

LAP LOCAL SELF-ASSESSMENT PART II

GOALS, OBJECTIVES, ACTION PLANS, ACTIVITIES

Priority Area 1 – Increasing Membership Engagement

Local Name: Mohawk Valley Community College Professional Association (MVCC PA)

1. The strategic goal for increasing membership involvement and building fidelity with the union is: Increasing engagement with new member recruitment and focus on maintaining membership thorough targeted activities.
2. Action Plan – the following detailed activities and tasks are designed to accomplish this objective.
 - A. Provide a welcoming and informative set of interactions to meet the needs of new members.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Present to new members after the New Employee Orientation	August 2018, January 2019	PA President, New Members Committee Chair	A presentation will occur to new members.
b.	New Members will receive their binders, and their membership card at the "Brace Yourself PA-rty" or January Luncheon	August 2018, January 2019	New Members Committee	New members will receive PA Binders.
c.	A follow-up with those members that did not return their membership card by members of the New Members committee within 3 working days.	August 2018, January 2019	New Members Committee	A follow up will occur as needed.
d.	New members that were unable to attend the "Brace Yourself PA-rty" or the January Luncheon will be visited by a member of the New Members committee to be given their binder and membership card	August 2018, January 2019	New Members Committee	A member of the New Members committee will meet with member(s) that did not attend.
e.	If member has not returned their membership card, they will receive a follow-up visit from an officer from the MVCC PA Executive Board	August 2018,	MVCC PA Executive	A MVCC PA Officer will visit with

		January 2019	Board officers	members as needed who have not turned in their membership form.
f.	Once a New Member has signed their card that Member is introduced to their PA Ambassador in their area	August 2018, January 2019	LAP Committee, New Member Committee	A PA Ambassador will be assigned to all new members.
g.	Develop a new member recognition initiative to include a welcome survival kit	August 2018, January 2019	New Members Committee	A new member recognition initiative will be created and implemented.

B. Recognize new members who have joined the Union and those that have attained a new promotion level.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Develop a new member recognition initiative to include a welcome survival kit.	August 2018, January 2019	New Members Committee	A new member recognition initiative will be created and implemented.
b.	New members will take part in the creation of the video initiative established by the Education & Training committee.	May 2019	Education & Training Committee	A minimum of 10 videos will be created.
c.	Develop a recognition system for those members that obtain a new promotion level.	May 2019	Member Engagement Committee	A recognition system will be created.
d.	Develop an award system for attending MVCC PA events.	August 2018	Member Engagement Committee	An award system will be created.

C. Increase the awareness of the MVCC PA brand.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	By providing an MVCC PA Branded T-Shirt, we will be able to promote stronger solidarity between union members. We will be instituting a Blue Monday initiative where Union members will be encouraged to wear their MVCC PA branded t-shirt.	January 2019	Member Engagement Committee	MVCC PA T-Shirts will be ordered and distributed.

D. MVCC PA will create a needs-based fund to assist students with the cost of textbooks.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	A committee will be created to help implement and administer the process of soliciting and administering funds.	September/October 2018	LAP Committee	Committee will be created.
b.	Create a series of fundraising events with proceeds going towards the need-based textbook fund.	May 2018	LAP Committee	A minimum of 4 fundraising events will be created.
c.	Organize a Kickball fundraising event challenging the Utica Teachers Association, in which proceeds would be split between UTA and the textbook fund.	October 2018	LAP Committee	A kickball game will occur.
d.	Organize a paint night for Union members with proceeds going towards the textbook fund each semester.	November 2018 & February 2019	LAP Committee	We will have a paint night each semester.
e.	Proceeds of all 50-50s at MVCC PA events will be applied towards the textbook fund.	On-going	Member Engagement Committee	Any 50-50s will go toward the textbook fund.

