

DRAFT NLRB COMMENT PERIOD PLAN

A TEMPLATE FOR DEVELOPING YOUR LOCAL STRATEGY

INSTITUTION: Your University

CAMPUS COMMENT GOAL: Set a goal based on the number of people you or your group have access to contact information for

TIMELINE: All comments collected before December 16th

TO GET STARTED

Get a group of people together to:

- Think about how the NLRB campaign can support your existing organizing efforts
- Brainstorm ways to raise awareness and collect comments, including office visits, department meetings, events, and direct actions (tabling, rally, etc)
- Calendar out the weeks until December 16th
 - set tentative dates for any comment period events or actions
 - look at the academic calendar to see if there are university events that you could use to raise awareness and collect more comments
 - set benchmarks for how many comments you need to have by the end of each week to reach your goal
- Decide how you will track the number of comments you collect so you can check your progress toward your goals (if you link people to AFTA site we can tell you how many people from your campus have submitted comments)
- Decide what lit or flyers you need in order to build and support your actions
- Develop a social media plan to highlight comment period actions and events
- Set a date, time, and location for a comment campaign kick off event or meeting

Finalize the plan:

- Send an email blast to your network about the issue and your group's plan
 - Include a google form with the following fields:
 - Name, contact info, department
 - Will you submit a comment?
 - Can you help us organize around the NLRB issue?
 - Can you attend the kick off event?
- Identify leaders and activists who will step up to lead the comment period work
- Work together on individual outreach plans that will get you to your group goals
- Get together to make sure you all have the tools you need to succeed
 - Distribute flyers and handouts to pass out
 - Draft a simple email template that folks can send to their department or colleagues, as well as draft text messages that include the comment page link
 - Everyone should develop a specific list of people they will reach out to
 - Make a plan to meet again after doing some outreach to talk about how it went and trouble shoot any difficulties

CARRYING OUT YOUR PLAN

Launching your comment period campaign:

- Begin outreach to all other members, leaders and activists, as well as non-members and allies who may support the effort
- Support the national grad labor campaign on social media
 - Encourage all of your members, leaders and activists to follow @AFTacademics and share stories, retweet others' actions and events, and submit your own pictures and stories to the AFT Academics group
- Bring the national grad labor campaign home to your campus by sharing out actions and victories in other places as you go along (share and show our movement growing!)
- If there are folks who want to share their stories more broadly, connect them with the AFTA organizers to connect with the national plan for press and media
- Use participating in national campaign events to help you reach your goal
- Add comment engagement to already planned events/trainings/socials
- Ask folks who take one action (such as submitting a comment) to join you in taking further actions, bringing more new people into the movement
- Continue to try to identify leaders and activists and have broader organizing conversations about your issue campaigns and goals

Reaching your comment goals:

- Check-in throughout the 60 day comment period
 - What's working and what should you adjust?
 - Do your colleagues have everything they need to succeed?
 - Use your benchmarks to track your success
 - Add ideas as you go to help you reach or surpass your goals
 - Check with AFTA to see how many comments have come from your university
- When you reach your goal, make sure to celebrate that victory with everyone who participated!

BUILDING ON YOUR NLRB CAMPAIGN

- Once the comment period closes, share out your victories, and the successes and highlights of the national campaign - grads won't be stopped, even if the laws aren't in our favor!
- Follow up with everyone who commented and participated and encourage them to continue organizing to improve conditions at your university
- Use this template to plan out the next stage of your organizing - get a group together, set a concrete goal, lay out a timeline with benchmarks, develop tactics for reaching that goal, and check your progress to stay on track
- AFT Academics would love to help you organize where you are! Join us to get started with strategic planning help, trainings, resources, and more.

