



Scenario #3 The Threat to Public Education & CTA With the Loss of Fair Share Rights

CTA SUMMER INSTITUTE

COMMUNICATIONS STRAND

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What's At Stake--Fair Share

- ❑ We will lose members & revenue
- ❑ We will have fewer resources & staffing
- ❑ We will be considered weak and could be taken advantage of by districts and administrators
- ❑ We will lose bargaining strength
- ❑ Students will suffer!



Target Audience

- ❑ Members
- ❑ Agency fee payers
- ❑ Fellow union members
- ❑ Parents/community

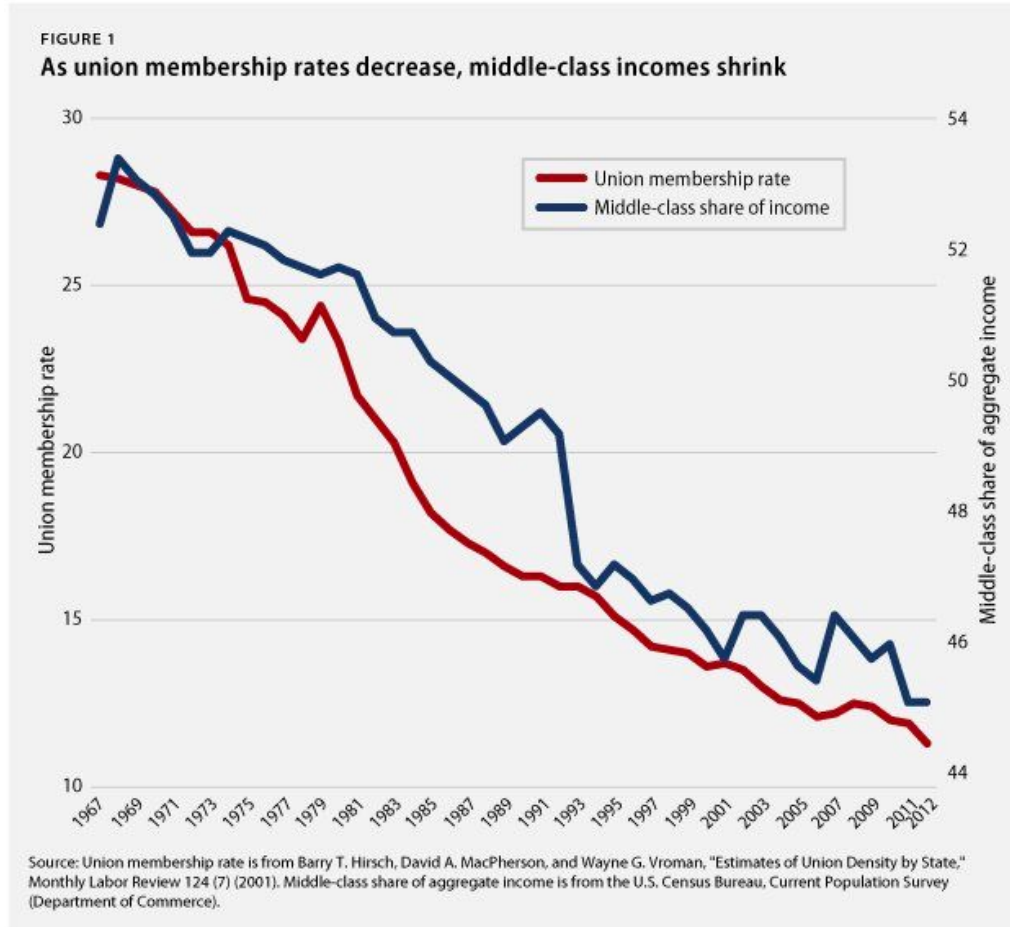


Strategy & Goals

- ❑ To have members understand the benefit of the union
- ❑ To have members want to contribute the dues because they understand the benefits



Messaging - Images/Memes

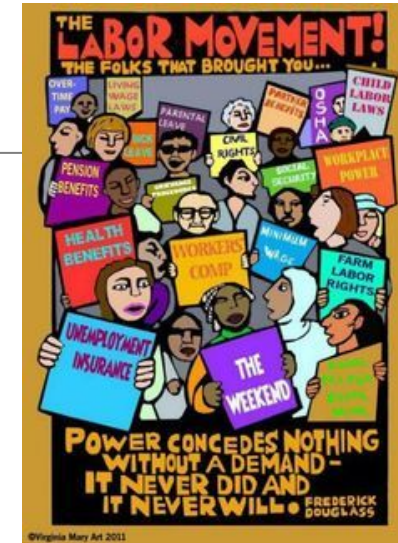


The FACTS

NO ONE IS REQUIRED TO JOIN A UNION, AND NO ONE IS REQUIRED TO PAY ANY FEES THAT GO TO POLITICS OR POLITICAL CANDIDATES

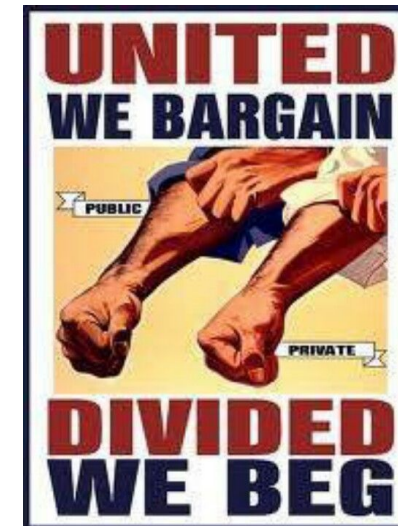
— but —

BY LAW, UNIONS MUST REPRESENT AND BARGAIN FOR EVERY WORKER, WHETHER THEY JOIN THE UNION OR NOT.



WHEN UNIONS LOSE RESOURCES, WORKERS LOSE WAGES.

#WORKTOGETHER



Messaging - Quotes

- ❑ “The decline of union membership has mirrored almost exactly the decline of the middle class.”
- ❑ “Strong unions mean a strong middle class, which means a strong economy.
- ❑ “My job would be a thousand times easier if all I had to do was to go to the board and ask for more money.” – *Jennifer Thomas, president, San Jose Teachers Association*
- ❑ “The political landscape is changing right in front of us. We must be able to make the voices of educators heard in these debates.” - Joe Nunez, CTA Executive Director
- ❑ “Educators need a seat at the table because they, not the politicians, know what’s best for students.” Education Minnesota
- ❑ “While 23 states authorize collecting fair share fees, other states have made fair share fees illegal. The result? [Lower wages and decreased benefits for working people.](#) In states without full union rights, the average worker makes \$1,500 less per year, workers are much less likely to have health insurance, and the rate of workplace deaths is 36 percent higher.”



Messaging

**Helpful
Websites!**

- ❑ [AFSCME Facebook](#)
- ❑ [America Works Together](#)
- ❑ [CTA --Fair Share](#)
- ❑ [CTA Member Engagement Toolkit](#)
- ❑ [NEA Today Article](#)



Communications Tools

(Tools, channels or platforms might include an online newsletter, email blast, social media, a flyer, a presentation, or a community/member engagement activity)

- ❑ Newsletter (Digital and Hardcopy)
- ❑ Facebook, Twitter, Instagram
- ❑ YouTube Videos
- ❑ E-mail List
- ❑ Powerpoint Presentation
- ❑ Civic Academy



What does success look like?

- ❑ Membership understanding of the benefits of supporting the union
- ❑ Educators taking action by opting in to pay fair share fees
- ❑ No decrease in Union membership!

