
ASEA/AFSCME Local 52

Strategic Goals & Action Plan



STRENGTH IN UNITY

STRATEGIC GOALS – ADOPTED BY ASEA STATE EXEC BOARD
ACTION PLAN – PREPARED BY STAFF PLANNING GROUP
Adopted by the State Executive Board – 12/13/07

ASEA Local 52 Strategic Goals (with notes from ASEA Sept. E-Brd. planning session)

In order to meet the mission and strive toward the vision of ASEA including a strong contract and member solidarity, the ASEA Executive Board adopts the following strategic goals:

1. Organize new bargaining groups and increase active membership

*Broaden our membership/Grow the Union/New Bargaining Groups/Internal Organizing
Increase active membership and organizing activities
Organize new bargaining groups and increase active membership*

2. Increase financial resources of the union to meet member needs

3. Improve internal communication and member education

Energize the BAT system and enhance member education super-structure/two-way communication/member surveys. Member Education (WII-FM – What's in it for me?) To look at what is attractive to the membership and improve member services. Communicate and Educate and reach out to the membership via door to door (one on one) and find new methods of approaching complacent members. Practical approaches to mitigating conflict between and within one leadership. Mitigate member conflict (Solidarity – Disagreement ok/good)

4. Strengthen ASEA's Public Image and Increase public awareness of the valuable services ASEA members provide

Develop improved communication and education to and from the public; the State Government/Legislators/Senators; Union Membership; and Union leadership. Improve our public image

5. Increase ASEA Local 52's political strength

Increase PAC membership and contributions/Promote your paycheck/Elect public employee friendly politicians. Change Political Landscape in order to rebuild the middle class and educate our members of why we need to make this change happen Political Strength

Measurements:

Develop practical approaches to mitigating conflict between and within the membership

*Practical approaches to mitigating conflict between and within one leadership.
Change Political Landscape in order to rebuild the middle class and educate our members of why we need to make this change happen. Mitigate member conflict (Solidarity – Disagreement ok/good)*

Improved process for negotiating a superior contract

Improve process for contract (Measurement = strong contract)

ASEA ACTION PLAN 2008

ORGANIZING NEW BARGAINING GROUPS AND INCREASE ACTIVE MEMBERSHIP						
	Action	Who - Primary	Who - Support	Desired Outcome (measurement)	Resources required	Deadline
1A	Regular Consistent worksite meetings	Chapter Chief Steward	Anchorage - Sam Fairbanks - CarrieAnn Juneau - Kim	Urban - 1 worksite a week and Rural - 1 per month	Emails, chapter lists, and Union materials	
Notes:						
1B	Identify potential organizing groups	Sam/George	Jackie	Organize at least one new bargaining unit	\$\$ for organizing, VMOs, Staff from other places	CY2008
Notes:						
1C	Get under 35 members involved	Skye	BAs & others	Formalize an active group "New Wave"	Materials- internet/webpage / money for events - Meeting/ conference (annual)	
Notes:						

INCREASE FINANCIAL RESOURCES OF THE UNION TO MEET MEMBER NEEDS							
	Action	Who - Primary	Who - Support	Desired Outcome (measurement)	Resources required	Deadline	
2A	Adopt progressive dues structure	Exec Board	Staff	Pass constitutional amendment at convention and run dues increase vote in October 2008	Powerpoint presentation at convention / \$\$\$ for educational program	Jan 08 & then Oct for the vote	
Notes:							
2B	Continue to control costs	Jim	Staff	Reduce the budget deficit	New members/ Dues increase /AFSCME Grants		
Notes:							
2C	Organize new bargaining units	See Goal 1B					
Notes:							

IMPROVE INTERNAL COMMUNICATIONS AND MEMBER EDUCATION

	Action	Who - Primary	Who - Support	Desired Outcome (measurement)	Resources required	Deadline
3A	Chapters to adopt new members	Chapter leaders	Exec Board and staff support	Each steward each month adopt one inactive member and activate them	Reporting system	
Notes:						
3B	Increase worksite visits/visibility by business agents	Bus. Agents by assignment	George/Sam	At least one worksite visit per month per business agent	Name tags / table banner	
				rural: at least twice per year	Travel \$\$\$	
Notes:						
3C	AFSCME Training/Targeted specificity	AFSCME STAFF	ASEA Staff	Increase # of participants in training / Offer at least two new training programs	AFSCME Staff / Increase in training budget	
Notes:						

STRENGTHEN ASEA PUBLIC IMAGE AND AWARENESS

	Action	Who - Primary	Who - Support	Desired Outcome (measurement)	Resources required	Deadline
4A	Statewide framework for media campaign	Sharon	Staff	Increase the ASEA perception as measured by the Ivan Moore Poll	Increase PR \$\$\$	
Notes:						
4B	Chapters increase visibility thru community activities	Chapter Leadership	Sharon/Staff	# of activities chapters are involved in	Media/Press /Chapter Members / Chapter \$\$\$	
Notes:						

INCREASE ASEA POLITICAL STRENGTH

	Action	Who - Primary	Who - Support	Desired Outcome (measurement)	Resources required	Deadline
5A	Get members active on campaigns	Fate	Skye	Increase # of members actively working campaigns	Phone Bank for volunteers	
Notes:						
5B	Increase PEOPLE/PAC/MAP	Fate	Jackie	Increase # & \$\$\$\$	Staff/Members	
Notes:						
5C	Communicate who (legis) to support and why	Fate	Reber/Sharon	Increase voter participation	Materials / \$\$\$\$ / Mailings / Website	
Notes:						