



Tech for Turn-Out: Lessons from UESF

Technology has a new and exciting place in organizing as proven by the work of the organizing team at United Educators of San Francisco, Local 61 (UESF). Disinvestment in public schools, a tale far too familiar in California, left many educators in San Francisco with a difficult choice: fight to stay in the Bay Area while living on a San Francisco Unified School District (SFUSD) wage or educate elsewhere. As a result, SFUSD faced massive turnover of educational staff.

Yearly turnover adds more challenges to organizing work in the age of Janus. UESF confronted this challenge by having organizers use Hustle, a one-to-one messaging platform used by many CFT locals in a variety of campaigns. In just two



Months long organizing campaign culminates in impressive turn-out as United Educators of San Francisco, Local 61 (UESF) members, parents, students, labor and community allies take their demands to city hall.

days, UESF collected 75 new member applications by Hustle-ing their online membership form to non-members. By utilizing Hustle and site visits since December 2018, UESF has signed up 235 new members!

In 2018, parents and community members in coalition with UESF underwent a massive

political campaign to keep teachers and para-educators in SFUSD. Their combined efforts passed Proposition G, a parcel tax increase meant to fund educators' salaries, healthcare increases, professional development and community schools. In response to a legal challenge to Prop G, UESF organizers and CFT project organiz-

ers conducted site visits across SFUSD schools to educate members about the legal challenges and the upcoming fight to keep their district whole. Members were Hustle'd ahead of these meetings to remind them of the time and location of events.

The fight to keep Prop G add-ons intact throughout the process of fighting the legal challenge became imperative.

Through Hustle-ing members, conducting site visits, parent flyering, phone banking and literature drops members and community allies were turned out to rally outside of a board of supervisors meeting. Next came a powerfull rally outside of San Francisco City Hall on January 29. Over 600 educators, parents, students and community members attended the rally and

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CFT Launches New Unemployment Workshop at Palomar College

Palomar Faculty Federation, Local 6161 (PFF) was the first CFT local to host a new training on the California Employment Development Department (EDD) unemployment insurance program. Seventeen members attended two unemployment insurance workshops in April, and learned about the EDD's program to relieve the financial burden of unemployment.

The new training covers EDD basics and the process of filing an unemployment insurance claim. Participants will also gain insight into the EDD interview process and practice an EDD interview. This clinic will be helpful for anyone who has ever experienced a work reduction or layoff, and it will be especially helpful for any part-time or non-tenure track faculty.

While getting folks financial support during times of unemployment or underemployment is crucial, we also need to think collectively about the reasons why so many of our members qualify for unemployment insurance in the first place. In higher education, one study by the American Association of University Professors (AAUP) found that more than half of all faculty appointments are part-time, and more than 70% are non-tenure track.

CFT locals can use the new EDD Workshop as part of a broader organizing plan to engage new members and activate work-sites. Organizers can facilitate the training, assist locals with planning, turn out and follow up for a successful event. For more information on the clinics, or to schedule one for your local contact CFT Organizing Director Sandra Weese at sweese@cft.org.

-By CFT Organizer Erin Conley

UTLA Strike



Los Angeles Faculty Guild, Local 1521 joins community members and United Teachers Los Angeles, Local 1021 members in support of the teachers' strike.



Mother and her three children came out in the rain to support their teachers at a district rally during the strike.



Cerritos College Faculty Federation, Local 6215 members support the strike at Tweedy Elementary School in South Gate.



UC-AFT President Mia McIver (far right) joins teachers and parents at Nevin Avenue Elementary School in Los Angeles. McIver and other UC-AFT members adopted a local school to support during the UTLA strike.



Teachers, community supporters, parents and students rally at Ulysses S. Grant High School.



Student and teachers gather for the strike at the midday rallies with UTLA.

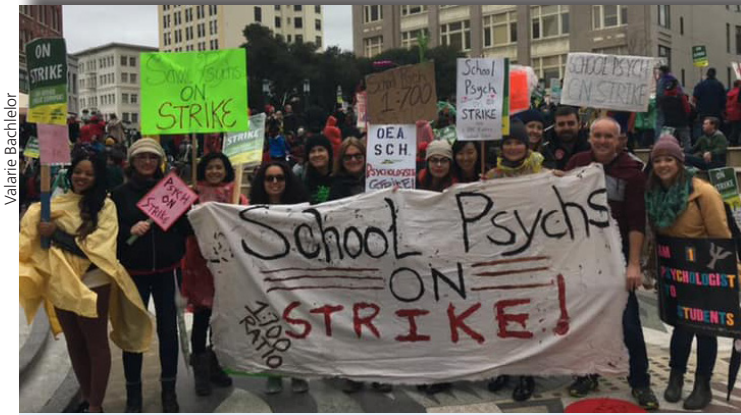


A UTLA supporter proudly displays his handmade sign.



