

LAP LOCAL SELF-ASSESSMENT PART II

GOALS, OBJECTIVES, ACTION PLANS, ACTIVITIES

Priority Area 1 – Increasing Membership Engagement

Local Name: Mohawk Valley Community College

1. The strategic goal for increasing membership involvement is:

To decrease the number of agency fee payers to 5 or less and invisible members by 50% by the end of the first year of the LAP. The MVCC PA LAP Committee along with the member engagement committee will work to generate targeted activities and one on one conversations with all members.

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.	Organize and execute a new member social that allows new members to meet and interact with the executive board (E-Board) and existing membership.	Sept. 2017	New Members Committee	At least 50% of the new members hired since Nov. 2016 will attend the social.
b.	A quick reference guide will be generated and distributed to all new members.	Sept. 2017	Internal Communications	Every new member will receive a copy by no later than Oct. 2017.
c.	One on One conversations will be had with new members at least twice a semester.	4 Meetings by May 2018	E-Board and PA Reps	100% of new members will have at least 4 one on one conversations throughout the academic year.
d.	Binders for new members will be distributed at the Brace Yourself PA-rt-y.	Sept. 2017	New Members Committee	At least 50% of new

				members hired since May 2017 will receive their new member binder at this event.
e.	New members will return their completed membership cards to the Professional Association (PA) President.	No later than 3 months from their date of hire.	New Member Committee, PA Reps, E-Board	95% of new members will have turned in their membership card within their first 90 days of employment.

- B. The PA will host a table at the Fall Opening in order to provide information, update member contact information, and distribute branded promotional items to all members.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	The PA will contact the Office of the President requesting approval to set up an informational table.	July 2017	PA President	Approval for the table will be granted.
b.	A printed postcard with current member contact information and member benefit information will be created for the purpose of updating records.	August 2017	LAP Committee	Postcards will be printed.
c.	For members who update/verify their contact information they will receive a MVCCPA promotional item. PA Promotional Items will be selected and purchased.	August 2017	LAP Committee/E-Board	50% of the members who attend the fall opening will update/verify their contact information.
d.	General PA information will be made available at the Fall Opening table. - PA Brace yourself PA-rty Reminder - PA Quick Reference guide - PA New Member Binders - Vote No on Con Con Postcards	August 2017	LAP Committee/E-Board	Information will be on the table.

- C. The MVCC PA will host a Brace Yourself PA-rty for all members when the faculty return on their first day of obligation.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Facility reservation.	July 2017	Member Engagement Committee	Reservations Made.
b.	Menu will be planned and appropriately budgeted.	July 2017	Member Engagement Committee	Reservations will be made through Sodexo.
c.	Members will be contacted via email and postcard about the event.	July/August 2017	Member Engagement Committee/ Secretary	E-mails and postcards will be distributed to members no later than 2 weeks prior to the event.
d.	General PA information will be made available at the Fall Opening table. - PA Brace yourself PA-rty Reminder - PA Quick Reference guide - PA New Member Binders - Vote No on Con Con Postcard (see goal B, d.).			
e.	New Member binders will be distributed (see goal A, d.).			
f.	Vote -Cope donation information will be distributed to members in attendance.	August 2017	LAP Committee	75% of members who attend will receive their vote-cope information.
g.	Members will have the opportunity to update/verify their contact information (see goal B, b.).			
h.	Raffles will be held at the event to broaden the PA brand and entire member participation.	August 2017	LAP Committee	At least 5 PA branded items will be raffled off.

- D. We will implement the MiniVAN application to perform one on one discussions with all member to inform them of the implications of Con Con prior to the Nov 2017 election.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Identify the PA Reps who will perform the one on one conversations.	Aug 2017	LAP Committee	Members identified as PA Reps and relayed to NYSUT.
b.	Schedule training of PA Reps and E-Board with RPO Peter Kim and LRS Jim Henck.	July 2017	LAP Committee	Training already scheduled for 9/15/17.
c.	Reserve training space, arrange for refreshments and organize training materials for the PA Reps and E-Board.	Aug 2017	LAP Committee	Individual items will be accomplished.
d.	PA Reps and E-Board members will be tasked with meeting one on one with the membership.	Oct 2017	PA Reps and E-Board members	PA Reps and E-Board members will meet with 100% of the membership on or before Oct 13, 2017.
e.	Schedule and hold a debrief meeting upon the conclusion of the one on one campaign to discuss results of the one on one meetings with the membership.	Oct 2017	LAP Committee	A meeting will be scheduled and held for Oct 20, 2017.
f.	MVCC PA branded item purchased and distributed to for all PA Reps and E-Board members.	Sept 2017	LAP Committee	Items distributed at the 9/15/17 meeting.

