

## Membership Engagement - Investment In Us

1 WHEREAS:

2 Oregon AFSCME Council 75 prides itself on being a member-driven union and our  
3 strong member engagement at the worksite, our locals and Council: and

4 WHEREAS:

5 Our strongest locals have engaged member leaders, local officers and activists to  
6 create a workplace that mirrors their shared values and holds employers accountable;  
7 and

8 WHEREAS:

9 As our union grows, it is critical to engage new members in this democracy and invest in  
10 their leadership development; and

11 WHEREAS:

12 Investment in member engagement skills is critical to ensuring new leaders will be  
13 successful in the work of building their unions; and

14 WHEREAS:

15 In 2018, Oregon AFSCME launched a pilot program to invest leadership and organizing  
16 skills in newly engaged member leaders. The Emerging Leaders program trained 9  
17 members and 1 non-union worker from Local 328 and Local 88; and

18 WHEREAS:

19 Oregon AFSCME has invested in leadership development by committing resources for  
20 lost time reimbursement, so emerging leaders can have opportunities to gain practical  
21 experience and confidence by using their knowledge and skills in the field;

22 WHEREAS:

23 The investment in organizing and leadership development has strengthened our union  
24 and provided member leaders with resources and training to bring back to their locals;

25 WHEREAS:

26 In 2019, Oregon AFSCME launched the SMART Center (Steward Member Action  
27 Representation Training) to provide all members quick, reliable access to the  
28 information they need, when they need it; and

29 WHEREAS:

30 Oregon AFSCME is using “new” technologies to better reach members - such as text  
31 messaging, telephone town halls, and AFSCME issue based webpages to better reach  
32 all members across Oregon on issues important to them; and

33 THEREFORE BE IT RESOLVED:

34 That Oregon AFSCME Council 75 will continue to prioritize organizing and leadership  
35 development, the Emerging Leaders Program, the SMART Center and new  
36 technologies

37 BE IT FURTHER RESOLVED:

38 That Oregon AFSCME Council 75 will work with locals to develop and improve contract  
39 language to support lost time, member representation, and member development

40 BE IT FINALLY RESOLVED:

41 That Oregon AFSCME Council 75 will prioritize and support affiliated locals to create,  
42 develop, and/or allocate resources for member leaders to build skills to bring back to  
43 their local.

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46 Submitted by: Oregon AFSCME Council 75 Executive Committee