A LAUSD family turns out to support their teachers at the January 15 demonstration in front of the Charter School Association office in L.A.

Oakland Strike



Valarie Bachlelor

United Educators of San Francisco, Local 61 (UESF) school psychologists joined the picket line in Oakland because they know how important their services are and how critical it is that all students have access to them if/when needed.



Facebook Local 1493

San Mateo Community Federations of Teachers, Local 1493 (SMCCFT) members join the picket line at Peralta Elementary School.



Timothy Killikelly

City College of San Francisco faculty crossed the Bay to support their fellow educators at the OEA strike kick-off on February 21. Like OEA, City College faculty know that educators' working conditions are students' learning conditions, so they stood shoulder to shoulder with their OEA comrades as they fought for their students and each other!



Jennifer Shanoski

Peralta Federation of Teachers, Local 1603 (PFT) members proudly stood beside OEA members, students and parents by joining the picket lines at over 10 schools during the seven day strike.



Valarie Bachlelor

Berkeley Federation of Teachers, Local 1078 (BFT) members organized support for OEA in many ways. Every BFT school site adopted an OEA school site and provided site specific support. Many members joined the picket lines of their adopted school on the first day of the strike and the days that followed.



Jennifer-Shanoski

Teachers, students and community members rally to support Oakland Teachers on Strike.

Hustling the Hustle: Q&A with Tonya Cobb (ADFAC)

Hustle is a peer to peer texting app that allows locals to easily divide outreach amongst leaders to connect with members in an individual and personalized way. Tonya Cobb from Adjunct Faculty United, Local 6106 (ADFAC) recently used Hustle to communicate with members regarding a tentative agreement.

How easy was the set up?

The set up was easy! This was not my first rodeo, but it was only my second so I was a little concerned. It turned out to be like riding a bike. That said, I wonder if our data is as clean as it could be.

Tonya makes a great point about how beneficial it is to have the most up to date data of your membership.

How was it dividing the work between your e-board?

I had already set up the "goal" ahead of time. My e-board was able to quickly get some hands-on

practice after I had trained them. Dividing the work started out well, but I had to remind them to continue sending and responding to texts until the goal ended. I stressed the need to complete at least 50 texts in one sitting.

Tonya made really great use of dividing members into a task that is manageable. After sending the messages, there are replies from the members that require attention. This way the person using Hustle can have individualized conversations and answer member's questions.

What kind of question did you start with? Do you think it helped you get a ratification?

I started with asking if the member had heard about our tentative agreement. I don't necessarily think it helped get ratification, but it helped to create greater awareness of the work of the union and the specifics of the tentative agreement.

What was it like to talk

to members through this system?

It was great and easy per my e-board. They reported nothing but positive experiences with using the app.

Today, it is not uncommon for people to get text messages about issues that they care about. It is great that we can use Hustle to reach out to our members and have positive interactions with them.

Would you recommend it to other unions?

Absolutely!!

Any other thoughts about the experience?

I think I could have done a better job of creating more scripts on the front end. Now that my e-board is trained and understands what needs to be done, we can put our heads together to think through what questions may be asked by our members.

If your local would like help getting started with Hustle contact CFT Organizing Director Sandra Weese at sweese@cft.org.

-By Project Organizer
Lyndsey Lefebvre

The California Federation of Teachers is an affiliate of the American Federation of Teachers, AFL-CIO. The CFT represents faculty and classified workers in public and private schools and colleges, from early childhood through higher education. The CFT is committed to raising the standards of the profession and to securing the conditions essential to provide the best service to California's students.

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marched inside city hall bringing the demands of UESF members to the board. After this display of member power and community solidarity, members of the board brought forth and passed a budget proposal to fund educator add-ons through the 2020-2021 school year!

-By Project Organizer
Audrie Francis



Pajaro Federation of Teachers, Greater Santa Cruz Federation of Teachers, Cabrillo Community College Federation of Teachers, Salinas Valley Federation of Teachers and North Monterey Federation of Teachers co-sponsored a Student Debt Clinic (SDC) on March 14. With over 85 members registered, this was the largest SDC facilitated by the CFT organizing department.