

Vermont-NEA Early Enrollment Spring 2021

Handbook for Local Union Leaders

Dear Local Union Leader,

This handbook is meant to provide you with information about the 2021 Early Enrollment program and the new resources available to you. This year's program will be slightly different than previous years in three important ways.

First, unlike previous years, all potential members will be eligible for the Early Enrollment program in 2021, not just first-time members. Vermont-NEA requested an exemption from NEA for 2021 to allow eligible employees who were previously union members to qualify for the program.

Second, because of Act 180, we now have lists of potential members for most locals. These lists include the names, positions, work locations and contact information for bargaining unit employees who are not yet members of the union.

Third, for the first time ever, potential members will have the ability to enroll in the union through Vermont-NEA's fully-online membership portal – Join Now. A Join Now link can be sent to potential members via email and text, supplementing the traditional paper enrollment form.

This handbook contains the following resources:

- An overview of the 2021 Early Enrollment program
- Information on Join Now (online enrollment)
- An explainer on Act 180 and the benefits for locals
- A guide to engaging potential members with a membership ask
- A sample recruitment email to potential members
- A sample recruitment text and phone script for engaging potential members

We hope that the changes outlined above and the resources in this handbook will make it easier for you to identify, engage with and enroll new members in your local union. We know that a strong and active membership is the source of our collective power and that building membership is the key to our success.

Let's build together.

Sincerely,

Vermont-NEA Staff

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THE UNION OF VERMONT EDUCATORS

2021 Early Enrollment Overview

- The Early Enrollment program allows potential members to join the union for no immediate cost beginning April 1st. This year, all potential members will qualify for the program, regardless of their previous membership status.
- Early enrollees enjoy most of the benefits of union membership without having to pay dues until September 1st. Early enrollees will not be eligible for NEA complimentary life insurance until the start of the new school year.



- To join the union as an early enrollee, potential members must either complete a 2021 Early Enrollment membership form or enroll online through Join Now. If they enroll through Join Now on or after April 1, they will automatically qualify for Early Enrollment.
- As always, completed membership forms should be sent to Vermont-NEA Membership Coordinator Jean Jarrett (jjarrett@vtnea.org). When a potential member enrolls through Join Now, Vermont-NEA receives an automatic notification.

Online Enrollment through *Join Now*

Join Vermont NEA!

Become part of the movement improving public education and advocating for better salaries. Together we are the biggest and loudest advocates for our schools, our students, and ourselves.

Join Now

Why Join?



Join Now is NEA's fully-online enrollment portal. Potential members can access *Join Now* through the Vermont-NEA website. They can also access the *Join Now* landing page with the following URL: <https://join.nea.org/vermont/>

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✓ Contact Membership Type Workplace Info Dues Optional/Funds Payment PAC Payment Finalize

PERSONAL INFORMATION	MAILING INFORMATION	EMAIL AND PHONE NUMBER
<p>* First Name <input type="text"/></p> <p>Middle Name <input type="text"/></p> <p>* Last Name <input type="text"/></p> <p>* Date of Birth <input type="text"/></p>	<p>* Street Address <input type="text"/></p> <p>App/Suite <input type="text"/></p> <p>* City <input type="text"/></p> <p>* State --Select State--</p> <p>* Postal Code <input type="text"/></p> <p>* Country United States</p>	<p>* Enter at Least 1 Email Address Note: we prefer personal email, as many states prohibit use of work email for some communications</p> <p>Personal Email <input type="text"/></p> <p>Work Email <input type="text"/></p> <p>* Enter at Least 1 Phone Number</p> <p>Mobile Phone <input type="text"/></p> <p>Home Phone <input type="text"/></p> <p><input type="checkbox"/> Receive SMS/Text Messages**</p>

When a new member completes and submits the online form, an automatic email with the new member's information will be sent to the local treasurer and membership contact/chair, as well as to Vermont-NEA. This email constitutes confirmation of membership and should be kept on file with the local, as well as forwarded to the district business office for payroll deduction.

Online Enrollment through *Join Now*

Below is a sample email that local leaders and the new member will receive following submission of the online form



Dear MICHEAL,

Welcome to the Vermont-NEA

A strong and active membership is the bedrock of our union. By becoming a member, you have joined with 12,000 educators and support staff across Vermont and 3 million public school employees across the country to improve public education. We hope you will take the next step of reaching out to your local leadership about opportunities to become involved in the important work of your union.

Thank You,

Vermont-NEA
10 Wheelock Street
Montpelier, VT 05602

802-223-6375

www.vtnea.org

The email will include the following important information that should be kept on file by the local.

Membership Information

Membership ID #: 0010764149

Membership Type: AC-0-100

Membership Year: 2020-2021

Enrollment Date: 02/09/2021

Membership Effective Date: 02/09/2021

Membership Term: 6 months 22 days

Affiliations

Local: WINDSOR SOUTHEAST EA

State: VERMONT-NEA

National: National Education Association

Financial Information

Total Dues Obligation for 2020-2021, Annual: \$627.91
(May not include any Local Dues Obligation)

Total Optional Funds Contributions: \$0.00

Payment Type: Payroll

It is important to note the "Total Dues Obligation" does not include local dues. If your local has local dues, you should add that to the total amount when you submit this information to your business office for payroll deduction. Enrollees are informed that there may be a local dues obligation in addition to the national and state-affiliate dues.

