Mobilizing and Building Power for Bargaining
Asking, Involving, Engaging and Connecting

Calendar Activity

• Report Back
• Questions

New Paradigm for Community Engagement

<table>
<thead>
<tr>
<th>Old</th>
<th>New</th>
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<tbody>
<tr>
<td>Reach out to community groups if and when we need them</td>
<td>Reach out regularly, because they are equal stakeholders in improving our schools and communities</td>
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<tr>
<td>Collaboration is short-term and issue-based</td>
<td>Collaboration is based on long-term relationships</td>
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<tr>
<td>Wait for them</td>
<td>Go to them</td>
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<tr>
<td>Tell them about our issues and concerns</td>
<td>Listen to their issues and concerns</td>
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<tr>
<td>Focus on contract and funding issues</td>
<td>Focus on improving our schools and communities, as well as the contract and funding</td>
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## New Paradigm for Community Engagement

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<tbody>
<tr>
<td><strong>We are the experts, and we develop proposals for change on our own</strong></td>
<td>“They” are experts too, so we develop proposals for change with our community partners</td>
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<tr>
<td><strong>We hold power in the District/State</strong></td>
<td>We can help communities and parents build their power</td>
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<tr>
<td><strong>Work with existing relationships</strong></td>
<td>Go beyond the “usual suspects”</td>
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<tr>
<td><strong>Community engagement as an add-on to the union’s work</strong></td>
<td>Community engagement is the union’s work!</td>
</tr>
<tr>
<td><strong>We maintain the current level of relationship with the community</strong></td>
<td>We take risks to deepen our relationships with the community</td>
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### Community engagement is not:
- Public Relations
- Marching in a parade
- Distributing bookmarks at back-to-school night
- A one-time activity like a food drive or fundraiser

**Ask**
Asking

“I didn’t know so many parents supported us.”

—ST. PAUL TEACHER

STUDY GROUPS

Parents
Teachers
Counselors
Community Representatives
Educational Assistant

LISTENING SESSIONS
Our Priorities

1. Education for the Whole Child
2. Family Engagement
3. Smaller Classes
4. Teaching, Not Testing
5. Culturally Relevant Education
6. High Quality Professional Development
7. Access to Pre-School

Who would you ask?

– Who would be your natural allies or potential allies?

– What issues would resonate with both your members and the community?

Educate
MEETINGS AND HOUSE PARTIES

- Set up 1-1s with PTA chairs and other parent leaders
- Request for them to set up house party or PTA presentation
  - Hmong new year
  - ECFE classes
- Executive Board and other leaders having house parties

FORMAT OF MEETINGS WITH PARENTS

- Introductions
- Overview of the creation of The Schools St. Paul Children Deserve
- Overview of priorities
- "Which priority is most important to you and why?"
- Review of negotiations so far
- Yard sign

Petition Drive:
Keeping People Engaged
Developing a Base
Educating your allies

- What are some ways you could educate allies about your issues?

- What specifically would be part of the discussion/education?
Communicate and Engage

CONSTANT COMMUNICATION

Open Bargaining
I STAND WITH SPFT

- A facebook page started by parents.
- A way to share information and network
“You want us to feel **FEAR**—of an uncertain time off for our children, for the logistical issues it would raise. Instead, I feel **ANGER**—for your misplaced priorities, for your bullying tactics, for your lack of faith in your teachers AND in your community. I refuse to be cowed. I stand with the teachers.”

-Courtney, Parent at Four Seasons Elementary

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**Engaging your allies**

- What are some ways you could engage allies in an organizing campaign?
Staying Connected

School Climate Improvement Teams
School Redesign
Class Size Committees
Academic Parent Teacher Teams
School Board Elections: Caucus for Change

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