



New Union Regional Joint Meetings

April-May 2013



Overview

Peter Kennedy & Gaétan Ménard

April-May 2013



Review of Overall Progress So Far

- Proposal Committee report: June 2012.
- CAW Convention endorsement: August 2012.
- CEP Convention endorsement: October 2012.
- Six Working Groups: meeting since December.
 - Issued preliminary recommendations in March.
- Proposal Committee approved recommendations.
- CAW & CEP NEBs approved recommendations March/April.



Twelve Founding Principles

- Our work has been guided throughout by twelve fundamental principles agreed at the beginning (March 2012).
- These principles were reflected in the Proposal Committee's final report.
- These are the principles that will judge whether we have done our job in building the New Union.



Working Groups

- Each co-chaired by CAW and CEP reps from Proposal Committee.
- Included several members from both sides.
- Supported by staff “sherpas” from both sides.
- Three big ones (Constitution, Communications, Organizing) also hosted “Reference Groups” to get broader input.



Working Groups (and co-chairs)

1. Constitution (Lewis Gottheil, Michel Ouimet)
2. Communications (Susan Spratt, Peter Murdoch)
3. Organizing (Tim Carrie, Jim Britton)
4. Implementation (Deb Tveit, Kim Ginter)
5. Convention (Peter Kennedy, Gaétan Ménard)
6. Staff Relations (Peter Kennedy, Gaétan Ménard)



Key Achievements of Working Groups

- A complete constitution!
- Inventory of policies for the new union.
- Survey & focus-group testing for a new name.
- Communications strategy for the new union.
- Plan for “Catching the Wave” with new organizing.
- Proposal for new “Community Chapters.”
- Timetable for integrating offices & operations.
- Plans for the founding convention (including the “path” to legally create the new union).
- Initial discussions with all 4 staff unions.



A Deeper Dive on Three Issues:

- We will not report in detail on all working groups.
 - See newunionproject.ca for updates.
- Today you will hear detailed presentations on three particular issues that are especially important and/or novel:
 1. **Name / logo / identity.**
 2. **Constitution.**
 3. **Community Chapters.**
- Your response and feedback is appreciated!



Next Steps

- 14 regional meetings will gather feedback.
- Working Groups will finalize recommendations.
- Proposal Committee gives final sign-off (May 27).
- Both NEBs give final sign-off (May 28-30).
- New name will be announced; banners and materials will be prepared.
- Convention preparations.
- Labour Day: **Founding Convention!**



Founding Convention

- A chance to make history.
- Delegates will actually be the first “members” of the new union.
 - Initial membership cards will be a hot souvenir!
- Guest speakers and video greetings.
- Music, entertainment, information.
- Enormous media attention, livestreaming, etc.



The Legal “Path” to a New Union

- Multiple steps will occur on Labour Day weekend:
 1. Separate conventions to endorse the New Union (CEP at MCC, CAW at Sheraton).
 2. Joint founding convention to create the New Union.
 3. Separate votes by CAW and CEP members (meeting together) to merge with the New Union (after it is created).
 4. Founding convention continues with its remaining business.
- Delegate entitlements need to be weighted to ensure fair representation.
 - Electronic voting.
- Instructions will be clear to each union’s delegates on where they need to be, and when.



Ensuring Smooth Transfer of Bargaining Rights

- A legal “backstop”: show the New Union process is supported by as many local unions as possible.
- This spring, locals where possible should discuss the New Union at a membership meeting (with notice).



A Historic Moment!

- Delegates to the founding convention will make history.
- This is much more than getting bigger.
- This is a chance to make ourselves stronger.
 - The whole labour movement, too!
- Your support and participation is appreciated.
- Keep an eye on newunionproject.ca for more details.



The Name, Logo and Identity of the New Union

Presented to the CAW/ CEP regional meetings
April-May 2013



Communications Working Group

- Gathering opinions and ideas
- Membership engagement plan
- Gearing up for the launch and Founding Convention
- How you can help



Gathering opinions and ideas

- A. Membership and public survey
- B. Focus group testing

NEW UNION PROJECT

Survey



Have Your Say!

NEW UNION LOGO AND NAME QUESTIONNAIRE

The Canadian Auto Workers union (CAW) and the Communications, Energy and Paperworkers Union (CEP) are working towards creating a new union, including developing a new name and logo.