E. MVCC PA will host a family-friendly movie night

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	A date will be chosen for the event	July 2018	Member Engagement Committee	A date will be chosen.

b.	Explore licensing agreement for the ability to show a movie at the event.	July 2018	Member Engagement Committee	We will purchase the educational license necessary to show a movie.
c.	Publicize event to the MVCC PA members through a variety of mediums	August 2018	Member Engagement Committee	MVCC PA members will be notified of event.
d.	Secure a rain-date location in case of inclement weather	August 2018	Member Engagement Committee	A rain-date will be reserved.
e.	Obtain supplies in order to provide refreshments	August 2018	Member Engagement Committee	Cotton Candy and Popcorn supplies will be purchased.
f.	Contact MVCC Event Office for audio/visual piece	August 2018	Member Engagement Committee	Audio/Visual equipment will be reserved.

Priority Area 2 – Strengthening Political Action

Local Name: Mohawk Valley Community College Professional Association (MVCC PA)

1. The strategic goal for strengthening political action is:
The MVCC PA is committed to increasing the number of members contributing and engaging in political action activities throughout the academic year.
2. Action Plan – the following detailed activities and tasks are designed to accomplish this objective.
 - A. MVCC PA will execute a more robust VOTE-COPE campaign throughout the academic year.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Member cards will be distributed to members at the Brace Yourself Party.	August 29, 2018	LAP Committee	At least 75% of members who attend the event

				will receive their VOTE-COPE information.
b.	A raffle will be held for those who complete their VOTE-COPE donor cards.	August 2018	LAP Committee	Raffle will be held.
c.	PA Ambassadors will conduct 1:1s to collect any outstanding VOTE-COPE donation forms.	No later than one week after "Brace Yourself PA-rty"	PA Ambassadors	1:1s will occur with additional collection of VOTE-COPE cards.
d.	Reach out to ED 39 VOTE-COPE Coordinator to speak at the "Brace Yourself PA-rty".	July 2018	PA President	ED 39 Coordinator will be invited.

B. MVCC PA will reintroduce the "Legisletter" publication.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	A newsletter will be created to inform local Legislators of PA activities and important issues to the union.	Spring 2019	Political Outreach & Internal Communications	At least one publication will be generated per year.

Priority Area 3 – Expanding Community Engagement

Local Name: Mohawk Valley Community College Professional Association (MVCC PA)

1. The strategic goal for expanding community outreach is:
To increase the visibility of our presence in the Community by participating in no less than 3 community events. Advertising and publicizing our community projects in the Utica/Rome area will occur.
2. Action Plan – the following detailed activities and tasks are designed to accomplish this objective.
 - A. To hold a "Day of Action" in November 2018 to support the United Way of the Valley and Greater Utica.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Organize with the United Way of the Valley and Greater Utica to discuss plans to hold a "Day of Action".	June 2018	PA President	Receive permission to hold event for the United Way.
b.	Determine and solicit sponsorship levels for event.	September 2018	PA President	Sponsorship levels are created and sent out.
c.	Coordinate/obtain the necessary supplies.	November 2018	PA President	Supplies will be delivered in time for the event.
d.	Work with the College to locate/secure location for the event to be held.	July 2018	PA President	Location will be reserved.
e.	Coordinate and solicit volunteers to assist with the event.	October 2018	PA President	Adequate number of volunteers participate based on volume of product.

- B. Create an ongoing relationship with the Utica and Rome Rescue Missions by the completion of the academic year.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Food/Donation Drive: Collect food donations at annual gatherings throughout the academic year.	May 2019	Member Engagement Committee and Community Outreach Committee	At least one food/donation drive will be conducted during the academic year to benefit this organization.
b.	Contact the two local Rescue missions for available dates and times for volunteerism opportunities at their centers.	November 2018	Community Outreach Committee	Rescue Missions contacted and provided dates and times volunteers are needed.
c.	Volunteers to serve food at each Rescue Mission in the Utica/Rome area at a minimum of one time each semester.	December 2018 & May 2019	Community Outreach Committee	At least volunteers participate in each of the events.

- C. Organize Team SAM and collect donations for Utica's Greatest American Heart Run/Walk (American Heart Association [AHA]) that will be held in March 2019.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Educate the membership about the origin of Team SAM to promote participation by the membership in the Greatest American Heart Run/Walk event.	December 2018	Education and Training Committee	Increase member participation to 20 members for the events.
b.	Approach TEAM MVCC to be a co-sponsor for the event.	August 2018	Michael Henningsen	TEAM MVCC will be asked to co-sponsor.
c.	Design and purchase MVCC Team SAM branded clothing for participants.	December 2018	Community Outreach Committee	Items designed and purchased prior to the Run/Walk in March 2019.
d.	Request NYSUT Leadership participation at the 2019 Run/Walk event.	August 2018	PA President	At least one member of the NYSUT Leadership will participate with MVCC Team SAM in the March 2019 event.

