2015

Communications Awards

AWARD WINNERS

Prepared March 24, 2015

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San Mateo Community College Federation of Teachers AFT Local 1493 AFL-CIO

aft1493.org

PRIL 2014

Volume 37 Number 5

Skyline's new media policy restricts employees' right to free speech

by Robert J. Bezemek, AFT Local 1493 attorney

On March 12, 2014 Skyline College announced to employees its unilaterally adopted "Media Policy" designed to "protect" the college's "brand and



Robert J. Bezemek

image." The policy attempts to do this by restricting faculty comments to reporters and "the media." To be fair, the document does not outright forbid such comments. Rather, it "recommends" and "requests" that employees not speak to reporters, but

forward all inquiries to the Director of Marketing, Communication and Public Relations. However, the manner of its presentation, and its emphasis on such protocols reasonably communicates a message that employees should not respond directly to the media. In this way the policy has a "Big Brother"-like approach that coerces compliance, and discourages or "chills" employees' exercise of their constitutional and statutory rights of employees.

Recalling the Pentagon Papers case

The newly-crafted policy illustrates why it is never too late to review the meaning of free speech in America, and to revisit the famous case of the Pentagon Papers and the "prior restraint" doctrine. It all began when a public employee, Daniel Ellsberg, released documents to the New York Times and Washington Post that included a secret "history" of American involvement in Viet Nam, Laos and Cambodia, which contradicted information previously released by the government to Congress and the American people. To prevent publication of the "papers", the United States obtained an injunction. In a landmark decision, the US Supreme Court held that this injunction constituted illegal prior restraint on speech. See New York Times v. Sullivan (1971) 403 US 713. The Court relied on an opinion issued 7 decades earlier, that a main purpose of the First Amendment was to forbid "previous restraints" on publication of information. The Times case is not limited to the US government, but applies to all governmental bodies.

The putative Skyline policy is a quintessential example continued on page 8

Best News Writing

FIRST

San Mateo Community College Federation of Teachers

"Skyline's new media policy restricts employees' rights to free speech"

By Robert Bezemek, Attorney

Judges' comments: This article addresses alarming trends in the larger society and reinforces the need for continued vigilance. A legal news story that addresses a contemporary issue, but is not written in legalese. It also illustrates how settled law is never settled.

SECOND

United Teachers Los Angeles

"UTLA kicks organizing into high gear"
By Kim Turner, Communications Specialist

THIRD

Los Angeles College Faculty Guild

"Faculty Efforts Benefit Students"
By Deborah Kaye

HONORABLE MENTION (TIE)

United Professors of Marin

"Remembering Pete Seeger" By Arthur Lutz, Editor

AFT College Staff Guild

"Our Community Partners/Real Action on Black Job Crisis"

By Velma J. Butler, President; Dorothy Bates, First Vice President; Sandra Lepore, Executive Director; Steve Weingarten, Communications

Prez Sez

The Real Violence in the NFL is Domestic

By David Yancey, AFT 6157 President

In a sport that allows 285lb men to collide with other similarly sized men causing bones to break, brains to be rattled and sometimes worse, all to the roar of a cheering crowd surely meets the criteria for being called violent. The Roman's had their Coliseum and we have the NFL. Billions of dollars and millions of fans are involved in this weekly ritual that has taken on the aura of a "national pastime". You only have to pay just minimal attention to see the almost unnatural passion with which all the participants, including the fans, immerse themselves in this orgy of athletic warfare.

The Nature of the Game

Most people have always accepted the violent nature of the sport, and many even relish the hit that makes the highlight reels. Even worse are those few who savor those season or career ending injuries. Quite often, people rationalize that these men know the risk, take that risk freely making millions of dollars in salaries and endorsements, and proclaim, "Anyway it is just the nature of the game".

Nonetheless, lately we have seen the dark underbelly of the NFL, those who run it, and those who play in it. Multiple NFL players have been in the headlines in recent weeks with gruesome examples of how their violent nature that may make them heroes on

Sundays makes them dangerous brutes the rest of the week. Of course, they are not brutes to other players with similar motivations or dispositions but to those around them—those they profess to love and respect. Mostly the recipients of this violence are their wives.

Not a New Problem

Domestic Violence is really not new to our society. It is almost always, the woman who is battered/beaten or even killed in these situations. Some men

like to point to the rare exception to that rule to somehow justify the rule but that logic is as lame as their rationalization. Women are constant victims of domestic violence by someone close to them or someone with whom that have some relationship. What

makes the NFL domestic violence worse is that in this day and age when we know how wrong this is, those who own and manage the NFL don't intercede when they learn of it because of the impact on their profit margins.

One does not have to go far to find examples of this; the Minnesota Vikings lose badly one week and reinstate their indicted player (indicted for hitting his four year old with a stick) to ensure they don't lose again and when the public reaction gets bad enough(which means their sponsors

Best Editorial or Column

FIRST

San Jose/Evergreen Federation of Teachers

"Prez Sez — The Real Violence in the NFL is Domestic"

By David Yancey, President

Judges' comments: Compelling examination of a major societal issue. Illuminates the

problem and points to positive steps that can be taken to address the issue.

