

SUMMARY OF FEEDBACK FROM THE JUNE 2009 SEIU 1000 COUNCIL

Executive Summary

At the June 2009 SEIU 1000 Council Meeting, Union members and staff participated in three activities that covered 1) Member Identity; 2) Responsiveness of Local 1000 to Issues; and 3) Views on the Proposed Mobilization Structure. Feedback was collected at the end of each activity and submitted to the Research Department for analysis. This report presents the results of the feedback submitted.

Activity 1 – Member Identity

Members were asked to think of themselves in three roles and then select a category that they most identify with in each role. SEIU 1000 staff was asked how they believe members identify themselves.

- Whether in the role of state worker, engaging with co-workers or union activist most members responded that they mostly identify with their department.
- The majority of staff believes that the specific department for which members work is: 1) the entity that key leaders/activists mostly identify with; is the best common ground to organize issues around; and is the best connection to engage more people.

Activity 2 – Responsiveness of Local 1000 to Issues

Members and staff were asked to describe what they believe are the facilitators and barriers to the Union's ability to respond quickly to issues.

Quick Response: What the Union did Well and the Role of Staff

Three themes describe what the majority of members believe Local 1000 did well:

1. **Frequent communication** with members via Local 1000, CAT structures, and phone-banking.
2. **Assigned staff to various** campaigns full-time.
3. **Tailored campaigns** around specific department issues.

A lot of the comments about staff's role were part of the responses to what the Union did well. The one theme that emerges from the comments is that staff helped facilitate a quick response by delivering the message via meetings and just getting information out to members quickly.

Slow Response: Union Staffing Barriers

Three themes describe the staffing barriers identified by members:

1. **Poor communication/coordination among staff.**
2. **High staff turnover.**
3. **Not enough staff to reach several DLCs.**

Activity 3 – Proposed Mobilization Structure

Participants were asked to provide their general view as well as perceived benefits and barriers of the proposed mobilization structure that shifts the focus from DLC to Department.

Good start, but there are still many questions. The overall opinion of the model is that it is a good start by the Union to begin to focus on departments, but many found the details to be vague. Many have questions about:

1. How will the proposed model impact the role of member leaders?
2. What impact will it have on the representational structure?
3. How will the model help the Union be more responsive to issues?

The Benefits

Most believe that the proposed mobilization structure has two main benefits:

1. **Specialization in department issues.**
2. **Building of real relationships.**

The Barriers

Participants in Activity 3 believe that the proposed mobilization structure may create the following barriers:

1. **Neglect of smaller departments.**
2. **Not enough staff to implement model.**