 10758
— FTE unknown

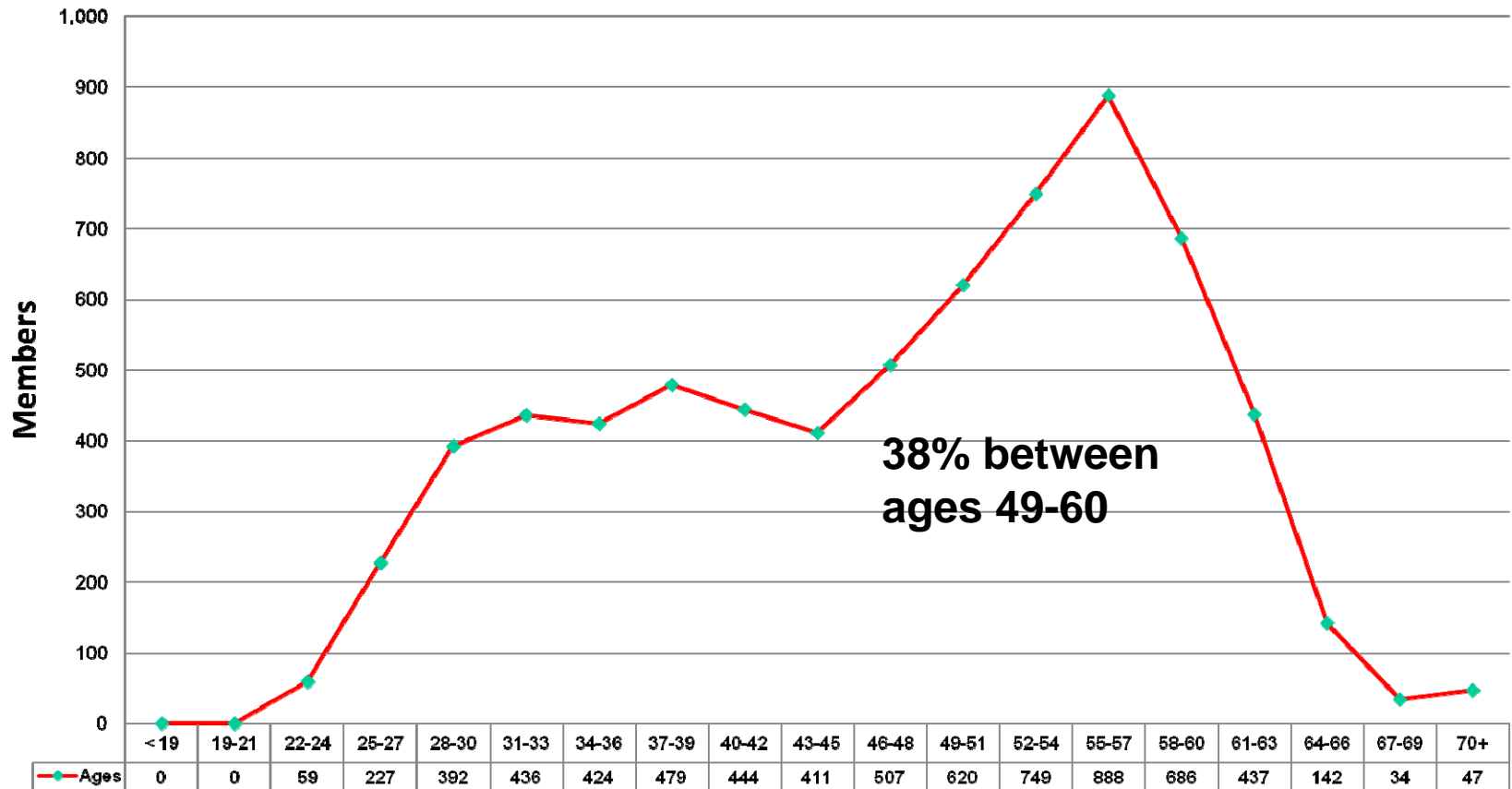
	2007-08	2006-07	2005-06	2004-05	2003-04	2002-03	2001-02	2000-01
— Total Membership 10758	10564	10709	10644	10012	9829	9595	9248	8686
— FTE unknown	13104	13185	13105	13089	12966	13045	12739	12611