SECOND

San Francisco Community College Federation of Teachers

"Fighting the Inequality Agenda"
By Tim Killikelly, President

THIRD

Citrus College Adjunct Faculty Federation

"The State Budget Situation and how it will affect Citrus College" By Bill Zeman, President

HONORABLE MENTION (TIE)

Los Angeles College Faculty Guild

"Celebrating 50 Years of Union Activism"
By Joanne Waddell, President

Part-Time Faculty Association of Allan Hancock College

"American Higher Education, A System Built on Sand"

By Mark James Miller, President

FACULTY FOCUS

Project Change at CSM: First program in county to bridge gap from incarceration to higher education

By Katie Bliss, CSM English Professor

Sitting atop Tower Road off 92 in San Mateo is a newly renovated large and modern building, which operates as the county's juvenile detention facility, and has for over 50 years;



Katie Blis

just five miles down the street off of 92 atop Hillsdale Boulevard is the College of San Mateo, which has served the community to provide open access to higher education and has just recently celebrated its 50% anniversary. These two institutions have always been so close in proximity, but so seemingly separate in purpose and communication; however, over the last several years, attitudes about the best ways to help at-risk youth create change

in their lives in a positive way has evolved from punishment to rehabilitation. For the first time in San Mateo County, there is an all inclusive bridge program that links these two facilities together to help young people make the transition from incarceration to higher education, and it is called Project Change.

For many years, students have been able to acquire high school credit or receive their GEDs while incarcerated; however, there hasn't been anything formally in place for students to begin their work on a college degree, or a specific support network for them when they start attending college. In this difficult economic climate where a postsecondary degree or credential is imperative for job opportunities, it is invaluable that all youth have access to quality higher education. Furthermore, when youth are involved with the criminal justice system, it can heighten the magnitude of disconnect from education, which results in devastating effects on the attainment of a career, economic success emotional well-being, and a positive sense of self. There has been a strong need for programs that provide opportunities for young people when they are released back into the community. Career training and high school level education has been the primary focus, and now the next building block for opportunity and change is higher education.

The College of San Mateo's Project Change is an allinclusive, collaborative bridge program that provides the resources of academic and emotional support to help students make the successful transition from juvenile hall to community college. The program was approved by the Basic Skills Initiative in November 2013 and is currently in the development period. The pilot is set to begin this summer in June 2014. Project Change collaborates with Gateway Community School, the nonprofit Each One Reach One, the juvenille hall Youth Services Center, with services campus wide at the College of San Mateo, and with faculty and staff from across the disciplines to provide an inclusive and streamlined transitional program.

Designed to provide extensive student support

The design of the program includes:

- Providing Academic and Peer Mentors: students are matched with both peer and faculty mentors from across the disciplines for the full academic year. This is a relationshipbased approach grounded in youth development to provide young people with a stable adult presence and a stable model of positive peers.
- Developing Academic Identity: students begin the program over the summer in a two-week class that focuses on English and math (Pathway to Success). The students from Project Change are intermingled with other students who are attending CSM from a variety of backgrounds. The students take the classes together as a cohort and receive more personalized academic attention, the opportunity for pre-registration, placement tests, and academic counseling for the upcoming semester. This increases their access to resources, social networks, assets, and opportunities.
- Support for Academic and College Readiness: workshops both inside juvenile hall and on the CSM campus are provided to students to help facilitate closing the gaps in academic knowledge and promote development of skills needed for college success, such as time management and study skills. These workshops help foster an interest and awareness of the possibility of college as an option for their future.
- Student Support Services: students are provided services for which they are eligible, which can include EOPS, CARE, services from the disability center, psychological counseling, the multi-cultural center, and career and academic counseling.
- College Wide Collaboration and Culture: multiple programs including Student Support Services, the Learning Center, Psychological Services, Counseling, and faculty and staff from across the disciplines are working together to communicate and provide a more streamlined approach to assisting the incoming students in Project Change with their success as college students.
- Alliance and Collaboration with Youth Services Center (formally Hillcrest Juvenile Hall) and Gateway Community School:
 Staff, probation, attorneys, judges, teachers, and administrators are working in collaboration to foster a successful and supportive transition from the juvenile hall to community college.

Best Feature Writing

FIRST

San Mateo Community College Federation of Teachers

"Project Change at CSM"

By Katie Bliss, English Professor

Judges' comments: A very moving story about incarceration...and to find out at the end of the article that she herself was incarcerated. "I was captivated," said one judge. "underscoring the fact that there's no end to what we can learn about labor and our movement."

SECOND

United Professors of Marin

"Connecting the Dots"
By Arthur Lutz, Editor

THIRD

Los Angeles College Faculty Guild

"Adjunct Spotlight"
By Michael Messina, Senders Communications

HONORABLE MENTION

San Francisco Community College Federation of Teachers

"Faculty take the hit from budget austerity" By Li Lovett, Editor







Best Original Art or Photograph

FIRST (TIE)

Citrus College Faculty Federation

Cartoon Illustration: Frenzied Adjunct By Mark Wessel

Judges' comments: Definitely evokes emotion. "It makes me frantic just to look at it," said one judge. "It's disconcerting and jarring, and appealing, all at the same time."

