PSEA POWER IN NUMBERS

Back to School 2020-21

Overview

REVIEW RECOMMENDATIONS AND MAKE TO-DO LIST FOR YOUR LOCAL

GET CREATIVE WITH WAYS TO COMMUNICATE WITH MEMBERS

WELCOME NEW HIRES AND ASK THEM TO JOIN THE LOCAL

Best Practices for Recruiting New Hires

✓ **Request Employee Information from the School District**

At the start of each school year, the local should request updated seniority lists or employee rosters from the school district to have an accurate list of all employees covered under the bargaining unit. This list should be shared with the appropriate PSEA region office.

Time frame:

August/September

Best Practices for Recruiting New Hires

✓ **Identify Who in Your Local is Best Suited to Make the Ask.**

In most cases, this will be the membership chair, but in some cases your local may want to designate a building rep who is in the same location as the new hire or another member from the same department.

Time frame:

Once you identify who your new hires are, then identify who should talk to them.

Best Practices for Recruiting New Hires

✓ **Reach Out With Information; Don't Pass Out the Information.**

*Keeping a focus on relationship-building is key. Create an infrastructure with new hires whether that's by a phone call, an in-person conversation, a video chat, or other means to share information about the local **and** receive information about the individual's interests and areas of expertise.*

Time frame:

Within the first week or so of school starting

Best Practices for Recruiting New Hires

✓ **End With an "Ask" When Having One-on-One Conversations.**

An example would be asking the new hire to join the local. Identify a follow-up method to communicate again with the new hire. If the initial ask is ignored, what happens next, who follows up? What happens if the person assigned to have a conversation can't do it or it didn't go well?

Time frame:

Early fall

In-Person Conversation

Phone Calls

Emails

Text Message

Online Surveys

Social Media

Reaching our members where they are

We all have different preferences for the way we communicate. Acknowledging barriers for in-person interaction, it's important to have an infrastructure set up for your local to communicate with members in multiple ways.