Generation Definitions

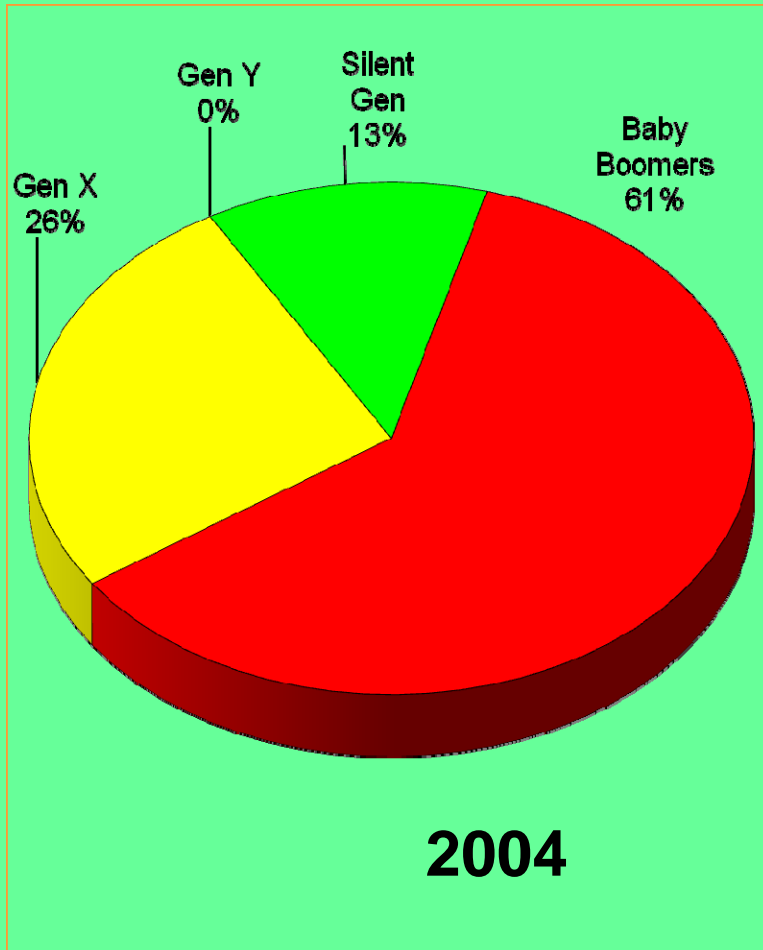
Silent Generation WWII-ers	1925 – 1945 62 - 82 years old	~
Baby Boomer	1946 – 1963 44 - 61 years old	~ 82M
Generation X Busters	1964 – 1981 26 - 43 years old	~ 40M
Generation Y Millennials	1982 – 2001 7- 26 years old	~ 80M