Please take a moment to let us know your opinions and ideas and participate in the first part of this exciting process. This questionnaire is brought to you by the new union communications working group.

Ideas, concepts and suggestions generated from this questionnaire will be considered along with ideas and information gathered from communications and design experts, focus groups and other sources in order to finalize a new name and logo.

COMPLETED SURVEYS can be scanned and sent by email to cawcomm@kaw.ca or by fax to the CAW National Office: (416) 495-6552 or the CEP National Office: (613) 230-5801, with attention to the Communications Department.

Response Deadline:
February 4, 2013

HARD COPIES CAN BE MAILED TO:

Michelle Walsh, CEP Communications Director
301 Laurier Avenue West, Ottawa, ON K1P 6M6
mwalsh@cep.ca

OR Shannon Devine, CAW Communications Director
205 Placer Court, Toronto, ON M2H 3H9
Shannon.devine@kaw.ca

This questionnaire can also be completed ONLINE at <http://www.newunionproject.ca/new-union-logo-and-name-survey/>

SECTION 1 | GENERAL INFORMATION

Please check all that apply:

- ☐ CAW member
- ☐ CEP member
- ☐ Retired
- ☐ Member of another union
- ☐ Not a union member

Gender:

- ☐ 18 years old or younger
- ☐ 19-30 years old
- ☐ 31-40 years old
- ☐ 41-50 years old
- ☐ 51-60 years old
- ☐ Older than 60

SECTION 2 | VALUES AND PRINCIPLES

What three principles would you like to see projected as the most important for the new union? Pick three answers:

- ☐ Inclusive
- ☐ Equitable
- ☐ Accountable
- ☐ Democratic
- ☐ Ensuring Equality
- ☐ Just
- ☐ Fair
- ☐ Dynamic
- ☐ Having Integrity
- ☐ Transparent
- ☐ Militant
- ☐ Expressing Solidarity
- ☐ Progressive
- ☐ United
- ☐ Sustainable
- ☐ Providing Leadership
- ☐ Community-oriented
- ☐ Modern
- ☐ Other: _____

À vous la parole!

QUESTIONNAIRE SUR LE LOGO ET LE NOM DU NOUVEAU SYNDICAT

Les Travailleurs canadiens de l'automobile (TCA) et le Syndicat canadien des communications, de l'énergie et du papier (SCEP) travaillent à la création d'un nouveau syndicat, y compris d'un nouveau nom et d'un logo.

Veillez prendre un moment pour nous faire part de vos opinions et de vos idées, et participer à la première étape de ce processus excitant. Ce questionnaire vous est présenté par le Groupe de travail sur les communications du nouveau syndicat.

Les idées, concepts et suggestions qui seront recueillis par l'entremise de ce formulaire s'ajouteront à l'information obtenue à partir d'experts en communications et en design, de groupes de consultation et d'autres sources afin de finaliser un nouveau nom et logo.

LES QUESTIONNAIRES COMPLÉTÉS peuvent être numérisés et envoyés par courriel à cawcomm@kaw.ca ou par télécopie aux bureaux nationaux des TCA : (416) 495-6552 ou du SCEP : (613) 230-5801 à l'attention du Département des communications.

Date limite pour répondre :
le 4 février 2013

LES COPIES IMPRIMÉES PEUVENT ÊTRE ENVOYÉES À

Michelle Walsh,
Directrice des communications du SCEP
301, avenue Laurier Ouest, Ottawa, ON K1P 6M6
mwalsh@cep.ca

OU Shannon Devine,
Directrice des communications des TCA
205, court Placer, Toronto, ON M2H 3H9
Shannon.devine@kaw.ca

Ce questionnaire est aussi disponible EN LIGNE à

<http://www.projetnouveau-syndicat.ca/questionnaire-sur-le-logo-et-le-nom-du-nouveau-syndicat>

SECTION 1 | RENSEIGNEMENTS GÉNÉRAUX

Veillez cocher tout ce qui s'applique :

- ☐ Membre des TCA
- ☐ Membre du SCEP
- ☐ Retraité(e)
- ☐ Membre d'un autre syndicat
- ☐ Pas membre d'un syndicat

Sexe :

- ☐ 18 ans ou moins
- ☐ Entre 19 et 30 ans
- ☐ Entre 31 et 40 ans
- ☐ Entre 41 et 50 ans
- ☐ Entre 51 et 60 ans
- ☐ Plus de 60 ans