- E. Recognize members who have met significant milestones as defined in the CBA at semesterly gatherings/membership meetings.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Design and purchase MVCC PA branded items to distribute to members who have met significant milestones as recognized in the CBA.	Nov 2017	Member Engagement Committee	Items will be designed, ordered and delivered by Jan 1, 2018.
b.	Design and distribute invitations to all members who meet the significant milestones.	Nov 2017	Member Engagement Committee	Invitations will be designed and produced by Jan 1, 2018.
c.	Members will be recognized for retirement, longevity, tenure, promotion and Chancellor Awards at semesterly gatherings/membership meetings.	Jan/May/Sept annually	E-Board	Increase of attendance to semesterly gatherings by 25%.

- F. Change format of current E-Board monthly meetings to be more inclusive and informative before the October 2017 monthly meeting.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Proposal of meeting format change will be discussed at Sept 2017 E-Board meeting. Change will reflect PA Reps being invited to a general session with executive session to follow.	Sept 2017	PA President	Change will be implemented prior to Oct 2017 E-Board meeting. PA Reps to be invited to the Oct 2017 meeting.

Priority Area 2 – Strengthening Political Action

Local Name: Mohawk Valley Community College Professional Association

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 PA-rty.	August 2017	LAP Committee	At least 50% of members who attend the event will receive their VOTE-COPE information.
b.	VOTE-COPE information for those members that did not attend/receive it at the Brace Yourself PA-rty will be distributed by the PA Reps and E-Board through their one on one conversations held no later than October 2017.	Oct. 2017	PA Reps and E-Board	100% of members will have received their VOTE-COPE information by Oct. 2017.
c.	A presentation on the importance of VOTE-COPE will be given to the PA Reps and E-Board Members in order to connect one on one with members.	Oct. 2017	PA Reps and E-Board Members	A presentation will be held at the October E-Board meeting. NYSUT Representative will be contacted to present info.
d.	PA Reps and E-Board members will conduct their second one-on-one regarding the importance of VOTE-COPE and collect any outstanding donation forms.	Nov./Dec 2017	PA Reps and E-Board Members	100% of the members will have a one-on-one conversation by December 15 th , 2017.

- B. In order to generate a cohesive unit and solidarity amongst the members, the MVCC PA will create a campaign to rally members around the current status of negotiations between the college and the MVCC PA.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	MVCC PA will establish Blue Mondays where members will be encouraged to wear PA branded gear/apparel.	August 2017	Negotiations/Internal Communications	Members will be communicated with and reminded to wear their PA Blue on Mondays throughout negotiations.
b.	Design and order items to help promote and support the negotiations team.	As needed throughout the negotiations process	Internal Communications	Items ordered, received and distributed to members.

Priority Area 3 – Expanding Community Engagement

Local Name: Mohawk Valley Community College Professional Association

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. Participate in the Utica Zoo's Spooktacular Event (October 2017) to gain exposure in the community as the MVCC PA in collaboration with the Utica Teachers Association (UTA).

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Contact the Utica Zoo and reserve tent space next to collaborators, UTA.	July 2017	President	Approval for tent space.
b.	Order branded item to hand out at event to community trick or treaters.	August 2017	Community Outreach Committee/LAP Committee	Items are ordered and received by Oct 1 2017.
c.	Prebag item in MVCCPA branded bag prior to event for ease of handout. Contact general membership for bag stuffing hour.	October 2017	LAP Committee and Membership Volunteers	Items are bagged at least 2 days prior to event.
d.	Contact members to request and organize a volunteer list to staff the table at the Spooktacular event.	October 1, 2017	Community Outreach/ LAP Committee	All time slots for staffing table filled by Oct 15 2017.

- 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 2018	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 2017	Community Outreach Committee	Rescues 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 2017 & May 2018	Community Outreach Committee	At least 5 volunteers participate in each of the events.

- C. Support and participate in the CNY Labor Council meetings and events throughout the academic year.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Actively attend and participate in the CNY Labor Council monthly meetings.	Aug 2017	PA President, LAP Committee	At least one delegate will attend and participate in the monthly CNY Labor Council meetings throughout the academic year.
b.	Participate and assist in organizing the annual Samuel Gompers dinner that recognizes union members for their involvement in union activities.	Oct 2017	PA President and Labor Council delegates	At least one or two members will attend the annual dinner.
c.	Design and purchase MVCC PA branded items that can be displayed when participating in strike/pickets activities in support of other unions.	Dec 2017	Political Outreach Committee	Branded items will be available for use when supporting brothers and sisters of other unions in their strike/picket sessions.

