



## General Information

*AFT Northwest Leadership Forum is a leadership training program, co-sponsored by AFT LEAD Program, AFT-Oregon, AFT Washington, OFNHP and OSEA. It focuses on subjects essential for development and maintenance of dynamic and effective Locals and the Union as an institution.*

### HILTON VANCOUVER WASHINGTON

The Hilton Vancouver Washington is located in the heart of downtown Vancouver, at 301 W. 6th Street.

### ROOM RESERVATIONS

For hotel reservations, call 360-993-4500. The Hilton Vancouver Washington is offering special room rates per night (single or double occupancy) of \$124 for two double beds, or \$134 for a room with one king bed. Add \$10 per night for each additional person. Maximum occupancy is four people per room. Parking and Internet included! Reservations must be made directly with the hotel by July 17 in order to receive this special group rate. Use the code "AFT" when you call to ensure you receive the correct rate. You may also book online at <http://www.hilton.com/en/hi/groups/personalized/P/PDXVAHH-AFT-20140731/index.jhtml>.

### REGISTRATION

Register online at: [www.aft-oregon.org](http://www.aft-oregon.org), or [wa.aft.org](http://wa.aft.org). Mail in your registration fee by July 17, to AFT NW Leadership Forum, AFT-Oregon, AFT, AFL-CIO, 10228 SW Capitol Hwy., Portland, Oregon 97219. Make checks for the \$100 registration fee per participant payable to AFT-Oregon.

Registration deadline is July 17. Cancellations received by July 17, will be refunded at 50 percent. No refunds for cancellations after July 17, or for "no shows."

Space will be filled according to the fee payment postmark date until the limit is reached. *Please coordinate your participation through your Local.*

### COSTS

Registration is \$100 per participant. The registration fee covers the cost of materials, breaks and some meals. Lodging, travel and other expenses are the responsibility of the participants and/or their Locals.

**AFT-Oregon, AFT, AFL-CIO**  
10228 SW Capitol Hwy.  
Portland, OR 97219  
[www.aft-oregon.org](http://www.aft-oregon.org)



A Union of Professionals

# Reclaiming the Promise



July 31-August 3, 2014  
Hilton  
Vancouver Washington,  
Vancouver

### Co-Sponsors



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# Program Agenda

Thursday, July 31, 2014

- 10:00 a.m.-5:00 p.m. Registration**
- 1:30 p.m.-4:30 p.m. Thursday Seminars**
- ❖ Developing Worksite Leader Systems
  - ❖ How to Ensure Our Unions are Inclusive
  - ❖ Bargaining for Health Care Benefits
  - ❖ Part-Time Faculty Organizing
  - ❖ Union 101
- 5:30 p.m. No Host Happy Hour**
- 6:30 p.m. Dinner (Speaker TBA)**

Friday, August 1, 2014

- 8:00 a.m. Constituency Breakfast**
- 9:00 a.m. Courses Commence**
- ❖ Building a Political Powerhouse
  - ❖ Communications: Tips and Tools to Strengthen your Program
  - ❖ Contract Campaigns
  - ❖ Don't Shoot First – Ask, Analyze and Mobilize Instead
  - ❖ Introduction to Negotiations
  - ❖ It's All About Organizing
  - ❖ Union Leadership Skills
- Noon Lunch**
- 1:30-4:00 p.m. Courses Continue**
- (Dinner on own)*
- 7:00-8:00 p.m. Friday Seminars**
- ❖ Anti-Worker Attacks in Washington and Oregon
  - ❖ Assessing your Leadership
  - ❖ Duty of Fair Representation
  - ❖ Understanding Just Cause
  - ❖ Weingarten Rights

Saturday, August 2, 2014

- 8:00 a.m. Breakfast**
- 9:00 a.m. Courses Continue**
- Noon Lunch**
- 1:30-4:00 p.m. Courses Continue**
- 8:00 p.m. Union Movie Night**