SECTION 2 | VALEURS ET PRINCIPES

Quelles sont les trois valeurs que vous souhaitez être le mieux reflétées dans le nouveau syndicat? Choisir trois réponses:

- ☐ Inclusif
- ☐ Équitable
- ☐ Imputable
- ☐ Démocratique
- ☐ Assurant l'égalité
- ☐ Juste
- ☐ Impartial
- ☐ Dynamique
- ☐ Intègre
- ☐ Transparent
- ☐ Militant
- ☐ Exprimant la solidarité
- ☐ Progressiste
- ☐ Uni
- ☐ Durable
- ☐ Faisant preuve de leadership
- ☐ Axé vers les communautés
- ☐ Moderne
- ☐ Autre : _____



Survey results

- 4,606 completed in **English**
- Most popular principles:
 - Accountable
 - Democratic
 - Progressive
- Most related to:
 - A grounded and principled union
- Ideal image/ logo:
 - Fresh, clean and modern

- 696 completed in **French**
- Most popular principles:
 - Démocratique
 - Équitable
 - Intègre
- Most related to:
 - A grounded and principled union
- Ideal image/ logo:
 - Fresh, clean and modern



Focus group testing

- **16 focus groups were conducted:**
 - In pairs: 1 with CEP/CAW union members, 1 with the public
 - 12 in English, 4 in French
 - One pair in the 18-34 age group
 - Total of 121 participants, including 63 men and 58 women
- **Research Objectives:**
 - Explore top-of-mind issues
 - Explore unaided impressions/expectations of unions and related communications issues
 - Test brand elements of the New Union
 - Test potential names for the New Union

Focus group locations:

February 19 - GTA
February 20 - GTA
February 25 - Montreal
February 26 -Halifax
February 27 - London
(snowed out)
February 28 - Chicoutimi
March 4 - Thunder Bay
March 5 - Winnipeg
March 7 - Vancouver



Focus group findings

- **Broad consensus** on the importance of unions in fighting for members' economic rights and working conditions;
- The New Union is being launched at a time when the **climate of opinion** towards labour unions is unfavourable or ambivalent, even among otherwise 'progressive' individuals;



Testing names

- Hundreds of names have been suggested through the process;
- A series of names were tested for specific reasons;
 - Reflected a wide variety of types of names
 - Embodied the new union values in some way
- The process to select a name is still ongoing.



Themes of tested names

1. Expresses the values of the union in concise, modern and brief manner.
2. A short, contemporary and bilingual name.
3. A traditional name – the default choice.
4. Expressing the value of unity and working as one.
5. Youthful, interesting and current.



Choosing a name:

What have we learned?

- With competitive choices between traditional and modern union names, union members and the public prefer a modern name, which they view as more representative of the key characteristics of the New Union.
- Although familiar, people found acronyms unappealing and confusing – too exclusive to certain groups.



Choosing a name:

What have we learned?

- Other aspects of the New Union's brand personality that should be expressed in the new name are *protective* and *inclusive*.
- Although there is strong support for the role of unions as determined defenders of their members' wages and working conditions, there is less enthusiasm for a confrontational or combative stance.



Membership engagement plan

A. Member-to-member campaign to ensure we're equipping workplace leaders and activists with the tools they need to talk about the new union. Information kits will include:

- Talking points about the new union
- FAQ
- Sign-up sheets
- Workplace posters

B. Central membership engagement program

- Emails
- Telephone townhalls
- Direct mail out

NEW UNION PROJECT

Workplace poster



FAITES PARTIE D'UN
GRAND PROJET!

UN NOUVEAU SYNDICAT EST EN VOIE D'ÊTRE CRÉÉ

SI VOUS ÊTES MEMBRE DU SCEP OU DES TCA, CES CHANGEMENTS VOUS CONCERNENT.

Informez-vous, donnez votre avis et impliquez-vous!

Le SCEP et les TCA organisent le congrès de fondation du nouveau syndicat du 30 août au 1^{er} septembre à Toronto (la fête du Travail).

Le nom, la structure, les modes de représentation et les types de membres vont changer pour vous offrir, ainsi qu'aux travailleuses et travailleurs canadiens, une solide protection en milieu de travail.