- D. Partner with the Utica Teachers Association (UTA) to support the children in the district.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Contact the Principal of Kernan Elementary School to assess the needs of the student body.	August 2018	LAP Committee	Contact will have been made.
b.	Membership will be notified of a Winter Coat Drive for the Kernan Elementary School children.	October 2018	Community Outreach Committee	Membership will have been notified of drive.
c.	Collection of Coats will occur during the month of November.	November 2018	Community Outreach Committee	Coats will be collected with an

				increase of an additional 10 coats.
d.	Coats will be delivered to Kernan Elementary School.	December 2018	Community Outreach Committee	Collected coats will be delivered to Kernan Elementary.
e.	Membership will be notified of a School Supply drive for the Kernan Elementary School children.	August 2018	Community Outreach Committee	The membership will be notified.
f.	Collection of school supplies will be collected during the "Brace yourself PA-rtly".	August 2018	Community Outreach Committee	School supplies will be collected.
g.	Collected school supplies will be delivered to Kernan Elementary School students.	September 2018	Community Outreach Committee	Collected school supplies will be delivered to Kernan Elementary.

E. Organize activities and fundraising efforts to support Making Strides Against Breast Cancer.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Create a team to participate in the Utica Walk for Making Strides Against Breast Cancer on October 21, 2018.	October 2018	Community Outreach Committee	A team will be organized with at least 7 members.
b.	MVCC PA will donate baskets for NYSUT's Fall Leadership Fundraising efforts.	October 2018	Community Outreach Committee	A minimum of two baskets will be donated.
c.	Increase the NYSUT Raffle tickets sold by the MVCC PA.	October 2018	Community Outreach Committee, PA Executive Board	We will increase the amount of tickets sold by 10%.

Priority Area 4 – Improving Communications, Media and Public Relations

Local Name: Mohawk Valley Community College Professional Association (MVCC PA)

1. The strategic goal for improving communications, media and public relations is:
The MVCC PA will connect with local media outlets and other agencies to raise public awareness of the activities and events that the membership is involved with. Additionally, we will continue to improve upon connecting with our members using a variety of sources to keep the membership engaged and informed.
2. Action Plan – the following detailed activities and tasks are designed to accomplish this objective.

A. PAnorama Newsletter

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Create and publish at least 4 issues/year by specified target dates.	10/15/18, 11/30/18, 3/1/19, 4/30/19	Internal Communications Committee	All 4 issues will be published by target dates.
b.	Establish reoccurring columns in each newsletter: President letters, Greivance update, Community Events, Member Story, Hide/Seek/Win, Current Events and Photos.	September 2018	PA President/Internal Communications Committee	All 8 reoccurring columns appear in each edition of the PAnorama.
c.	Print and mail hard copies to our retirees, local labor councils and outhur outside agencies.	After each publication	Internal Communications & PA Secretary	No later than 1 week after publications, the PAnorama will be distributed.

B. Develop a plan to communicate Union news with external media outlets

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Conduct a meeting with the Internal Communications Committee.	September 2018	LAP Committee and Internal Communications Committee Chair	Meeting will be held.

b.	Charge Internal Communications Committee to develop a strategic plan for the communication of Union news to external media outlets.	September 2018	LAP Committee and Internal Communications Committee Chair	Communication Committee will be given their charge.
c.	Make recommendations to the Internal Communications Committee to streamline the process.	September 2018	LAP Committee and Internal Communications Committee Chair	Recommendations and suggestions will be provided to the committee.