Sunday, August 3, 2014

- 8:00 a.m. Breakfast**
- 9:00 a.m. Courses Continue**
- 11:30 a.m. Wrap-up**
- Noon Box Lunch**

*(Appropriate breaks will be given throughout program)*

**Courses:** Select one of the following courses, which will run from Friday Morning through Sunday Morning.

## Building a Political Powerhouse

This year we will see elections take place at the federal, state, and local level. More than ever, politics affects our lives and our job environments. An effective political action program can make the difference in enacting desirable legislation and in electing public officials who support our members and our issues. This course will cover elements that go into building an effective political program, such as communicating with members about politics, engaging them in your political program, mobilizing members around elections and legislative issues, and raising funds for political action. Participants will engage in hands-on practices that will develop their skills and introduce them to techniques used to build a strong political program.

## Communications: Tips and Tools to Strengthen Your Program

As a local leader, there are a variety of tools available to you (most are free!) to boost the effectiveness of your communications with members and the community. Learn how to increase your visibility, work with the media, develop your messages, and create professional publications. Master the use of social media, websites, and the media to get your messages heard. Participants are encouraged to bring their laptops. This course is for those with beginning and intermediate experience. Please sign up for AFT's LeaderNet prior to attending the forum at: [leadernet.aft.org](http://leadernet.aft.org).

## Contract Campaigns: Why a Contract Campaign?

Maximizing our ability to make gains for our bargaining unit members and those our members serve is the goal of a contract campaign. A contract campaign engages our members and other stakeholders in mobilization activities tied to our bargaining strategy. This course will cover contract campaign planning, member involvement and actions, community support, communications strategies and innovative bargaining activities. By the end, your local will have a contract campaign plan.

## "Don't Shoot First – Ask, Analyze and Mobilize Instead"

In this class you will learn how to assess your members' workplace issues to determine the best approach – informal problem solving, grievance, mobilizing opportunity, flash mob – to a resolution. Through presentation, discussion and working through actual scenarios, you will gain an understanding of how to effectively analyze the issue, represent bargaining unit members' interests, and defend the contract, as well as develop the skills and confidence to deal effectively with management, leading to member empowerment and a stronger union.

## Introduction to Negotiations

If you want to understand the basics of why and how bargaining works from start to finish, this program is for you. Learning by doing is this course's key feature. It is an approach that prepares you to be a full player in the bargaining process, from developing initial proposals and selecting the team to reaching a settlement. Participants will learn to use surveys and past grievances to generate bargaining proposals; identify what is considered a "cost" item; understand the different stages of bargaining; write bargaining proposals; put together a team and work like one; and develop both an inside and outside strategy for getting the best deal. This course is most useful to those with little or no experience and who are involved in their first bargaining situation or would like to know more about negotiations.

## "It's All About ORGANIZING!"

Effective unions see organizing as a continuous process (vs. something already done). They work every day to turn potential members into members, members into activists and activists into leaders. They focus on making union membership mean joining a community of colleagues that stands together for the common good (vs. buying an insurance policy). In this course, we'll review the principles of the AFT Organizing Model as well as The Four Pillars of Effective Internal Organizing. But more importantly, there will be lots of practical application on such things as: defining a compelling message around organizing; conducting one-on-one organizing conversations; assessing worker support; dealing with objections; conducting issue-based organizing campaigns; and engaging new employees.

## Union Leadership Skills

Leadership in today's difficult economic and political environment is especially challenging. This course, crafted by the Leadership Education and Development (LEAD) program, will enable you to develop the skills and knowledge to make you more effective, and your role more manageable and rewarding. Participants will learn how to identify personal leadership strengths; understand specific constructive and destructive leadership behaviors; improve effectiveness in empowering and inspiring others; and implement best human and financial management practices in the Local. This course is intended for newly elected or appointed leaders, stewards, prospective leaders and newer staff from all AFT affiliates.

**Seminars:** The Forum will feature short seminars on Thursday afternoon and Friday evening to help leaders brush up on skills, or to introduce a variety of subjects.

