**AFT Massachusetts Membership Engagement Goals**

*Adopted at September meeting of the AFT Massachusetts Executive Board*

September 2017

**During the upcoming academic year, all AFT Massachusetts locals will focus on accomplishing these 3 goals:**

1. Build Power in the workplace through on site union meetings, 1 on 1 conversations, and local actions
2. Improve data collecting and tracking of our members contact information and union activity to improve our communications strategies, mobilization capabilities, and record keeping
3. Increase training capacity of building reps and activists to build greater strength in our local organizations

**Success will look like:**

1. Every member of AFT Massachusetts local union will have a 1 on 1 conversation about the value of belonging to the union this school year
2. Fifty percent of AFT Massachusetts members will take action (signing a petition, attending an event, etc)
3. Ten percent of AFT Massachusetts members will become activists & engage in winning local & statewide campaigns

**Specific tactics and goals:**

1. AFT Mass will provide sample curriculum for monthly 10 minute meetings.
2. Every local will train building reps to map their worksites & lead 10 minute mtgs
3. Every building rep will have access to a series of skills trainings on:
   1. 101: 1 on 1 organizing conversations, new member orientation (creating multi-layered approaches to acclimating new educators), issue identification, and worksite mapping, 10 minute meetings
   2. 201: Workplace mapping and charting
   3. 301: action training, POWER talking points (“the rap”), worksite mapping
4. By January of 2018 re commit membership cards will be circulated throughout the state in every local union. AFT Mass board, local leaders, staff and trained members, will track, work with fellow union members and get up to date contact info over every member.
5. AFT Mass staff will provide training and oversight for canvassing and phone calls to members unable to sign recommit cards at the work site.
6. AFT Mass will work with our locals and AFT National to create a stipended member organizer program to have local AFT union members talking with their coworkers about the value of belonging and receiving a stipend for their work.
7. AFT Mass will work with member organizers and locals to plug them into locally based external engagement and work with local organizations, community activists, parents, and others in local and statewide iterations of the Massachusetts Education Justice Alliance (MEJA) and/or Raise Up Massachusetts (RUM).