



# Let's Get Organized!

## Promoting and Retaining Membership

*“The key to successful membership recruitment and maintenance is the recognition that membership success is everyone’s job.”*

*Dennis Van Roekel*

NEA President

# Why Membership Increase?

- Bargaining a new contract in 2012.
- Strong political presence for attacks on public education in 2012 Legislature.
- Strength in numbers increases success in member advocacy with the District and public.

# Generational Data of LEA Members

Traditionalists	1922-45	47
Boomers	1946-64	945
Gen X	1965-80	1,018
Gen Y	1981-2001	270
Total		2,280

# Organizing 4 Generations

## Traditionalists 1922-45

- Shaped by WW II and Depression
- Disciplined, conservative, patriotic, frugal
- “make do”, respect authority
- Defined by the term ‘sacrifice’
- Key words: Reliable, duty, value

# Organizing 4 Generations

## Boomers 1946-64

- Defining events: JFK, MLK, Vietnam War
- Accomplish anything with collaboration
- Believe anything is possible
- Majority attended college
- Politically correct, consensus-driven
- Key Words: Make a difference.

# Organizing 4 Generations

## Generation X 1965-80

- Defining moments: Watergate, Gulf War, Challenger explosion
- Latchkey kids, full time working moms
- Tend to be self-sufficient, pragmatic
- Must know “what’s in it for me”!
- Key words: best, finest, world-class

# Organizing 4 Generations

## Generation Y 1981-2001

- 79 million in this group
- AKA Millennials, Born with a mouse in their hands, process information differently
- Witnessed 9/11—defining moment
- Like instant gratification
- Key words: Global diversity, balance

# Matching the Message to the Generation

- Traditionalists “Uncle Sam Wants You!”
- Boomers “Be All You Can Be!”
- Generation X “An Army of One!”
- Generation Y “Army STRONG!”

# Communicating Across the Generations

- One phone, operators, phone booths
- Slim Line push button phones
- Cordless Phones
- Wireless

# Communications Part 2

- Traditionalists and Boomers use the phone to communicate, write letters and send thank you notes
- Gen X and Gen Y look for efficiency when they communicate. Rarely call, use texts and/or emails and decide when to return a call

# Differing Goals

- Traditionalists and Boomers: Look for success with long-range goals, look for the common good.
- Gen X and Gen Y: Use more independent approach, ask how will this help me be more versatile—look for an investment for their future.

# What if no LEA Contract?

- Appraiser's opinion is final
- One plan time per day
- Increase your contract days at will
- No health insurance coverage
- No leaves of any kind
- Different pay for different teachers
- No continuing contract
- No collective bargaining
- Weak retirement

# Recruiting New Members

- Contact both new teachers and non-members. Determine the most efficient method.
- Schedule a LEA event and invite new, current and non-members.
- Making a personal contact will result in new members.
- Thank current members for their continued membership.

# Organizing Your Building

- Spend time at your tables to discuss and plan out your membership plan for your building.
- Be prepared to share ONE idea/strategy that you plan to use to increase membership in your building.
- Establish a membership goal for your building.

# Honoring Elementary Schools with Highest Membership

- Kahoa 97%
- Randolph 93%
- Hartley 92%

# Honoring Middle Schools with Highest Membership

- Mickle 84%
- Scott 81%