Informez-vous et participez à la création de votre nouveau syndicat. Nous voulons vous parler de votre nouvelle organisation syndicale et nous allons communiquer avec vous et aller dans plusieurs communautés afin que vous puissiez vous informer, donner votre avis et vous impliquer.

LE PLUS GRAND SYNDICAT DU SECTEUR PRIVE AU CANADA

300 000 TRAVAILLEUSES ET TRAVAILLEURS DANS PLUS DE 20 SECTEURS D'ACTIVITÉ

NOUVEAU

DES MEMBRES DANS TOUTES LES RÉGIONS DU PAYS

Inscrivez-vous dès aujourd'hui pour recevoir des nouvelles et en apprendre davantage à l'adresse : projetnouveausyndicat.ca

CAW TCA CANADA
www.caw.ca

SCEP
www.scep.ca

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BE PART OF
SOMETHING
BIG!

THE NEW UNION IS IN THE MAKING

CEP AND CAW MEMBERS: THIS INCLUDES YOU!

Learn more, have your say and get involved!

CEP and CAW will hold the founding convention for the new Canadian union, August 30-September 1 in Toronto (Labour Day Weekend!).

The name, structure, representation and membership models will be changing to offer you and all Canadian workers strong workplace protection.

Get informed and take part in creating your new union. We want to talk to you about our new union and will be getting in touch and visiting many communities to ensure you can learn more, have your say and get involved.

CANADA'S LARGEST PRIVATE SECTOR UNION

300,000 WORKERS IN 20+ SECTORS

NEW

MEMBERS IN EVERY REGION OF THE COUNTRY

Sign up today for updates and to find out more at: newunionproject.ca

CAW TCA CANADA
www.caw.ca

CEP
www.cep.ca

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For workplace reps, local exec, staff: What you can do:

1. Put up the posters in your workplace;
2. Send along your membership lists;
3. Determine who would be good people to work on the member-to-member campaign;
4. Equip them with the activist tool kit;
5. Collect as many sign ups as you can – so that as many people will be in the know as possible.



Launching the name and logo

- **Main Launch:** May 30 in Toronto, once the CEP and CAW National Executive Boards have approved the name and logo. The event will be livestreamed;
- **Regional Launches:** To take place in June, based on membership density and local capacity. Locations to be determined;
- **Local Summer Events:** over the summer months, planned by local unions in collaboration with other CAW and CEP locals in the area.



For workplace reps, local exec, staff: What you can do:

1. Make sure you've sent in all your lists;
2. Plan a local event – *we can help!*
3. Attend a regional event;
4. Invite community allies and the media;
5. Make it meaningful to your region;
6. Take pictures and send them along – we'll add them to a montage for the website and convention.



The Founding Convention

Get ready for Labour Day Weekend!

- Live streaming;
- Convention website;
- Ongoing membership outreach plan;
- Post-convention mail out.



Thank you!

Questions?

CAW – Shannon Devine shannon.devine@caw.ca

CEP – Roxanne Dubois rdubois@cep.ca



Constitution Highlights

Presented To New Union Regional Joint Meetings
April-May 2013



Broadening Union Citizenship: **“Community Chapters”**

Presented To New Union Regional Joint Meetings
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The Problem

- Work and employment relations have changed dramatically in Canada:
 - Precarious work (agency, contract, temp, freelance).
- Young workers face special challenges.
- Traditional work (and traditional large workplaces) are much less common.
- How does the labour movement respond?



A Shocking Example

- United Way of Greater Toronto / McMaster University report (March 2013):

“It’s More Than Poverty”

- 50% of workers in Toronto/Hamilton region have precarious jobs of one kind or another.
- “Precarity” creates hardships and stresses in addition to lack of income.
- Same is true in other parts of Canada.



Proposal Committee Report (June 2012)

“The new union will even organize and mobilize workers who currently have no access to union membership: including workers without certified collective agreements, unemployed workers, and young people. This is crucial to allow us to involve a broader range of working people in our mission to build a powerful social movement fighting for all working people.”



How Will We Organize These Workers?

- Organizing Working Group conducted extensive research.
 - Reviewed experience of other unions (worldwide).
 - Sponsored a seminar with experts on organizing.
- Key conclusion: we must preserve the principle of **collective action** underpinning union activism.
 - Not interested in individualistic “1-800” unionism.
 - These new members must join and act collectively.
- Need to approach it in a realistic, sustainable manner.