C. Creation of MVCC PA Videos that will showcase what the Union has to offer.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Conduct a meeting with the Education & Training Committee to charge them with the development of 3 types of videos: New Members, Union Stories, and Instruction.	Septemeber 2018	LAP Committee & Education and Training Committee Chair	A meeting will be conducted.
b.	In conjunction with Education and Training Committee, develop a survey to find those members willing to share their stories.	October 2018		A survey will be distributed.
c.	10 new members videos, 10 union stories, and 5 instructional videos will be created.	May 2019	Education and Training Committee	A minimum of 10 new member vidoes, 10 union stories, and 5 instructional vidoes will be created .

D. Enhance the social media presence of the MVCC PA.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Establish a social media administrator to oversee the different social media accounts.	October/November 2018	LAP Committee	A social media Coordinator will be established.
b.	Develop a "closed Facebook" group that will only be accessible by MVCC PA members	November 2018	LAP Committee, Social Media Administrator	A closed facebook group will be created.
c.	Update and implement accounts for Instagram and Twitter	November 2018	Social Media Administrator	New Accounts for Instagram and Twitter will be created.
d.	Research and implement social media feeds on the MVCC PA website	December 2018	Social Media Administrator, Webmaster	Social Media feeds options will be

				researched and possibly purchased.
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E. Establish an events calendar/list of events to be published on the MVCC PA Website

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Research ways to have an events listing/calendar of events on the MVCC Website.	December 2018	LAP Committee, Internal Communications Committee	An events calendar/event listing will appear on the MVCC PA website.
b.	Develop a process in which all committee events are communicated to Internal Communications for website updating.	December 2018	Internal Communications	A process will be developed.

EXAMPLE

Priority Area 3 – Expanding Community Outreach and Coalition Building

Local Name: Sample TA

1. The strategic goal for expanding community outreach is:
Given the negative perception of educators and the media coverage on education reform, as demonstrated by the newspaper editorials, negative slant of media, lack of voter turnout in the district and defeat of the last school budget, the strategic goal is to address the community's perception of education (and the local association) through specific, measurable, attainable, positive programs/activities that encourage student success outside of the classroom.
2. Action Plan – the following detailed activities and tasks are designed to accomplish this objective.
 - A. *Assess the community's perception on the elementary and high school educational success of their children.*

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	<i>Meet with interested members to determine what information we wish to know about the community attitudes towards educators in this school district.</i>	<i>9/2014</i>	<i>LAP Committee</i>	<i>Draft proposal</i>
b.	<i>Contact NYSUT to develop questions for the community survey.</i>	<i>9/2014</i>	<i>LAP Committee</i>	<i>Draft questions</i>
c.	<i>Determine the target audience.</i>	<i>9/2014</i>	<i>LAP Committee</i>	
d.	<i>Notify the target audience about the upcoming polling (optional).</i>	<i>10/2014</i>	<i>LAP Committee</i>	<i>Sent postcard</i>
e.	<i>Provide answers to questions or concerns from the community.</i>	<i>10/2014</i>	<i>LAP Committee</i>	<i>Provide follow up</i>
f.	<i>Conduct the survey through the NYSUT polling center.</i>	<i>1/2015</i>	<i>LAP Committee</i>	<i>Survey</i>
g.	<i>Review the results with NYSUT Research and Ed Services.</i>	<i>2/2015</i>	<i>LAP Committee</i>	<i>report</i>
h.	<i>Meet as a group to discuss what we have learned.</i>	<i>2/2015</i>	<i>LAP Committee</i>	<i>Make recommendations</i>
i.				
j.				

- B. *Determine programs/activities that address the communities concerns about educators in this district, the educational success of students and results of the survey.*

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	<i>Brainstorm activities/programs that address community attitudes and concerns, including a community reading day, workshops for parents, fun activities with and education theme at the community day celebration, etc.</i>	<i>8/31/14</i>	<i>LAP sub-committee or community</i>	<i>Create a plan</i>
b.	<i>Plan for a community education day for families encouraging basic literacy.</i>	<i>8/31/14</i>	<i>LAP sub-committee or community</i>	<i>Decision by Exec. Board</i>
c.	<i>Determine date, time and location for the community reading day.</i>	<i>8/31/14</i>	<i>LAP sub-committee or community</i>	<i>Create announcement</i>
d.	<i>Confirm the logistics.</i>	<i>9/30/14</i>	<i>LAP sub-committee or community</i>	<i>Actual event</i>
e.				
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