Los Angeles College Faculty Guild

Take Action!

By Kristen Huizar, East Los Angeles College

Judges' comments: This illustration embodies action. "It is so frantically happening," said one judge. "There's lots of movement — it's hopping."

SECOND

San Jose/Evergreen Federation of Teachers

We All Love City College, But "Beano" Gives Me Gas!

Jimmy Kelly, SJCC Labor Studies Faculty

THIRD

San Mateo Community College Federation of Teachers

Skyline Faculty Invitation
By Paul Bridenbaugh, Skyline Art Professor

UTLA escalates actions as bargaining continues

Organizing and negotiations go hand in hand.

UTLA is planning a series of escalating actions to put pressure on the District in our fight for a fair contract and the Schools L.A. Students Deserve. The actions reflect an essential truth: Bargaining does not happen in a vacuum, and progress at the table will not happen without member organizing and mobilizing.

Over the past four months, UTLA has

Over the past rour months, of LAA has been building our campaign, starting with the School Site Visit Blitz and moving to Big Red Tuesdays, Sticker Up Day on October 21, and now the five regional rallies on November 20. At the same time, UTLA chapters have been forming teams at their schools, with newly identified members stepping up as coordinators for political

action and parent-community work.

Collective bargaining is a step-by-step
process governed by the Educational
Employment Relations Act (see graphic on this page). Even if the District makes unreasonable proposals (as most members feel the 2% raise offer is), UTLA must follow the process. As bargaining moves forward, UTLA will use the time to put pressure on the District, strengthen our chapters, develop new relationships with parents and the community, and get more

members involved in our actions. The goal is to settle a contract that meets our demands without a strike, and the best way to do that is to be prepared for one.

Latest on bargaining
UTLA has continued to meet with LAUSD, presenting more proposals from the Schools L.A. Students Deserve campaign. Last month, UTLA brought two issues to the table that ranked very high in the August member bargaining surveys: the Teacher Growth and Development

Cycle (TGDC) and "teacher jail."

Suspending TGDC: UTLA is calling for the permanent suspension of TGDC for a number of reasons: because there are no longer CST scores, because it was enacted unilaterally and illegally, and most importantly, because educators and administratantity, because educators and administrators agree that it is not helping students or educators and is incredibly burdensome and problematic.

Soon after taking over, Superintendent

Ramon Cortines sent a letter calling for "collaboration" on TGDC, which is deeply ironic, considering the program was imple-mented without the necessary bargaining with UTLA. UTLA's response was to

call for Cortines to be "collaborative" by immediately agreeing to UTLA's TGDC proposals.

Ending teacher jail: UTLA strongly sup-

ports protecting student safety. However, UTLA has protested former Superinten-dent Deasy's expansion of a teacher jail system that has been used to remove hun-dreds of educators from schools, causing massive disruption to student programs.
Many of these removals are implemented without the employee being informed of the allegations, many are for things that don't compromise student safety, and many last for months or even years. UTLA's proposal would end "teacher jail" in favor of a process that protects student safety, due process, and stability of pro-grams by establishing timelines and limits. These proposals on TGDC and teacher

jail joined previously presented UTLA

10% salary increase: UTLA is demanding a 10% permanent salary increase for 2014-15. This 10% figure brings an important specificity to salary bargaining that our previous raise demand didn't have. As of November 13, LAUSD has not moved (continued on page 5)

November 20: **Day of Action** regional rallies

November 20 is your chance to get in the streets and show your support for our bargaining demands and the Schools L.A. Students Deserve. We need you—and your colleagues—out in force to get the District to move off

in force to get the District to move oft their 2% pay offer and unwillingness to do anything about large class sizes and other student needs.

UTLA will be holding five regional rallies as part of the Alliance to Reclaim Our Schools' National Day of Action. The rallies are part of our escalating timeline of actions to put pressure on LAUSD to do the right thing and invest in students and objective by offering a students and objective by offering and active and a students. in students and educators by offering

HARBOR: Narbonne High School

24300 Western Ave. Harbor City 90710 4 p.m.

SOUTH/CENTRAL:

155 W. 69th St Los Angeles 90003

EAST/NORTH: Mariachi Plaza

Pleasant Ave. Los Angeles 90033

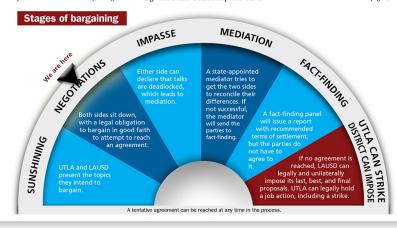
Hamilton High School

2955 S. Robertson Blvd. Los Angeles 90034

VALLEY EAST/VALLEY WEST: Monroe High School

9229 Haskell Ave North Hills 91343

Did this UT reach you after November 20? Check out page 5 for what actions are coming next.