The Proposal: A New Form of Membership

- Community Chapters can be created within existing local unions.
 - Totally voluntary; local union chooses to do this or not.
- Members in Community Chapters are union members who do not have a bargaining unit or collective agreement.
- Precedent: CAW Retiree Chapters.
 - These members belong, pay dues, and participate, but have differential rights & responsibilities.



Forming a Community Chapter

- Application process:
 1. Need a group of workers with critical mass, common interest, and a plan.
 2. Host local welcomes them (must change its by-laws).
 3. National officers & NEB approve the plan.
- Direct NEB charter possible for larger, pre-existing groups.
- Dues: \$5/mo unwaged, \$10/mo or more waged
 - Collected quarterly through national infrastructure.
 - 100% returned to Community Chapter to support activism.



Rights and Responsibilities

- Conduct Community Chapter business, elect executive.
- Participate in local & national activities (education, standing committees, campaigns).
- May have rep on executive board of host local.
- May participate in other local democracy.
- Do not vote on bargaining issues, or run for executive positions (local or national).



Services

- National union will provide an infrastructure of basic services:
 - Information & website (including “know your rights”).
 - Education programs.
 - Participation in campaigns & other activities.
 - Package of union group benefits (discounted group health, insurance, financial, etc.) at cost.
- Local representation & advocacy servicing will depend on “critical mass” of resources at the Community Chapter and its host local.



Pilot Projects

- This proposal is flexible and can apply to many different situations; no “one size fits all.”
- Minority unionism / not-yet-successful drives:
 - Toyota, Honda, Syncrude, Rogers, Quesnel Pulp, Casino Niagara, Bell Helicopter.
- Precarious workers:
 - Windsor temp agencies, Montreal immigrant workers, United Church ministers.
- Freelance or multi-employer settings:
 - Canadian Freelance Union, high-tech or creative workers, restaurant workers.
- It will take experimentation and creative organizing to make this idea a reality.



Community Chapters and Traditional Organizing Campaigns

- Traditional certified bargaining units will remain the core power base of our new union.
- Our ultimate goal is to attain majority union certification.
 - In some workplaces, forming a Community Chapter can be part of our long-run plan to get a full certification.
- We will need to communicate carefully so workers do not confuse the two forms of membership.
- But in some cases, attaining a certified bargaining unit will never be possible, so Community Chapters can be an end in themselves.



Next Steps

- Identify possible “pilot projects” and host local unions.
- Do initial organizing groundwork.
- Announce some of these new Community Chapters at the founding convention.
 - Have some of the affected workers present!
- As New Union begins life, work to make Community Chapters a reality.



We Won't Work 4 Less!

**The Coming Fight to Save
The Rand Formula**

Spring 2013

Ford Windsor 1945



A Little History

- Being in a “union job,” and paying union dues, was not always “automatic.”
- Workers had to fight, even go on strike, just to get the employer to talk to them (“recognition”).
- Workers couldn’t make progress until they could create a stable, strong structure for the union.



A Fair Solution

- Ivan Rand: Justice on the Supreme Court of Canada.
- Arbitrated an end to the 99-day strike over recognition/check-off at Ford.
- “The Rand Formula”: Individual workers in a certified bargaining unit do not have to join the union, but they do have to pay union dues.
 - Reflects the benefits every member of the bargaining unit receives from the union.



Democracy at Work

- No certified union can exist unless a majority of workers in a workplace want it to:
 - Secret ballot vote in most jurisdictions.
 - Majority card-check in some circumstances.
- Workers who are unhappy with a union can decertify by majority vote.
- Any worker can leave to find a non-union job.
- There is no such thing as “forced unionism.”



The Union Advantage



- Paying union dues is an investment in your economic future.
 - Higher wages (average union wages are \$5/hr higher: \$27 versus \$22).
 - Pensions (85% chance for union members, 20% chance for non-union workers).
 - Other benefits.
 - Protection against arbitrary dismissal.
- Because union dues “pay off,” you deduct them when you pay tax.
 - Similar to tax deductions for investors.
 - Unions are not “subsidized” by government.

It's Only Fair



- Nobody likes a free-rider.
- People agree that if you get something, it's only fair to pay for it.
- Certified bargaining agents are required by law to bargain on behalf of all workers in the bargaining unit.
- By making union dues an individual choice, Conservatives are rejecting the principle of majority rule, and "ratifying the principle of free-riding.

