

Digital Organizing, COVID-19 & Future of Work:

"How to organize on the Shopfloor when you don't have one"





The 4 stages of organizing

1. Contact
 2. Committee
 3. Campaign
 4. Contract
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The 4 Stages of Organizing

1 - CONTACT

- Build a list of the entire workplace: name, title, department, contact information
- Map the workplace:
 - **Socially:** Leaders by department, social group, demographic. Who knows each other? Who do you not have any contact with?
 - **Physically:** Where can you talk privately? Can you arrange calls if working remotely?
- Assess interest in forming a union (30% pro, 50% undecided, 20% or less anti-union)

The 4 Stages of Organizing

1 - CONTACT

- 1 – Wore red, on Committee
- 2 – Wore red
- 3 – No red, but verbally supportive/on the fence
- 4 – No red, passively opposed
- 5 – No red, actively hostile
- = leader

Add social group and leaders

Department 1

2	Sara Hayes
2	Carla Robinson ★
2	Christy Brown
1	Kelly Mathes

1	Joe Johnson ★
2	Jason Park
2	Tommy Smith
2	Karen Brand
2	Missy Clark

3	Cathy Mitchell
2	Cindy Carnes
2	Sue Kelly
3	Nancy Haas
2	Bob Bett

4	John Scott
3	Bill Meyer

Department 2

4	Matt Michaels
4	Jeff Lee
4	Jerry Kopp

2	Patty Lewis
3	JoAnn Park
3	Deb Clark
1	Rosa Miller

4	Gary Moore
3	Patty Petersen
3	Kim Roland
3	Lisa Stiver

3	Paula Harris
3	Theresa Pool
3	Nichole Parsons
3	Robin Allen
3	Vicki Lincoln

Department 3

2	Rhonda Montgomery
4	Kelly LaPorte
4	Shirley Eaton
4	Mandy Robinson

2	Greg Ferguson
4	Tom Carpenter ★
4	Nathan Wise
3	Brian Atkins

4	Sue Valentine
2	Terri Lewis ★
2	Susan Struthers
2	LaTonya Marshall
1	Donna Craig

2	Sandy Courtney
2	Donald Jones
5	Renee Fahey

The 4 Stages of Organizing

1 - CONTACT

- **Initially, go through the chart as a group and identify:**
 - Leaders - who is respected, good at their job and who other people turn to for help
 - Social connections - carpools, social groups, shared hobbies, etc.
 - Who is likely supportive? What workplace issues have people had in the past?
- **Then, go through the workplace or department list with each new supporter as well**

The 4 Stages of Organizing

2 - COMMITTEE

- 10% of the workplace (more in a smaller workplace)
- Representative: departments, shifts, demographics, social groups
- Organic leaders
- Trained and committed

This increases your chance of success 30%

The 4 Stages of Organizing

2 - COMMITTEE

What does the committee do?

- Leads the organizing campaign
- Shares the workload
- Meet regularly to assess progress
- Identify unifying issues
- Makes decisions about next steps

The 4 Stages of Organizing

3 - CAMPAIGN

- Systematic one-on-one approach of your coworkers
 - Find out their issues, educate, ask to sign card, inoculate against management response
- Goal: 75% of the workplace sign a union card: indicating their support for a union, that they are ready to go public when a majority of workers are on board and **commitment to vote YES**
- Make sure every worker is prepared for management response
- Have a mission statement ready to go public
- Prepare public campaign: press release, spokespeople, twitter, Pic and Quotes, map community allies
- Then file cards with provincial or federal labour relations board
- **If your work falls under a provincial jurisdiction**, the Board will work with your union and company to define the bargaining unit, verify you have sufficient support, and arrange a vote
- **If your work falls under federal jurisdiction**, the Board will work with the union and company to define bargaining unit and verify membership list. Then will determine if you have majority support before issuing a certificate

The 4 Stages of Organizing

3- CAMPAIGN

- Normally, the vote happens in the workplace or online, about one week after you file the union cards
- The week between filing and the vote is **KEY**
 - Management will run their anti-union campaign
 - You and your coworkers counter it by:
 - Checking in with everyone on your list
 - Show public support for the union: signed mission statement, buttons, t-shirts, zoom backgrounds
 - Asking good questions in captive audience meetings
 - Display of community support
- If you win the vote by a simple majority (50% + 1) of people who vote, the Board will certify your union
- The company is then legally obligated to negotiate in good faith over wages and working conditions

The 4 Stages of Organizing

4- CONTRACT

- Prepare for bargaining
 - A bargaining committee, executive and contract action committee is then selected by their coworkers.
 - Your ability to negotiate a good contract depends on the balance of power at the table, in the workplace and the community.
 - **The bargaining committee:** surveys their coworkers to identify priorities and, along with union staff, negotiate with management. They also keep their coworkers informed and showing unity during negotiations.
 - A **contract action committee** is formed to keep members informed and engaged throughout negotiations, and to plan a campaign to build power in the workplace and the community.
 - Once the company and bargaining committee have reached an agreement, the employees vote to ratify it. If a majority approves, the agreement takes effect
 - The company must follow the contract and can't unilaterally make changes
 - Once the contract is in place, you start paying dues. Each member contributes dues to sustain the organizing, negotiating, training, and research work of your union. All of this supports workers in their ongoing fight for better working conditions across our sectors.

The 4 Stages of Organizing

4- CONTRACT

- Setting up your new union
 - You'll elect an executive council and select stewards
 - All members will receive training on representing each other and organizing when issues arise in the workplace, even before your first contract is in place
 - Systems are put in place to make sure all new members are welcomed into the union and all members have access to regular updates