## Thursday Afternoon Seminars

### Developing Worksite Leader Systems

Whatever title the Local uses – building representative, federation representative or other, the role of worksite leaders has never been more critical as we try to mobilize every one of our members. But finding and retaining good leaders continues to be a struggle. In this workshop, we will explore a promising, systemic approach to rejuvenating our worksite representative efforts to create true worksite leaders. We will also discuss how state federations can improve local worksite leader systems.

### How to Ensure Our Unions are Inclusive

Our local unions are filled with members from all kinds of backgrounds, places and walks of life. In this workshop you will learn how to ensure that your local union is a welcoming and engaging organization. We will give you strategies to help you ensure that your local embraces the breadth of values, perspectives and energy of all of the members.

### Bargaining for Health Care Benefits

Health care reform has brought many changes to U. S. health care and insurance. Millions of people nationwide have insurance through the Affordable Care Act's (ACA) health care exchanges, and negotiators are navigating a new health care landscape. This workshop will give an overview of ACA, its potential impacts on members' health insurance, and the law's implications for health care providers and the U. S. health care system as a whole. It will focus on practical strategies for collective bargaining in the wake of health care reform. We will discuss the kinds of surveys and information requests that can help locals craft their strategy for ACA bargaining, and resources that can support locals in decision-making.

### Part-Time Faculty Organizing

Adjunct faculty make up a large percentage of the workforce at community and technical colleges and universities. Many are unaware of and thus not involved in their local unions. This workshop will focus on adjunct faculty organizing and, by incorporating a few helpful tips, adjuncts can begin to answer questions like: How do we increase our membership in the union? And, how we do we engage, let alone find other adjuncts on campus? By the end of the workshop, attendees will have two or three next steps that they can take back to their locals and start growing adjunct faculty presence in their union.

### Union 101: Union and Leadership Basics

Whether you are new to the union or have been a member for years and want to know more, this workshop is for you. We will discuss leadership roles and responsibilities, effective ways to communicate with your members and more. This course is designed to provide you with the necessary tools to become an informed and active Local leader. Participants will learn how to organize around local issues, build a stronger presence in your workplaces to deal with management; understand the function of local, state and national levels of the union; and develop a plan to create or expand member involvement in the Local.

## Friday Evening Seminars

### Anti-Worker Attacks in Washington and Oregon

Across the country workers are under attack because without unions, standards will be lowered for all working people and middle-class families. We have watched the devastating effects of anti-worker efforts in Wisconsin and Michigan, and now these ideas are coming to Washington and Oregon. It is time to come together to protect everyone's wages, benefits and working conditions. Join us to hear updates on what's happening in the northwest, and what you can do to help fight back against these anti-worker campaigns.

### Assessing Your Leadership

Every leader is different in style, but massive amounts of research say all leaders have to do some specific things to be effective. In this session you will have a chance to discreetly assess your own strengths as a leader and learn how to become the best you can be.

### Duty of Fair Representation

What is it? Should you care? If Local leaders have difficulty explaining it, this review is a necessity. Participants will learn the basis for the requirement, and explore best decision-making and action practices to withstand assertions and charges of "failure to represent." The union is obligated to represent everyone in the bargaining unit equally and violations of Duty of Fair Representation can be serious.

### Understanding Just Cause

"Just cause" isn't "just cuz." This widely used term (and its widely used variations) is common in one form or another in collective bargaining agreements. Understanding what it means and how it works can save hours of time, discussion and debate among Local leaders and members. It's a term of art related to the circumstances in question. Participants will learn a framework for just cause analysis to help guide decision-making processes when confronted with a "just cause" question.

### Weingarten Rights

The union has a duty to provide representation to all those covered by the collective bargaining agreement. Weingarten rights – named after a U.S. Supreme Court Case – are important for all union leaders and especially grievance representatives. Whether called Steward or carrying any other title, representatives should be well-versed in these rights to fully represent the members. Participants will learn some important factors in what Weingarten rights are all about.