Going Backward

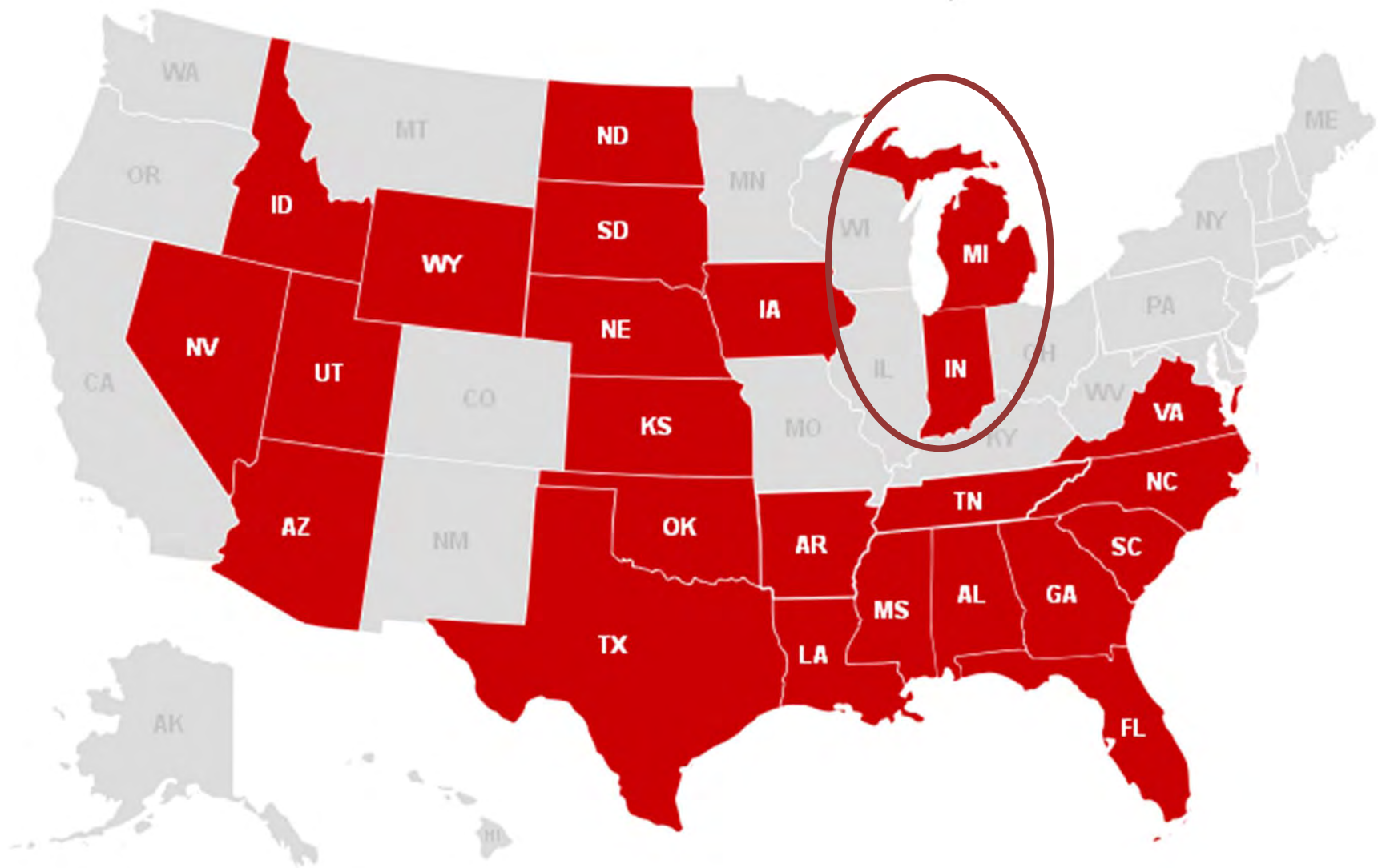
- 1935: Wagner Act (part of Roosevelt's "New Deal"), including right to dues check-off.
- 1947: Taft-Hartley Act, undoes much of that progress.
 - Context of "Red scare," McCarthyism.
 - Context of racism in deep south: conservatives hated unions' work to integrate workplaces.
- Allowed individual states to opt out of Wagner Act measures (including dues check-off).