Best Use of Graphics

FIRST

United Teachers Los Angeles

"Stages of Bargaining"

By Kim Turner, Communications Specialist; Daniel Barnhart, UTLA Secretary

Judges' comments: This graphic is succinct, pointed and instructive. Nice use of a negotiometer. Strong and clear.

SECOND

Coast Federation of Educators

Digital Ads

By Jacqueline Francisco, Media Coordinator

THIRD

Los Angeles College Faculty Federation

Take the Next Steps — 2014 Benefits & Retirement Conference

By Tina Randall Epherson, Communications

HONORABLE MENTION

San Mateo Community College Federation of Teachers

AFT 1493 logo and graphics for AFT 1493 information packet

By Michelle Kern, CSM Part Time Representative and SCI Organizer

Best Flyer or Poster

FIRST

United Teachers Los Angeles

Deasy Gang Wanted Poster
By Tammy Gann, Communications Specialist Website

Judges' comments: A clever take on the old-fashioned western-themed wanted poster — except that UTLA has turned it into an "unwanted" poster. The way the art informs the message is laudable. One judge said, "The only missing is the orange jump suits."

SECOND

Cabrillo College Federation of Teachers

Keeping the Community in Community Colleges By Maya Bendotoff, Executive Director; Mark Moehina, Graphic Artist

THIRD

Los Angeles College Faculty Federation

Perks for Adjuncts
By Tina Randall Epherson, Communications

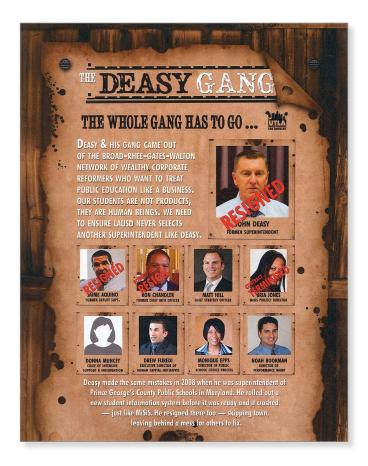
HONORABLE MENTION (TIE)

Coast Federation of Classified Employees

2014 Holiday Party Invitation
By Katherine Steed, Executive Director

Palomar Faculty Federation

Torlakson Comparison Flyer
By Jay Schultz, Art Professor; Debbie Forward,
Communications Director and Organizer





CURRENT ISSUES

Legislation to Watch

by Linda Chan

Dy Linda Chan
Representation Corp. Enterest
The Citrus College Trustee election is now behind us. Together
with the CCFA we endorsed Barbura Dickerson who successfully
challenged Gary Woods for the
Azusa seat. We are eagerly looking
forward to her participation in the
governance of our college. There
are additional political issues to be
aware of. Here are the top ten that
CFT is currently watching:
SB 520 (Steinberg) Student Instruction - State Online Student
Access-Requires the UC President,
the CSU Chancellor and Chanceltor of the California Community
Colleges, jointly with each of their
academic senates, (Note: This a
first time directive towards the
State Academic Senate and is not
well received) to develop and administer the California Conline Student Access Platform to facilitate
partnerships, including partnerships between private online vendors and faculty members of the
three systems. It intends to develop
and deploy online options for oversubscribed lower division courses.
The idea is to take 50 of the oversubscribed courses (such as developmental math and English) and
cit outside vendors facilitate these
concern over the accreditation and
credentialing of the vendors. CFT
recommends oppose

AB 806 (Wilk) Community Colleges: 50 Percent Law - This law workers.

Stata Academic Senate and is not well received) to develop and aminister the California Online Student Access Platform to facilitate partnerships, including partnerships, including partnerships, including partnerships hetween private online ventors and faculty members of three systems. It intends to develope and deploy online options for over subscribed lower division courses. The idea is to take 50 of the over-subscribed lower division courses. The idea is to take 50 of the over-subscribed courses (such as developmental math and English) and let outside vendors facilitate these courses for a fee. There is given to "Show Causes" or demanded to cutside vendors facilitate these courses for a fee. There is given to "Show Cause" or "Probation" sanction by an accreding supplied the salaries of comments oppose. Status: Signed by Governor.

As 806 (Wills Community Coleges: 50 Percent Law - This law would include the salaries of comments oppose. Status: signed by Governor.

Status: General Cause - This law revenues under the salaries of comments oppose. Status: held in Assembly Appropriations Committee.

As 955 (Williams) Community Coleges: 50 Percent Law - This law revenues of the work of the proposed of the work of the

CCAFF Executive Board

President Bill Zeman / williamjzeman@yahoo.com Vice-President

Secretary-Treasurer Mark Wessel / mwessel1999@email.com Representation Officer Linda Chan / linda.chan42@gmail.com CFT Field Representative Karen (KC) Curtis / julstad@cft.org

MISSION STATEMENT
Citrus College Adjunct Faculty
Federation, (CCAFF), is dedicated
to serving its membership by
Federation, (CCAFF), is dedicated
to serving its membership by
Assure a level opprossional
respect from the District reflected
in its policies and practices
consistent with the achievement,
dedication and professionalism of
its adjunct employees.
Through contract negotations,
maximize members ability to
carn a fair wage consistent with
education industry standards.
Work to provide working
conditions for adjunct faculty
that maximize their effective
interactions with students and coworkers.