Change in Membership Demographics -- Vermont

Vermont-NEA 2008 Active Prof. & Active Life Ages



Vermont's Generational Shift*



* Amounts represent Active Professionals only

** 2012 based on average growth over the past 6 years with % shift in US labor population from 2004-2012 applied

How to Recruit Gen Y

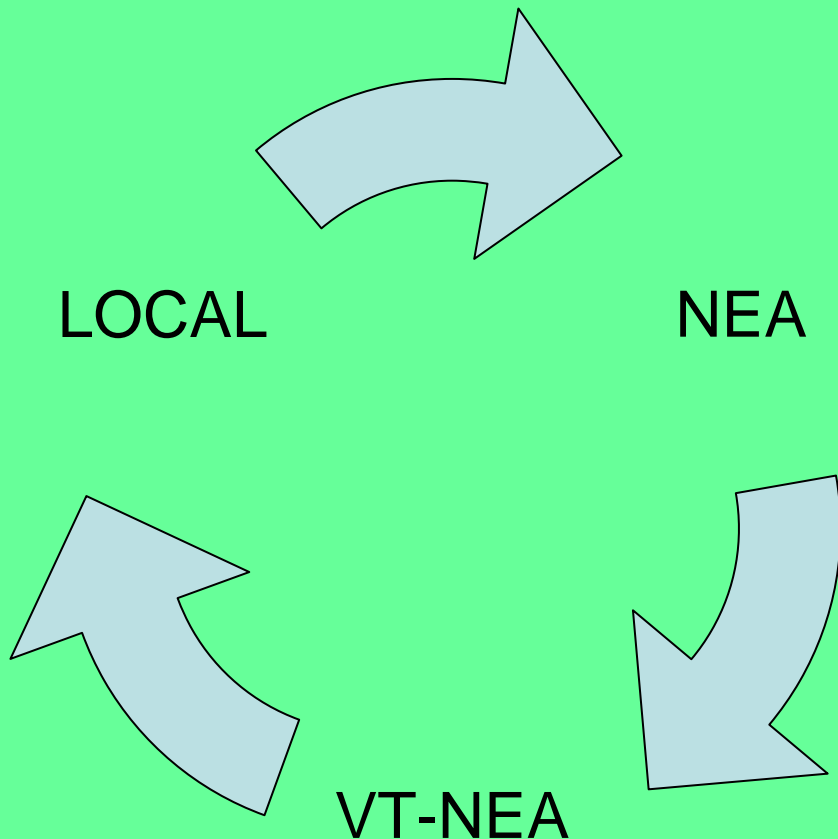
- Offer state-of-the-art technology
- Offer ongoing learning opportunities
- Offer flexible work environment
 - Work-life balance (flex-time, work from home, time off awards)
 - Change of assignments
- Demand immediate responsibility
 - Defined outcomes
 - Tight deadlines
 - Recognition for success and near constant feedback
- Offer a casual workplace
 - Casual dress and appearance
 - Access to hierarchy
- Offer Financial Planning

How to Retain Gen x

- Provide professional development opportunities
- Offer benefits that can save time and money
- Recognize differences but do not judge – instead look for things you have in common
- Flatten traditional structures and hierarchies
- Create a sense of community
- Accommodate individual needs whenever possible
- Demonstrate competence to earn their respect
- Be a “co-worker” until someone requires a “boss”
- Create fun events and a stimulating environment
 - Celebrate the “heroes’ on your staff

**OUR ASSOCIATION:
STRUCTURE
HISTORY
RESOURCES**

STRUCTURE



Members belong to all three arms of the Association knowing that the work of the local is advanced with the united membership of over 3 million like minded members. The structure allows a variety of programs to exist that otherwise would not.

LOCAL ASSOCIATION



- First line of defense for protecting members' rights and enforcing the master agreement
- Collective bargaining
- Keeping members engaged in educational issues

Local Dues Provide

- Grievance processing costs
- Negotiations expenses
- Public Relations costs – get out the vote campaigns, flyers to the public, etc
- Public Service – scholarships for kids camps
- Stipends for office holders
- Local morale boosters - get togethers
- Local member recognition awards
- Local membership recruitment campaigns

VT-NEA



PROVIDES RESOURCES FOR LOCALS IN

- Grievances
- Bargaining
- Professional Development
- Legal Services
- Member Benefits
- Public Policy
- Organizational & Leadership Development
- Communications

State Dues Provide

- Staff to help your local in a myriad of areas
- Programs designed to meet the needs of members from emerging leadership to professional development
- People to carry your voice to the legislature and department of education
- Financial Assistance for mediations, fact findings, arbitrations and unfair labor practice charges
- Communications regarding Association and general public education news

National



Provides support for local and state organizations in all areas and additionally NEA provides VT-NEA with grants for ongoing programs. Given Vermont's small size, we receive a disproportional amount of national dues to assist our work on a state level. At the national level NEA plays a major role in public policy and professional development.

National Dues Provide

- A voice on the national level on issues from closing the achievement gap to charter schools
- Tools and ideas from classroom management to attorney referral programs
- Grants and events that include everything from Read Across America to grants for programs
- Direct assistance to states for on going and new programs

HISTORY



VT-NEA The voice of public education since 1851

- Equal Treatment of Male and Female Employees
- Teacher Retirement Fund
- 1969 Collective Bargaining Law
- Educational Support Staff Bargaining Rights
- Moves salaries up from 51st during the 1980's
- Continued Maintenance and improvement of rights of educational employees and student achievement
- Advocate for Health Care Reform
- Lobby against Two-Vote Mandate (Act 82)
- Fight for Livable Wage

RESOURCES

Where do you find out more about any of the programs and offerings of Vermont-NEA/NEA and how they relate to the lives of your members?

Easy, use the following resources.

- www.vtnea.org (new and improved!)
- www.nea.org (new site in early '09)
- **100 Reasons Educators Belong to the Association Booklet**