

Some thoughts about "captive audience" orientation events . . .

- Carefully examine the effectiveness of current efforts. Are we achieving what we think we are achieving? Do we *even* know what we are trying to achieve?
- Have we asked new employees who attended the orientation what they think?
- Are we giving deliberate thought to things like: Who is the best "messenger?" How do we take care not to "third party" the union? How do we stand out as an organization of professionals, a community of colleagues vs. an extension of the employer or just another bureaucracy? What is the central message we are trying to communicate? How do we focus to ensure that is what is heard?.
- What can we do to make sure that the orientation *just the beginning* of our outreach efforts?

ACTIVITY TWO

Considering the previous discussion about “captive audience” orientation events . . .

If your local union currently participates in such an event:

- How can you evaluate what you are doing and what improvements you can make immediately?”

If your local union currently *does not* participate in such an event:

- How can you gain a place on the orientation event agenda (if one exists) and/or how can you create a better alternative venue?

Union as “First Friend, Best Friend” as a strategy for building enthusiasm . . .

- New employees, regardless of age/experience, share needs for survival and success. And they want support in the form of a person on the job when they need it.
- This gives us the perfect opportunity to engage in a relevant way that builds enthusiasm.
- But it requires that we organize our efforts so all new employees get a personal contact as soon as possible and as regularly as possible over the first few months to year on the job related to their needs.
- Help to:
 - Know the worksite and their colleagues
 - Survive and thrive professionally
 - Navigate bureaucracy and cope with worklife “events”
 - Understand the union (and the contract)
 - Learn the value of union membership/activism

ACTIVITY THREE

- Let's brainstorm a list of “needs” your new hires might have in relation to the following:
 - Knowing the worksite and their colleagues
 - Surviving and thriving professionally
 - Navigating bureaucracy and coping with worklife “events”
 - Understanding the union (and the contract)
 - Learning the value of union membership/activism
- Then for the needs we have identified, let's see if we can come up with practical ways the union might meet these needs, preferably with a personal contact.
- So how do you do it upon returning home? How do you build a union as “First Friend, Best Friend” program?