So-Called “Right to Work”

- The first states to use Taft-Hartley powers to ban dues check-off were former slave states.
- “Right to Work” is a gross misnomer:
 - They do not give you the right to a job.
 - They prevent unions & employers from freely negotiating check-off.
- Without ability to collect dues, unions cannot function (and hence unions barely exist!).
- Mobile businesses prefer to operate in a union-free environment.
- And so competitive pressures have led more states to do the same.

A Creeping Disease...



24 states, including IN and MI

Life Without Check-Off

	States With Check-Off	States Without Check-Off	Effect of Check-Off
Unionization Rate <i>(% of wage and salary workers, 2010)</i>	14.3%	6.5%	<i>More than double</i>
Avg. Weekly Wage <i>(\$ per week, all employees, 2011)</i>	\$925	\$760	<i>22% higher</i>
Workplace Fatalities <i>(per 100,000 workers, 2009)</i>	3.7	5.2	<i>30% lower</i>
Family Poverty Rate <i>(% of families below poverty level)</i>	9%	11%	<i>2 points lower</i>
Education Spending <i>(state and local spending per K-12 pupil)</i>	\$12,730	\$9,300	<i>37% higher</i>
Manufacturing Jobs <i>(decline since 2000)</i>	-33%	-30%	<i>Bad all around</i>

Sources: U.S. Census Bureau, *Statistical Abstract of the U.S.* (2012); U.S. Bureau of Labor Statistics; National Education Association, *Rankings and Estimates: Rankings of the States 2011* (2011); AFL-CIO, *Death on the Job: The Toll of Neglect* (2012). Unweighted averages.
Michigan and Indiana included in check-off states since data precedes their abolition of dues check-off systems.

Choosing Our Words



- “Right to Work” is a manipulative, misleading term.
- We won’t use it in our discussions and campaigns.
- We are working to save free collective bargaining, and preserve the Rand formula.
- “Right to Work” actually means “work for less” (**#work4less**) and the right to freeload.
- We will link this to the overall low-wage agenda.
- We will talk about fairness for all workers.

