



**CSEA CAPITAL REGION FALL CONFERENCE
BUILD AND BOOST INTERNAL COMMUNICATIONS
THERESE ASSALIAN – CSEA CAPITAL REGION COMMUNICATIONS**

Communicating and connecting with members is how we build union power. This workshop boosts dialogue and reviews methods, best practices and up-to-date resources for activists to boost member communications and engagement.

Checklist:

- _____ We hold regular membership meetings w/advance notice & posted agenda
- _____ We held a union Information Day for our Local/Unit within the last 2 years
- _____ We have current union bulletin boards throughout all work locations
- _____ We have a system in place to meet and orient new members
- _____ We have a Local/Unit newsletter
- _____ We have a Local/Unit web site or social media presence ie Facebook
- _____ We have our members' e-mail addresses so that we can reach them easily
- _____ We share materials that we get at conferences with our members
- _____ We promote our union activities to our members
- _____ We visibly post the identity and contact info for our union officers & stewards
- _____ We recognize the successes and accomplishments of our members
- _____ We hold social events for our members
- _____ We keep our Labor Relations Specialists aware of our issues and concerns
- _____ We've mapped our workplace and know who and where our members are
- _____ We ask and receive regular feedback from members
- _____ The CSEA logo is prominent on all union-related materials
- _____ We ask our members regularly to get involved with specific opportunities
- _____ We visibly show our union pride with fliers, t-shirts, banners
- _____ We educate our members about union operations
- _____ We inform our members about what's going on in the union

Share CSEA news, happenings, updates.
Do it on a schedule.
Do it different ways.
Do it across multiple platforms.
In-person is ideal.

Example:

Take a csea benefit like the legal service plan. Post the link in an email to members. Print out the form and have stewards pass it around to members. Share the link on social. If someone has not signed up for membership, you can drop them a note and share a copy as an example of a union benefit.

Best zero-effort way for local information/events as well as job type specific updates
Ask members to register for CSEA account with personal email
<https://memberlink.cseany.org/login.aspx?ReturnURL=https://cseany.org/mb>

Boosting member sign-up = reaching more members via text blast for locals/units.

(Now available to Unit Presidents)

The CSEA Information Technology (IT) Department is always working to improve the MyCSEA mobile app. The latest version includes a new tool that allows local and Unit presidents to send a 50-character broadcast message (like a text or a tweet) to any member of your Local/Unit that has downloaded and signed into the My CSEA mobile app. This tool can be used to announce a membership meeting or other activities in your local or unit. To set up a demonstration and tutorial, please contact Amrit Singh in the IT Department at 1-800-342-4146 or email amrit.singh@cseainc.org.

Content for sharing via bulletin board, newsletter, facebook or flyer
Scheduled communications is best way.

Post your officer contact names on bulletin boards: <https://cseany.org/wp-content/uploads/2020/10/AtYourService.pdf>

EDUCATION & TRAINING schedules: <https://cseany.org/education-and-training-webinars>

General info on the R4 website: news, upcoming events and registration
<https://cseany.org/R4>

current is registration for Malta Drive-In October 6
Greene county drive-in October 12

Region newsletter, quarterly via email to action network and hosted on R4 website
<https://cseany.org/wp-content/uploads/2022/06/Region-4-Dispatch-for-June-2022.pdf>

Workforce articles <https://cseany.org/workforce/>

Share a local story from the workforce site <https://cseany.org/workforce/?p=11475>

Local wins – we won a grievance

Events and meetings

Member benefits- pick one to promote

SAFETY

Safety Net newsletter <https://cseany.org/safetynet>

Highlight a recent issue or topic – back to school safety

Workplace issues

POLITICAL ACTION – way beyond endorsements

<https://cseany.org/legislative-political-action>

Legislative wins – change the convo. Tier 5/6, bonuses

Onboarding new employees, retaining ones we have:

<https://cseany.org/advantage>

MEMBER BENEFITS – cseany/mb

Accidental death benefit – 10K policy free to members <https://cseany.org/wp-content/uploads/2020/10/Met-Life-and-Member-Application-12.20191-2.pdf>

Orlando Travel savings <https://www.orlandoemployeediscounts.com/index-new/>

Other entertainment travel offers <https://memberdeals.com/cseany/?login=1#close>

Legal services plan https://cseany.org/wp-content/uploads/2021/02/Legal-Services-Plan-Web-1_up.pdf

VISIBILITY – swag, csea merch

<https://csea-merchandise-market.com/>

Promotional products: <https://www.susiespecialties.com/> (they will locate union vendors)

For Albany area awards, plaques and t-shirts:

Awards by Walsh - Peggy Kownack, 233 Ontario Street Cohoes NY 12047

518-235-6362 Fax: 518-235-6330

<https://www.awardsbywalsh.com/>

In **officer resources** from CSEA website:

Use **Print shop order form** for letterhead, envelopes, business cards for officers, stewards, building reps, grievance reps, committee folks, etc

CSEA or R4 Logo requests- for fliers or for a print order. Therese.Assalian@cseainc.org

To customize a logo for your local or unit or for internal use, social, or merch order.

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