

SEIU STRATEGIC PLAN 2010-2011

SECTION I: Goals and Objectives

Goal 1: Engage Our Membership

- 1.1: Increase Membership
- 1.2: Engage 25% of Members in Some Union Activity
- 1.3: Have 5% of Members in Leadership Role
- 1.4: Develop Interactive Communication

Goal 2: Do Real Representation

- 2.1: Improve URC effectiveness and provide training to stewards

Goal 3: Be Relevant in All Areas of Our Members' Lives & Totally Relevant to the Public We Serve

- 3.1 Create Institute for Quality Public Services
- 3.2 Engage in Community Activities

Goal 4: Step Up Politically

- 4.1 Increase Voter Registration
- 4.2 Increase COPE Contributions
- 4.3 Mobilize Local 1000's "1000" Volunteers
- 4.4 Get Out the Vote
- 4.5 Be Active in Legislative Campaigns
- 4.6 Develop Election "Pilots" 2010

Goal 5: Cultivate a Culture of Performance and Recognition

- 5.1 Recognize Members

Goal 6: Provide Training for Everyone With Responsibilities

- 6.1 Have training at every Council Meeting and SBAC
- 6.2 Develop Online Steward Training
- 6.3 Continue Staff Training

SEIU STRATEGIC PLAN 2010-2011

SECTION II: Measures of Success

Goal 1: Engage Our Membership

Objective	Measures of success
1.1 Increase Membership	Each DLC recruits 2 new members per month
1.2 Engage 25% of Members in Some Union Activity	
1.3 Have 5% of Members in Leadership Role	
1.4 Develop Interactive Communication	Hold 5 individual conversations with members per month

Goal 2: Do Real Representation

Objective	Measures of success
2.1 Improve URC effectiveness and provide training to stewards	

Goal 3: Be Relevant in All Areas of Our Members' Lives & Totally Relevant to the Public We Serve

Objective	Measures of success
3.1 Create Institute for Quality Public Services	
3.2 Engage in Community Activities	
3.3 Open up new vehicles for member engagement	

Goal 4: Step Up Politically

Objective	Measures of success
4.1 Increase Voter Registration	By Oct 18 register 7,500 members statewide to vote/vote by mail
4.2 Increase COPE Contributions	Collect union wide \$50,000 new COPE contributions by Nov. 2 nd
4.3 Mobilize Local 1000's "1000" Volunteers	By Oct. 29 th recruit 2000 members statewide to do election work
4.4 Get Out the Vote	By Oct. 29 th 150 members mobilized statewide to do voter turnout for Election Day
4.5 Be Active in Legislative Campaigns	By the end of the year 100 members have participated in our lobbying program

SEIU STRATEGIC PLAN 2010-2011

Objective	Measures of success
4.6 Develop Election "Pilots" 2010	By Oct. 29 th 300 members have made 15,000 calls to other members in our targeted districts

Goal 5: Cultivate a Culture of Performance and Recognition

Objective	Measures of success
5.1 Recognize members	By Oct. 1 st a Recognition Committee will be established

Goal 6: Provide Training for Everyone With Responsibilities

Objective	Measures of success
6.1 Have trainings at every Council Meeting and SBAC	Every meeting this year training will be provided
6.2 Develop Online Steward Training	By Jan 2011 Online Training System will be launched
6.3 Continue Staff Training	