D. Organize Team SAM and collect donations for Utica's Greatest American Heart Run/Walk (American Heart Association (AHA)) that is held March 2018

		<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.	Dec 2017	Education and Training Committee	Increase member participation to 20 members for the event.
b.	Design and purchase MVCC PA Team SAM branded clothing for all Team SAM participants.	Dec 2017	Community Outreach Committee	Items purchased prior to the Run/Walk in March 2018.
c.	Request NYSUT Leadership participation at the 2018 Run/Walk event.	July 2017	PA President	At least one member of the NYSUT Leadership will participate with Team SAM in the March 2018 event.
d.	Increase fundraising for Team SAM to benefit the AHA.	Mar 2018	Community Outreach Committee	Increase donations to AHA by 50%.

E. Support and participate in United Way activities throughout the academic year.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Continue to collaborate with the College to conduct an annual United Way campaign using payroll deduction or by accepting monetary donations.	Dec 2017	PA President	Maximum participation by MVCC PA members.
b.	Attend the annual United Way Kickoff Campaign event.	Oct 2017	PA President	Increase event attendees to 10.
c.	Continue MVCC PA union sponsorship of the United Way Utica College Hockey Night event where our logo is printed on t-shirts and displayed on the jumbotron/scoreboard as well as our banner display in the Utica Auditorium. Sponsorship includes 10 tickets to the event.	Jan 2018	PA President	Increase level of support by purchasing 15 additional event tickets.

Priority Area 4 – Improving Communications, Media and Public Relations

Local Name: Mohawk Valley Community College Professional Association

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.	10/15/17, 11/30/17, 3/1/18, 4/30/18	Internal Communications Committee	All 4 issues published by target dates.
b.	Establish reoccurring columns in each newsletter. ie: President letters, Greivance update, Community Events, Member Story, Hide/Seek/Win, Benefits, Current Events and Photos.	September 2017	PA President/ Internal Communications Committee	All 8 reoccurring columns appear in each edition of the PAnorama.
c.	Submit entries into NYSUT Communications Awards.	Dependent upon NYSUT Deadlines	Internal Communications	Deadlines will be met.
d.	Print and mail hard copies to our retirees, local labor councils and other outside agencies.	After every publication	Internal Communications & Secretary	No later than 1 week after publication, the PAnorama will be distributed.

- B. A complete overhaul of the MVCCPA.org website will commence during the 2017-2018 academic year.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Follow up with the NYSUT communications department regarding our request for assistance with web development.	August 2017	LAP Committee	A member of the LAP Committee will connect with NYSUT communications regarding the status of our request no later than August 15 th .
b.	Additional research will be conducted and completed into the viability of the overhaul of our website.	Oct. 2017	Internal Communications	At least two other vendors/methods of optimizing our website will be explored.
c.	Analysis of available options will commence and a decision will be made regarding the change in web design/ platform.	October 2017	E-Board	A decision will be made regarding which avenue we wish to pursue at the October E-Board meeting.
d.	Re-design of mvccpa.org will commence and be monitored.	November 2017	Internal Communications	Internal communications will regularly communicate and comply with requests made by the vendor/individual chosen.

C. Test the viability of new technology to increase member involvement and communication.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Invoke the use of signupgenius.com to help members engage in volunteerism activities.	As needed	Community Outreach and Member Engagement	Signupgenius.com will be used for at least 3 events during the academic year.
b.	Test the viability of using remind.com to communicate via text message with the membership.	As needed	Community outreach, Member Engagement, Negotiations	remind.com will be used at least 3 times during the academic year.
c.	Work with NYSUT to implement the Zoho system.	As needed	LAP Committee & PA President	Zoho will be implemented and used for the 1 st year of LAP.

D. Communicate with external media outlets regarding any Community Outreach event both prior to and after the event.

		<u>Target Date</u>	<u>Person(s) Responsible</u>	<u>Quantifiable Measure of Success</u>
a.	Prior to all Community Outreach events, a press release will be written and submitted to the media outlets in the Utica/Rome area.	As needed	Internal Communications	A press release will be submitted to the media outlets prior to any event.
b.	Following each Community Outreach event, photos and a press release will be submitted to the media outlets in the Utica/Rome area.	As needed	Internal Communications	Photos and a press release will be submitted to the media outlets within 5 business days of the event.
c.	Create a media archive of all MVCC PA events published by the external media outlets.	As needed	Research and Records Committee	All items will be captured and stored in a systemic fashion upon publication of the event.