This will limit how much overload

Programs - Removes the authorization for parenting, older adults, home economics, and health and safety education courses to receive state funding and authorizes fees for non-credit courses and moves adult education in K-12 and noncredit in community colleges to-wards performance-based funding.

amended. Status: Two-year bill, SB 241 (Evans) Oil Severance Tax Law- Imposes an oil sever-ance tax (we're one of the few states who have not done this) and the revenues go towards UC's, CSU's and the community colleg-es. CFT recommends support. Sta-tus: Held in Senate Appropriations Committee. SB 547 (Block) Pub-

CFT recommends oppose unless

lie Postsecondary Education:
Online Courses - Requires the UC
President, the CSU Chancellor and
Chancellor of the California Community Colleges to jointly identify online courses in areas defined as high demand transferable lower di-vision courses. CFT recommends support if amended. Status: Held in Senate Appropria-

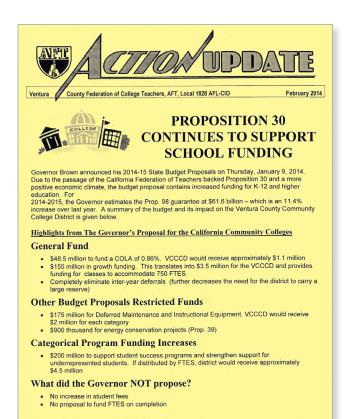
leges: Appropriations - Appropri-ates \$50 million in funds for the anticipated deferral buy down for allocation to DSPS and EOPS for \$25 million each. CFT recom-mends support Status: Held in Sen-

mends support Status: Held in Semeta Appropriations Committee.

SB 813 (Galgiani) Increase Percentage of Full-Time Faculty in Community Colleges -When cully developed, creates financial incentives for community college districts to reach the 75-25 ratio of Ill-Lime to part-time FTEF (Full-Time Equivalent Faculty). CFT is sponsoring this bill. Status: Two-year bill. Write your congressman! Don't know who your congressman or representative is? Go to www.findyourrep.legislature.

ca.gov Responding to any bill is only a few mouse clicks away.





Best Single-Page Newsletter

FEWER THAN 500 UNIT MEMBERS

FIRST

Citrus College Adjunct Faculty Federation

Local Update

By Mark Wessel, Editor

Judges' comments: Good coverage of state legislation and current events that impact members. Effectively brings statewide issues down to the local level, and how they will affect the college and the faculty.

MORE THAN 500 UNIT MEMBERS

Ventura County Federation of College Teachers

AFT Action Update By Steve Hall, President; Catrina Schambra, Administrative Assistant

Judges' comments: Helpful reopener info — they followed the money that was available and why — in a clear manner. Important info delivered in a succinct manner — and in a reliable format.

SECOND (TIE)

Salinas Valley Federation of Teachers

Unity

By Steve McDougall, President

AFT College Staff Guild

In Strength and Unity/Hot Off the Press By Velma J. Butler, President; Dorothy Bates, First Vice President; Sandra Lepore, Executive Director; Mercedes Gaitan, Secretary





Best Four-Page Newsletter

FIRST (TIE)

State Center Federation of Teachers

The Federalist

By Lacy Barnes, President; Leah Unruh, Editor

Judges' comments: Professional design, very readable. Good consistent content, nicely delivered. Colorful and inviting.

Coast Federation of Classified Employees

B.U.M. Bulletin

By Katherine Steed, Executive Director; Ann Nicholson, President; Connie Marten, Vice President and Chief Negotiator

Judges' comments: Good consistent newsletter
— with regular calendar and president's message,
news of all campuses, even ad advice column.
Puts emphasis on building a sense of the union.



United Professors of Marin – AFT Local 1610
P.O. Box 503, Kentfield, CA 94914 – Phone and FAX (415) 459-1524
New Office Location - VS (Village Square) 11

PONDERINGS OF THE PRESIDENT

HE HARDEST THING FOR ME ABOUT WRITING this column is getting my body in front of my computer, but that's because I need to think of something to write about before I get there. With negotiations ongoing and about before I get there. With negotiations ongoing and controversy abounding regarding huge pay increases for CMM administrators: I had thought about these topics for this month's article. Then one of our members sent me an article that he had just read entitled "Power Shift" by Benjamin Ginsberg, who is the David Bernstein Professor of Political Science and chair of the Center for Advanced Governmental Studies at Johns Hopkins University. He is the author of The Fall of the Faculty: The Rise of the All-Administrative University and Why It Matters.

I'm going to summarize and quote from Ginsberg's article. He surely speaks his mind better than I ever could. He writes:

"In recent years...the power of educational professionals in America's colleges and universities has declined sharply relative to that of administrators. This power shift...bas been an unmitigated disaster for higher education, undermining what was once the world's greatest system of colleges and universities.

Everywhere, it seems, legions of administrators, many who have never taught a class, are engaged in strategic planning, endlessly rewriting the school mission statement....All these activities waste enormous amounts of time, require hiring thousands of new "deanlets"
- administrators who are not of the faculty - and more

FEATURED IN THIS ISSUE

Ponderings of the President –
"The Fall of the Faculty" (Our Faculty?)

