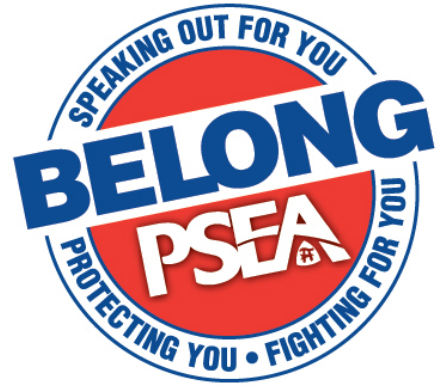


# PSEA MEMBERSHIP RECRUITMENT BEST PRACTICES

As Prepared by PSEA's Region  
Advocacy Coordinators

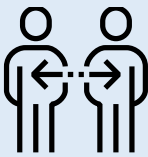


## 1. Request Employee Information from District



*The local association can request a list of new hires before the start of a new school year. Typically, these positions will be approved at either the June or August School Board meetings. Some locals scour the minutes from the summer's board meetings to find the names and positions of new hires. In consultation with your UniServ, your Local could seek an MOU that provides contact information for new hires to be reported to the Local annually.*

## 2. Identify Who is Best Suited to Make the Ask



*In most cases, the Membership Chair will initiate recruitment efforts, but that's not always the case. If your new hires are in a different building or department from where the Membership Chair works, another member or building rep may be better suited to act as the point of contact to welcome that individual and share information with them about the Local.*

## 3. A Little More Talk; Less Transaction

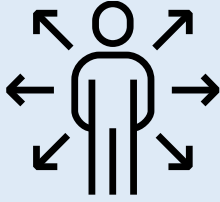


*They say you can never make a second first impression, and the same is true with recruitment efforts. We can no longer operate by distributing enrollment forms in mailboxes and crossing our fingers that new hires will join. When approaching a new hire, consider this: They have likely never been in a union before, and it's likely they are not aware that the compensation, benefits, and terms of the job that they just accepted were negotiated by the union, not just given out by the goodwill of the employer. We are in a unique position to welcome new hires and to help shape their impression of the Association right off the bat.*

### Method of outreach can look differently in every local:

- In-person conversation
- Phone call
- Email to introduce yourself, share your contact information, ask for a cell phone number; consider using a fillable PDF form to capture new hire information.
- Survey new hires' interests: PSEA has form surveys to use as a guide when talking to new hires. This can help the Association find out what the new hire is interested in – and it makes it easy to match up those interests with the existing efforts of PSEA.
- Consider making some kind of online introduction (PowerPoint or video) for officers or building reps to introduce themselves and provide an overview of the union for new hires.
- Create a welcome packet (that can be emailed or delivered) to include information on the district, a list of phone numbers, and any other information that might be helpful like a Weingarten Card.

#### 4. End with an Action



*For the first conversation with a new hire, be sure to end with an ask or an expectation for action. Ask them to join. Make plans to meet and review the contract together. Offer to send additional information on Member Benefits. It's critical to have a follow-up method identified. 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?*

### CHART YOUR OUTREACH

Here is an example for how to keep outreach efforts organized. Locals can save a chart like this in a shareable form (such as a Google Doc) so building reps can build onto it throughout the year.

Name	Position/Building	Point Person	Contact Date	Follow-Up	Interest Level

### INFORMATION PROCESSING

We all have our own preferences for receiving and expressing communications. It is recommended to have a plan in your local association that addresses multiple communications methods for prospective members and current members. The summer presents an opportune time for Local Leaders and Membership Chairs to establish a routine of regular communication outreach.

- ☐ Does your local utilize social media?
- ☐ How do your nonmembers receive information from the local? Consider a public facing social media presence.
- ☐ Do you have "check in" calls phone-tree style now that we're working remotely?
- ☐ Do you have an accurate list of cell phone numbers for members in addition to personal email addresses?

