

Old-Time Recruitment:



Good ole days: pre-formal bargaining, pre-1970, members often recruited by Sups and principals. Expectation that everyone join in an appeal to professionalism.

As collective bargaining came into being, things changed, many states were organized around political action—particularly in the Western Region—in order to gain needed influence.

Some earlier recruiting techniques—see if you recognize some:

- We are here to help you!
- Join us—this is what we can do for you!
- Membership doesn't cost—it pays!
- Your leadership will represent your ideas for you!
- Your bargaining team will stand strong while representing your issues.
- Fill in a nomination form to be on a committee—we will let you know if you have been chosen.
- You will need our liability insurance—don't go into the classroom without it.
- You can't do it without us!

HOW MANY OF THESE ARE USED CURRENTLY?

Assumptions about membership:

- I pay my money and my responsibilities are met.
- Administrators don't like it if I join.
- I will get the benefits whether I join or not.
- It's too expensive.
- It is not relevant to me—I'm a good teacher.
- NEA/UEA ideas are too radical for me.
- I don't want to be in a union.
- The Association is not productive.

This year we will be discussing what could lead to such assumptions, and what, if anything, we can do about it.

Recently, NEA did focus groups and surveys with many of the new hires coming into education. They broke down the reasons for joining or not joining into two constructs.

Any idea what they are?

IMAGE AND IMPACT

of **Association**
of **Members**