

**Executive Committee Meeting**

**April 3rd 2020, 9am-12noon**

**GoToMeeting**

Meeting called to order at 9:00 a.m.

Present: SW President Chet Jorgenson, SW Vice President Thu Phan, SW Treasurer Todd Maki, SW Secretary Lynn Butcher, Political Council Chair Cathleen Cotter, Organizing Council Chair Sarah Evans

Staff: Executive Director Lina Jamoul

**Strategic discussion**

* What are the key opportunities and key challenges facing us?
	+ COVID-19 has changed everything. Exec team walked through opportunities/challenges for members, organization, state & federal picture.
* Outreach to members

**Time certain: 10am Ben Gordon and Jonathan Lange, IAF**

* Ben & Jonathan shared efforts in IAF to maintain/strengthen outreach to members during this crisis; initially, outreach was more limited, and then took a systematic approach to working with their organizations across the country (metro IAF). The trend in all the organizations (Milwaukee, Boston, Ct.) outreach is taking two forms: Organizations have amassed lists of people who have taken part in big actions or teams working on issue campaigns and have divided up those lists to call and check in with those folks; and leaders within member organizations (churches, mosques, etc.) doing the same within their organizations – calling congregation, etc. and checking in. Response has been overwhelmingly positive, with recipients of the calls expressing appreciation and also occasional needs for the organizations to help with as well as opportunities for organizing and action. One example from calling in Milwaukee was that in talking to a number of parents, they found nothing was happening with public schools to ensure parents and students were supported during the shut-down; the organizations has since collaborated with parents, local teachers unions and school district to put together real educational program.
* Jonathan expressed that something like this could be enacted relatively quickly, with a short online training for folks who then can start calling. The biggest concern folks have had is having someone ask a question they don’t know the answer to, but what they have actually found is appreciation from people they are checking in with. They have done a few campaigns like a virtual battle of the bands fundraiser, that was organized entirely virtually, but the most important piece in the outreach is not the campaign, rather the human relationships that are being built or maintained. Suggested that if MAPE did something similar, it could eventually become a powerful recruitment tool.
* Ben clarified that these are short check-in calls and should only take a few minutes in most cases and that the call is the action: call through the list, leave a message if no one is home, and move to the next number. Lynn confirmed, based on her outreach to 1901 members that calls were taking a few minutes each, unless there was a problem or previous relationship in place. Focus should be on reaching as many members as possible, and also non-members – with an ask to join.
* Lina suggested tracking issues and forwarding them to OC for follow-up and/or campaign ideas.
* Todd suggested the task could be more manageable if we take a hierarchical approach: stewards reaching out to other stewards, local officers reaching out to other local officers, etc.
* Jonathan suggested purchase of burner phones for folks who prefer not to use their personal cell phones; Lina suggested these could be reused for poltical action this summer and fall since it is unlikely that we will be able to door knock.
* Lina suggested a pilot where each exec committee member calls 10-20 people from their local; Jonathan agreed that a pilot is a good idea, but should be bigger than 10-20; all people doing should have a spreadsheet to track calls; track places where left info; 1-2 pieces of information you learned; things that are so scary or dangerous they need a call back from a steward. Lynn agreed to create the spreadsheet. All agreed to pilot the calls and then we would expand to whoever would like to join us (local officers, regional directors, stewards, etc.). When finished calling, people can send their logs to Lynn who will compile the data. Lina will make sure people who need them get lists.

**2020 goals**

*Effective and trained local, agency and membership teams that reach members broadly and deeply*

* Member Engagement Strategies
	+ Discussed using technology in a participatory way
	+ OC is planning a virtual meeting with MAPE Leaders
	+ Staff will support this with research on GoToMeeting upgrade and will connect with OC/PC
* Reopening combined charities drive
	+ Pros: already set up for automatic payroll deductions; deductions can be changed at any time without MMB having to re-open the combined charities campaign; it can be used by other unions / all state employees who may also want to contribute
	+ Cons: not specific to MAPE; for individuals, not for Locals
	+ Chet is going to check with other unions and the Governor’s team to see if there is an interest in promoting this option.
* OC updates
	+ OC meets Friday, April 9
	+ OC remote outreach and training (what we’re up to, NEO)
	+ Mental health resources + remote yoga class/meditation

**Reaction to Climate Study**

* Discussed reactions from staff and Chief Stewards.

**Meeting adjourned at noon**

**Next meeting: May 1, 2020**