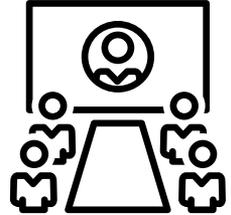
Act 180 Explainer

Act 180 is a new law that went into effect January 1, 2021. It amends both the teacher and support staff state bargaining laws.



Bargaining Unit Lists. The employer must provide the union with an annual list of all employees in the bargaining unit (members and potential members). This list must include each employee's name, work location, job classification, home address, personal email address, home phone number and cell phone number.

New Employee Orientations. The employer must give the union access to new employee orientations or, if there is no orientation, a meeting within 30 days of the hire date. If not during the orientation, the meeting must be held during regular work hours at the worksite for a duration of not less than 60 minutes. Employees must be paid their regular rate of pay for attendance.



New Hire Information. The employer must provide the union with information on new hires within 10 days after the hire date. This information must include the new hire's name, job title, work location, work email, home address, personal email address, home phone number and cell phone number.

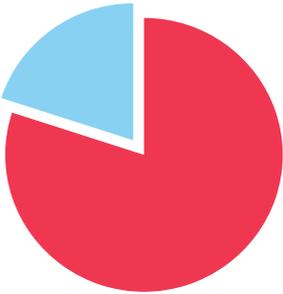


Potential Member Lists

Following passage of Act 180, requests for bargaining unit lists were sent by Vermont-NEA to all S.U.'s throughout the state. As of March 2021, we have received complete lists for 88% of locals.



These lists have been processed through Vermont-NEA's membership database to identify potential members. If we received a bargaining unit list for your local, that potential member information will be made available to you. It is important to note that these lists may contain some inaccuracies and you should compare your list against your membership roster.

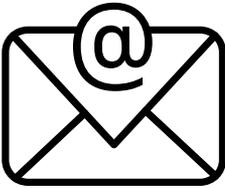


Vermont-NEA used the potential member data collected from these unit lists to calculate membership density (percentage of the total bargaining unit who are dues-paying members) for each local and job classification (teacher and ESP). The goal is to use this data to identify areas of membership strength and potential growth. Above 80% is a healthy membership density.

If we did not receive a list for your local, it likely means that your employer has not met their obligation under Act 180. There are ways to address this. Please contact Vermont-NEA staff to discuss possible remedies.

Engaging Potential Members

Many potential members haven't joined the union because they haven't been asked to do so directly or because there was no follow-up on the initial ask. With our Act 180 information and *Join Now*, we have the ability to engage potential members with a membership ask in multiple ways.



Targeted Email. Send each potential member an email with an ask to join the union. The email could come from the local President, Treasurer or Building Rep.

Text Message. If you have a mobile number for the potential member, you could ask them to join via text and send them a *Join Now* link:
<https://join.nea.org/vermont/>



Phone Call. We now have phone numbers for most potential members. A phone call from the local Membership Contact or a Building Rep is a great way to make a membership ask. You could follow up the call by emailing the link to *Join Now*.

In-person conversation. As always, the in-person one-on-one conversation is the most effective way to make a membership ask. If you can do this in a way that is safe and comfortable for you and the potential member then go for it!



Sample Email to a Potential Member

Hi [Potential Member],

I am writing to you on behalf of our local union – East Windsor Education Association (EWEA).

We are excited to announce the start of our 2021 Early Enrollment period during which you can join your union for no immediate cost! This offer extends to all teachers and support staff, even those who have been union members in the past.

EWEA has been continuing to fight for the health and safety of all of our staff and students all year long. Some of the victories we have achieved include paid February break for school-year employees, paid time for all staff during Covid-19 closures, three additional sick days to protect staff health and a 3 percent pay raise.

At the state level, Vermont-NEA fought for and won a statewide mask mandate for school employees and students, teacher and ESP inclusion on state health and safety decision-making bodies and priority vaccine access for all public-school employees.

Despite these achievements, there is still much work to be done around keeping our health insurance affordable and accessible and protecting teacher pensions.

Will you join us in this effort by becoming a member of our union? You can join online at <https://join.nea.org/vermont/>

We can only advance these goals and protect our accomplishments with a strong and active membership.

Please feel free to reach out with any questions.

Sincerely,

Sherly Applebaum
President, EWEA

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THE UNION OF VERMONT EDUCATORS

Phone Script Template

Hi, is [Potential Member] available? This is _____ from [Local Association].

I am calling to let you know that our 2021 Early Enrollment period started April 1st. You can become a union member for no immediate cost! This offer extends to all teachers and support staff, even those who have been union members in the past.

In the past year, our union has [Local Association Achievements]. And we continue to fight for [Local Association Goals]. But we can only achieve these goals and protect our accomplishments with a strong and active membership.

Will you join us in this effort by becoming a member of our union?

Text Script Template

Hi [Potential Member]. This is _____ from [Local Association]. You can join our union right now at no immediate cost. Will you join us to fight for better public schools?

Yes: Great! You can join online here: <https://join.nea.org/vermont/>

No: Okay. Thanks for all you do!

Maybe/ Not Sure: What questions do you have about membership that I can answer?