# Mt. Diablo Education Association

## Contract Campaign Action Plan: Building member-based power

**GOAL:** To improve learning conditions for students

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Actions</th>
<th>Details</th>
<th>Who</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment member engagement by site</td>
<td>Review rosters</td>
<td>Assign chat partners</td>
<td>Site Reps</td>
<td>RA April 8, 2019</td>
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<tr>
<td>Chats with all members</td>
<td>Conduct organizing conversations “chats” with 5 – 20 members</td>
<td>Anger / Hope / Urgency</td>
<td>Site Reps Temporary Assistant Reps Engagement Team members</td>
<td>April 9 – June 5</td>
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<tr>
<td>Site Visits</td>
<td>Leadership meetings, follow up to Listening Sessions held in 2017 and 2018</td>
<td>Present information, time for questions, purpose is to motivate member involvement</td>
<td>Anita Johnson Linda Ortega Mark York Members of Bargaining Team, Organizing Team, and Strike Planning Team</td>
<td>April 10 – May 28</td>
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<tr>
<td>Rally</td>
<td>Demonstrate support for MDEA’s contract demands, inform community</td>
<td>Pack School Board Meeting BBQ and Hotdogs Informational Presentations and Motivational Speakers</td>
<td>All members, their families and concerned community members</td>
<td>April 22 5:30</td>
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<tr>
<td>Informal Straw Poll</td>
<td>Are you willing to support MDEA’s proposals to improve student learning conditions and to commit to taking HIGH-LEVEL collective action, up to and including STRIKE?</td>
<td>Survey Monkey</td>
<td>Anita Johnson</td>
<td>Sept 3</td>
</tr>
<tr>
<td>Event Type</td>
<td>Description</td>
<td>Methodology</td>
<td>Responsible Particulars</td>
<td>Tentative Date</td>
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<tr>
<td>Unity Meeting</td>
<td>Develop Site Rep's Organizing Skills</td>
<td>Stress importance of staying on message</td>
<td>Site Reps</td>
<td>Sept 14, 2019 (tentative date)</td>
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<td></td>
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<td></td>
<td>Site Reps Temporary Assistant Reps Engagement Team members</td>
<td></td>
</tr>
<tr>
<td>Continue chats with all members</td>
<td>Conduct organizing conversations “chats” with 5 – 20 members</td>
<td>Anger / Hope / Urgency</td>
<td>Site Reps Temporary Assistant Reps Engagement Team members</td>
<td>Aug 15 – Sept 9</td>
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<tr>
<td>Leafletting</td>
<td>Distribute flyers inviting community members to townhall events</td>
<td>In front of school sites before and after site time</td>
<td>All members, all sites</td>
<td>Sept 20 - 27</td>
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<tr>
<td>Follow-up Conversations</td>
<td>Follow-up with members who did not take survey or did not respond positively.</td>
<td>Individual conversations</td>
<td>Site Reps Temporary Assistant Reps Engagement Team members</td>
<td>Sept 9 - 18</td>
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<tr>
<td>Strike Authorization Vote</td>
<td>“Do you authorize the MDEA Executive Board to call a strike if they believe the action would be in the best interest of the membership?”</td>
<td>Survey Monkey</td>
<td>Anita Johnson</td>
<td>Sept 20 (tentative date)</td>
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