



ASEA AFSCME
Local 52

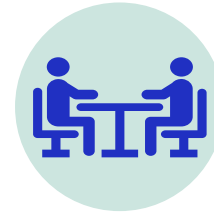
New Employee Member Outreach



Outcomes



Understand why we need to sign-up new members



Identify best practices for conversations w/ new employees



Develop personal stories about ASEA wins and benefits



Commit to conducting these conversations

**Why is
signing up
new
members
important?**



Unions Keep Inequality in Check

Fewer workers are unionized today.



That's a problem because:

1 Unions win higher wages for their workers.

↑ 10–20%

more pay than nonunion workers, over the past 80 years.



THE
Nation.

Source: Henry Farber, Dan Herbst, Ilyana Kuziemko, and Suresh Naidu, "Unions and Inequality Over the Twentieth Century," May 2018. "Unions and Inequality Over the Twentieth Century," May 2018. 2018 Infographic: Tracy Matsue Loeffelholz

2 People of color benefit most.

In 1962, the income boost from union membership was nearly

↑ 5x

larger for workers of color than white workers.



3

So, more unions mean less inequality.

If union membership had stayed at 1950s levels, the growth in income share of the top 10% would have been reduced

↓ 50%



proud



angry



worried



happy



sad



disgusted



excited



confused



ASEA New Hire Outreach Process



**Formal
Orientation**



**Follow-Up
Email**



**Welcome from
Steward/
Coworker**

**Workers who
join together
and use their
strength to have
a voice in their
workplace.**



***Welcome to
Our Union,
ASEA!***

**What
questions
can you
ask new
hires?**



Questions

- How has your first week been?
- What interested you about working here?
- Do you have any questions so far?
- Have you gotten a chance to meet our other co-workers?
- Where did you work before this?
- Have you been part of a union before?

WHAT'S YOUR

STORY

Your personal Story

- **Have you ever worked a non-union job?** What was it like? What did you experience?
- **What does your union job provide?** How does your union job compare? How do the wages, benefits, and protections on the job compare? What do you value about having a voice on the job?
- **What challenges have you faced recently?** How did our union help you?
- **What do you find fulfilling about your job?** What drew you to public service? What do you value about the work you do?

**What
values
does our
union
stand for?**



What's your message?

- ☐ **What makes ASEA important?**
- ☐ **Why did you take this job & what makes you stay?**
- ☐ **What's at risk if we lose ASEA?**
- ☐ **What are we fighting for now?**



Best Practices...

- Set up a system in which stewards, Union leaders or coworkers welcome new hires in one-on-one conversations during their first days at work.
- Talk to new hires on the first day and check-in throughout their first three months.
- Local leaders and Stewards should be the drivers of this program.
- Encourage their involvement in attending union events and/or membership committees.
- Don't say 'the union', instead use inclusive language such as US, WE, and OUR UNION.
- Stay away from union jargon that might make our Union seem too exclusive.

Closing Thoughts