Collective Bargaining Updates

Editorial - A Lesson from Detroit

Guest Article - "Guns or Books" by Paul da Silva

For the Good of the Order – Labor History – Letter to the Editor – Funtunfunefu – Dean Humon Holiday Page - Holiday Parties

End Page – Donkey Wisdom

often than not, involve the services of expensive consultants. This...business is so foolish that it is difficult

Ginsburg then goes on to cite two recent reports that "point to the onward march of the administrative...wreckage of America's campuses."

administrative...wreckage of America's campuses."

"According to the National Center for Education Statistics, in 2010-11, less than 30 percent of the \$495 billion that went to American colleges and universities was spent on actual instruction. Indeed, for every \$1 spent on instruction \$1.82 was spent on non-instructional matter including "institutional support." it what Glinsberg refers to as the care and feeding of deanlets. "If the ratio of deanlets to professors in 2010 had been the same as in 1976, there would now be nearly 400,000 fewer deanlets whose combined sainties account for one-fourth of all tuition dollars paid by students and parents in 2010.">>>

November 2014



Presidential

WITH 34 NEW contract faculty members finishing their first year of tenure review—and a total of 41 heading toward permanent status—Peralta is at last starting to build a solid foundation of full-time faculty at the four colleges.

still, the overall number of full-timers remains troublingly low. Even with the 41 tenure-trackers in the pipeline, the latest draft of Peralta's seniority list shows fewer than 300 regular contract faculty members district-wide. Time was, PCCD vest will remind you, there were more than 300 full-timers at Laney alone

Laney alone.

Emphasizing the basic necessity of having a robust full-time faculty shouldn't be taken as a slight to parture faculty. Fart-timers do more than their fair share at Peralis, and they do not the fair share at Peralis, and they do not the fair share at Peralis, and they do not the fair share at Peralis, and they do not the fair share at Peralis, and they do not the fair share at the fair share and nurses don't know if they'll have a job next semester.

So as we celebrate the recent wave of full-time faculty hires across the district, let's not allow ourselves to get complacent. The ratio of full-time faculty members to administrators. faculty members to administrators, standing at around 4.25-1, is badly out of whack. And until the colleges see a dramatic increase in their full-time ranks, they will continue to did that committee work, accreditation, program review, and extra-classroom projects of all kinds will remain all but unmanageable.



BCC prof's son wins CFT Scholarship

Legislative and legal action
Assemblymember Bob Bonta (AD 18,
Alameda) introduced legislation to
limit the authority of the Accreding
International Conference of the Conference
International Conference of the Conference of the City Attorney of San Francisco to
office significant change in the way
accreditors operate in the Golden State.

Across the Bay, meanwhile, AB 1942 co sponsor Tim Ammiano has submitted another bill that would commission for Community and Junior Colleges (ACCIC) and make it more transserant. AB 1942 would be also because it is a submitted another. All 1942 would be a submitted another bill that would provide districts from one of the most devastating consequences of the most devastating consequences of the submitted another bill that would be a submitted by the state's Board of Governors

by the states Board of Governors.

Ammiano's bill (AB 2087) would alter existing law that allows the BoG to replace a locally elected board with a special trustee when a district, in the BoG's view, falls on hard times. The current system has an unsettling authoritarian logic that defies the most basic democratic principles.



Best Six-or-more-Page Newsletter

FEWER THAN 500 UNIT MEMBERS

FIRST

United Professors of Marin

UPM Newsletter By Arthur Lutz, Editor

Judges' comments: Excellent content. Good to see the continued identification of "deanlets." Use of humor and cartoons is outstanding. Clever use of graphics and message to get people to join the union.

Newport-Mesa Federation of Teachers-R

N-MFT Retired

By Donna Ewing, Vice Chair-Communications

THIRD

ABC Federation of Teachers-R

ABCFT Retirees By Julien Minard, Editor

MORE THAN 500 UNIT MEMBERS

FIRST

Peralta Federation of Teachers

The Peralta Teacher

By Debbie Weintraub, Communications Director/ Past President; Matthew Goldstein, President

Judges' comments: Lovely newsletter. Top-notch design, innovative presentation. Great content. Interesting stories. Nice focus on the local's founders and excellent member-written content.

SECOND

San Mateo College Federation of Teachers

The Advocate

By Eric Brenner, Editor

THIRD

Adjunct Faculty Faculty United

AdFacts

By Judi McDuff, Executive Director

HONORABLE MENTION

San Jose/Evergreen Federation of Teachers

Faculty Matters

By Barbara Hanfling, Editor and Lead Writer; Sterling Warner, Assistant Editor; Patti Berg, Copy Edit and Layout





SPECIAL AWARD

Extension Cord Award

for keeping retirees plugged into the union — and charged

ABC Federation of Teachers-R

ABCFT Retirees
By Julien Minard, Editor

Newport-Mesa Federation of Teachers-R

N-MFT Retired

By Donna Ewing, Vice Chair-Communications

Judges' comments: Big kudos to these Retiree Chapters for keeping six- and eight-page newsletters in continuous publication and helping to keep retirees connected to the union and the issues they care about.