The Battle Comes to Canada

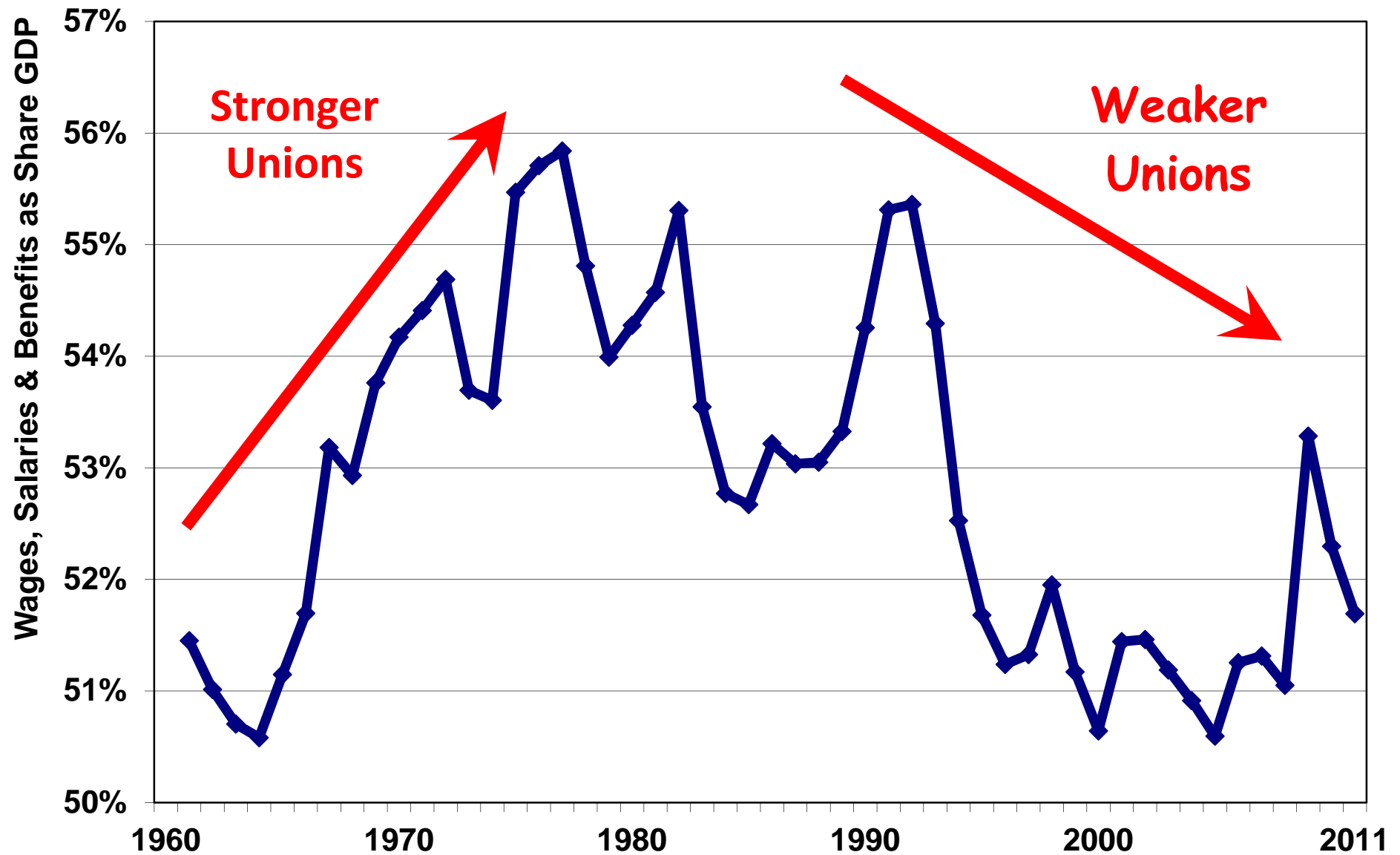


- For the first time, powerful mainstream conservatives are demanding Canada follow U.S. laws and abolish the Rand formula.
 - Saskatchewan (Brad Wall).
 - Ontario (Tim Hudak).
 - Federal jurisdiction (private members bill?).
- Unions here must mobilize to defend the principle of democratic majority unionism.

Already on the Defensive

- Union power peaked in Canada in the 1970s.
 - Supportive government policies & laws.
 - Workers had high expectations, demands.
 - Economy was strong, less globalization.
- Neoliberal policies have been working to roll back those gains for 30 years.
 - Hostile labour laws (mandatory votes, less protection for organizers, harder to get a contract).
 - Aggressive, mobile employers.
- Weaker unions mean all workers are getting a smaller slice of the pie.

Workers' Share of the Pie



Unions Matter to Everyone!



- Evidence shows stronger unions lift wages/standards for all the labour market.
- Unions are the “voice” for workers in broader economics, politics, culture.
- Can you imagine what Canada would be like without unions?
 - All workers would be worse off.
- We need to show Canadians that unions serve the public good, to win popular support to keep the Rand formula.

Get Ready for the Fight of Our Lives

- CAW, CEP, and labour movement will be mobilizing a top-priority campaign:
 - Public education about unions.
 - Refute lies about “forced unionism.”
 - Lobbying / pressuring government (including Conservative MPs and MPPs).
- CLC and provincial federations will play a crucial role.
- We will even enlist businesses to speak out.
- Get ready: **WE NEED YOU!**

Key Messages

- Unions are crucial to well-being of all workers.
- Rand Formula is crucial to union survival.
- Unions only exist with majority support of members in workplaces.
- Everyone in a bargaining unit benefits from having a union contract.
- It's only fair that everyone pays their fair share.
- Attacks on the Rand formula, and unions in general, are just one part of a bigger strategy to drive down wages and boost profits.

What We Need To Do...

1. Talk to your members.

- *They need to understand the threat.*

2. Talk to the public.

- *They need to remember the benefits of unions.*

3. Talk to employers.

- *Remind them that stability is good for them, too.*

4. Pressure politicians.

- *Lobbying, letter-writing, electoral pressure.*

5. Act as needed.

- *We fought to win Rand, we will fight to keep it.*

Timeline and Next Steps

- April-May: Regional joint meetings (CAW & CEP)
- This spring: Hold leadership meeting or general membership meeting in your community to discuss the Rand Formula.
 - Preferably involve CAW & CEP locals together.
- Choose a key campaign coordinator in your local.
 - Contact person for future planning.
- Support CLC campaign: ***“Together Fairness Works”***
 - Buttons, posters, other materials are coming.
- Stand by for more materials & actions!



New Union Regional Joint Meetings

April-May 2013