Best Tabloid Newsletter

FIRST

United Teachers Los Angeles

United Teacher

By Kim Turner, Communications Specialist

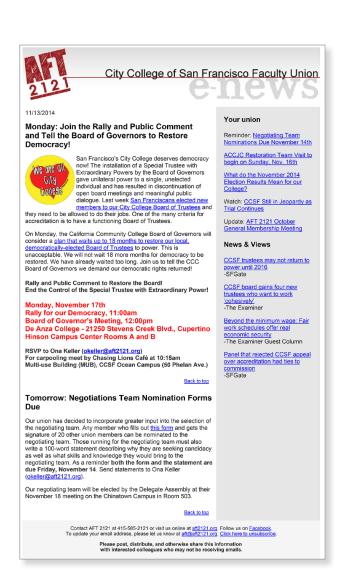
Judges' comments: Really engaging, very readable. Lots of news for all categories of members. Letters to the editor up front are inviting. Good way to communicate with retirees too.

SECOND

San Francisco Community College Federation of Teachers

Union Action

By Li Lovett, Editor; Gwynnd Maestre, Graphic Designer





Best Email Newsletter

FIRST

San Francisco Community College Federation of Teachers

AFT 2121 Blast

By Athena Waid, Organizer; AFT 2121 Officers and Staff

Judges' comments: This email is full of links, but uses them effectively. Balanced combination of text and links. The links broaden the scope of information presented.

SECOND

San Mateo Community College Federation of Teachers

The Advocate
By Eric Brenner, Editor

Best Online Newsletter

FIRST

Los Angeles College Faculty Guild

Read Or

By Deborah Kaye, Editor; Cherri Senders, Managing Editor

Judges' comments: Acknowledges the technology-centered lives of users. The stories pop out. Good use of sidebar summary stories.



Best Use of Social Media

FEWER THAN 500 UNIT MEMBERS

FIRST

Novato Federation of Teachers

Facebook Events: NFT at the Hilltop By Beverly Winsor, Executive Director

Judges' comments: Monthly event page succeeds in getting members to attend a social event at local restaurant where members can discuss individual or site-wide concerns with local president and other executive board members.

MORE THAN 500 UNIT MEMBERS

FIRST

AFT College Staff Guild-Los Angeles

Facebook page

Velma J. Butler, President; Greg Whaling, Grievance Representative; Scott Matsuda, Support Staff

Judges' comments: Leads the pack in featuring members front and center. A lot of members pictured at specific union events and actions, local and statewide. Also covers politics, the community, and the wider labor movement.



SECOND

Los Angeles College Faculty Guild

Facebook page **Senders Communications**

THIRD

Coast Federation of Classified Employees

Facebook page Katherine Steed, Executive Director

HONORABLE MENTION

San Mateo Community College Federation of Teachers

Facebook page Michelle Kern, Part-Time Representative



Best Website

FEWER THAN 500 UNIT MEMBERS

FIRST

Part-Time Faculty Association of Allan Hancock College

pfaofahc.com Dorran Nadeau, Webmaster

Judges' comments: Uncluttered home page with user-friendly navigation. The local's blog is particularly impressive and well integrated into the overall site.

MORE THAN 500 UNIT MEMBERS

FIRST (TIE)

San Mateo Community College Federation of Teachers

aft1493.org Eric Brenner, Webmaster

Judges' comments: Well organized, attractive home page. Reader-friendly typographical visual hierarchy and use of color give contrast to headlines and navigation links. Good top and secondary level navigation. Easy to read. Effective use of footer.



United Teachers Los Angeles

utla.net

Tammy Lyn Gann, Communications Specialist-Website

Judges' comments: Slam-packed with information for both members and the wider community, yet presented in a reader-friendly way. Well-organized home page with wide range of important and interesting content.

SECOND

Coast Federation of Classified Employees

cfce.ord

Katherine Steed, Executive Director

THIRD

San Jose/Evergreen Faculty Association

fa-aft6157.org

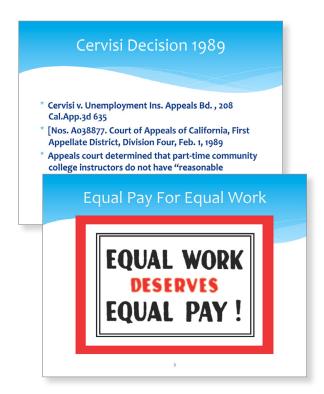
Patti Berg, Office Manager

HONORABLE MENTION

AFT College Staff Guild-Los Angeles

local1521a.org

Velma J. Butler, President; Frederick Blalock, Web Consultant; Scott Matsuda, Support Staff





Best Single Effort

FEWER THAN 500 UNIT MEMBERS

FIRS1

Part-Time Faculty Association of Allan Hancock College

All-Day Staff Presentation
By Mark James Miller, President

Judges' comments: Comprehensive clear presentation that helps bring members up to speed on the union. Could be template for other unions.

MORE THAN 500 UNIT MEMBERS

FIRST

San Mateo Community College Federation of Teachers

Member Outreach Campaign

By Katharine Harer, Co-Vice President and Lead Organizer; Michelle Kern, Part Time Representative and Organizer

Judges' comments: Powerful packet that illustrates the impact a member can have on his or

her work life. Effective use of member testimonials and photos. Provides new members a way to immediately identify with the union.

SECOND

United Teachers Los Angeles

UTLA Organizing Video
By Tammy Lyn Gann, Communications Specialist

THIRD

Peralta Federation of Teachers

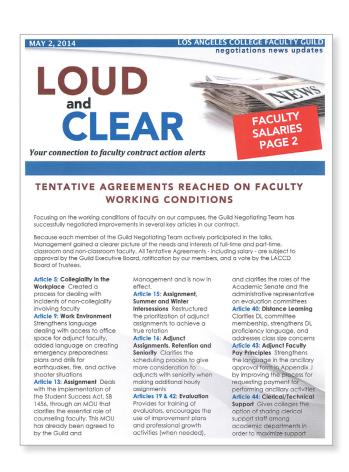
Broadside: Who is Cynthia Mahabir?
By Mark Greenside, PFT Emeritus; Debby
Weintraub, Communications Director; Matthew
Goldstein, President

HONORABLE MENTION

AFT College Staff Guild

Staff Guild 2014 Annual Membership Meeting Program

By Velma J. Butler, President; Dorothy Bates, First Vice President; Sandra Lepore, Executive Director





Best Bulletin Series

FIRST

Los Angeles College Faculty Guild

Loud and Clear

By Lou Siegel, Labor Liaison

Judges' comments: Good title of bulletins — and good use of format that served to deliver a message. One judge said, "Design that informs the message." Keeps people in the loop about contract negotiations.

SECOND

Coast Federation of Classified Employees

Table Talk

By Katherine Steed, Executive Director; Ann Nicholson, President; Connie Marten, Vice President & Chief Negotiator

THIRD

Salinas Valley Federation of Teachers

Eye on the Board By Juan Campos

HONORABLE MENTION

San Jose/Evergreen Federation of Teachers

AFT 6157 Negotiations News

By Negotiations Team: Mark Newton, Randy Pratt, Barbara Hanfling, Frank Espinoza, Jory Segal

SPECIAL AWARD

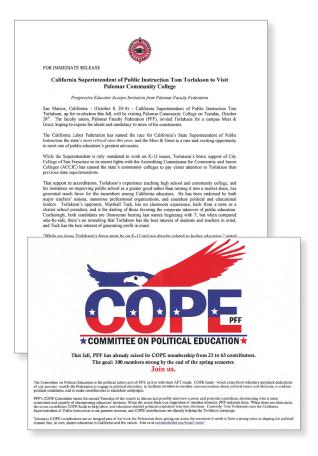
Sustained Humor and VigilanceAward

Salinas Valley Federation of Teachers

Eye on the Board
By Juan Campos

Judges' comments: These board reports are not boring — they are entertaining to read, much like the recaps of Dowton Abbey. This bulletin series is proof of the continuing need to identify the missteps of school boards.





Best Public Relations

FEWER THAN 500 UNIT MEMBERS

FIRST

Part-Time Faculty Association of Allan Hancock College

Public Awareness Campaign, 2014 By Mark James Miller, President

MORE THAN 500 UNIT MEMBERS

FIRST

Palomar Faculty Federation

Tom Torlakson Campus Site Visit

By George Gastil, COPE Chair; Debbie Forward,
Communications Director & Organizer

Judges' comments: Continued effort over several months time to fill the lecture hall for the Torlakson speech. Combined different media to reach a unified goal.

SECOND

San Francisco Community College Federation of Teachers

City College Bill of Rights community campaign By Athena Waid, Organizer; Li Lovett, Editor & Communications

THIRD (TIE)

San Jose/Evergreen Federation of Teachers

The EVC Connection to Historic Landmarks By Arturo Villareal, EVC Council of Division Representative

Coast Federation of Educators

Dean Mancina's Retirement
By Jacqueline Francisco, Media Coordinator





SPECIAL AWARD

The Solidarity Award

Peralta Federation of Teachers

Broadside: Who is Cynthia Mahabir?
By Mark Greenside, PFT Emeritus; Debby
Weintraub, Communications Director; Matthew
Goldstein, President

Judges' comments: Using the situation of parttimers as a microcosm this shows what could happen to any employee if they lose their job security. If the Vergara decision is shot down, this is what it will be like teaching in our schools. Shows that the collective action of the union prevailed. The union makes us strong.

SPECIAL AWARD

The Mouse That Roars Award

Part-Time Faculty Association of Allan Hancock College

Public Awareness Campaign, 2014 By Mark James Miller, President

Judges' comments: In this small local in a conservative area and local President Mark James Miller —produces two columns a month for local news outlets. He is a prolific union writer who speaks up for the right things in well-written column after column — and a dogged unionist who consistently addresses critical issues in a public forum.