



Organizing Works: Focused Campaigns See Over Two Hundred Join the CFT

Recently a number of locals have planned and executed effective membership drives resulting in hundreds of new members joining the ranks of the CFT. Three locals in particular: the Peralta Federation of Teachers (PFT), the Part-Time Faculty Association of Allan Hancock College, and UC AFT mounted campaigns that produced stellar results which are summarized below.

The success of each of these efforts is grounded in a good plan backed up by the strategic deployment of the CFT organizing, training, political field staff resources along with integrating strategic campaign initiative organizers and the targeted help of the AFT when needed.

PFT Membership and COPE Goals Exceeded

The Peralta Federation of Teachers (PFT) organized a three-day membership and



From Left: UC-AFT Davis President John Runding; UC-AFT Berkeley Field Rep Michelle Squitieri; UC-AFT VP, Legislative Affairs, Axel Borg; UC-AFT Davis Field Rep Jeff Narten; UC-AFT VP, Organizing, Mike Rotkin; CFT Organizing Director Sandra Weese, CFT Political Director Jessica Ulstad, Organizing Staff Alayna Fredericks; Kirsten Harjes, Lecturer, German-Russian.

COPE drive at their Laney campus in April. PFT went well beyond their goal by reaching 90% for full-time members (+6) and 70% for part-time members (+26).

Supported by the CFT staff and organizers, the drive kicked off with a two-hour training followed by three days of blitzing on the campus. The work of the local, especially Strategic Campaign Initiative (SCI)

organizer Janell Hampton and PFT staffer Laura Watson – who pulled together lists, class schedules, and office hours – was what made the training and drive such a success.

“The numbers are super impressive — 32 new members! 29 new COPE contributors! -- and we did a lot to boost our profile at Laney,” said PFT President Matthew Goldstein.

“...we have recruited more members in the past six months than in any comparable period in the past 15 years.”

—Mark Miller, President, Allan Hancock College Part Time Faculty Association, Local 6185

PFT’s Laura Watson added: “This was a very positive experience for us and we really appreciate the efforts from CFT staff. This is how we build the Union!”

UC – AFT Conducts Successful Membership Drive at Four Campuses Across the State

The University Council-AFT (UC-AFT) completed a widely successful member outreach drive in April. Organizers from the

See **Focused Campaign**, page 4



After years of going without salary increases,

the North Monterey County Federation of Teachers say it’s time for a raise and on March 20, nearly 200 teachers, community members, classified employees, and representatives from several other unions gathered in front of the North Monterey County Unified School District office demanding justice for the teachers.

Bob Coble

Healthy Kids / Healthy Minds Campaign Moves Ahead



Cherri Senders

From left: Assemblymember Richard Pan; CFT President Josh Pechthalt; Amielle Zebach, Classified, Berkeley Unified School District (speaking); Diane Garcia, Nurse, Oxnard High School District; Christie Hamm, Librarian, Sacramento.

The campaign to provide school-based health services and expanded school library hours so that our children are healthy, safe, and able to achieve their goals got into full swing during the month of April.

A press conference held at the Sacramento Central Li-

brary served as the formal kick-off to the legislative component of this initiative as Assembly member, Dr. Richard Pan unveiled AB 1955 The Healthy Kids / Healthy Minds Demonstration Project. Based on the premise that healthier kids make better students,

the bill would establish a demonstration program for school districts with over 55 percent of unduplicated high-need students drawing together federal and state dollars to put a nurse and mental health professional in every school, as well as fund extended library hours in schools.

Joining the CFT President Joshua Pechthalt and Assembly member Pan at the press conference Pajaro Valley Unified School District mental health counselor JoAnn Borbolla said: “There are several benefits to providing students and families with culturally competent mental health services, particularly in underserved communities of lower socioeconomic status, including higher academic achievement,

lower absenteeism, and fewer behavioral problems.”

By the end of April, AB 1955 had passed handily out of the Assembly Education and Assembly Health Committees with a number of community-based organizations and sister unions showing support. The bill has been slowed some in the Assembly Appropriations Committee to allow the committee to review its costs. As we advance this initiative in the weeks and months ahead we will continue working to broaden discussion on what kids need by fostering meaningful parent and community engagement with kids in the center of the conversation.

Statewide Fair Accreditation Campaign Gains Momentum

The CFT and AFT 2121 are continuing to fight back against the Accrediting Commission for Community and Junior Colleges (ACCJC) through CFT’s Fair Accreditation Campaign. This statewide campaign aims to both save City College of San Francisco and to restore a fair accreditation system for all California’s 112 community colleges.

In the field, the CCSF Speakers Bureau — a panel comprised of a faculty member, a student, and a trustee from City Col-

lege of San Francisco — is continuing to travel to CFT locals to tell the story of what has happened in San Francisco and what this means for all community colleges throughout the state. In April, Glendale College Guild, Local 2276 organized the highest attended event to date, turning out over 140 attendees! So far ten CFT locals have organized to host Fair Accreditation events organizing for the campaign to reach over 650 faculty, students, administrators and trustees.



Jana Rygas

Over 140 attendees gather for the CCFF Speakers Bureau at Glendale College.

Fair Accreditation Events serve to educate people across the state about these important issues and also demonstrate with the passage of resolutions by faculty, student, and

other organized campus groups that the ACCJC is not widely accepted by it’s member institutions (wide acceptance is a requirement the ACCJC must meet in order to

Berkeley Members and Community Rally in Support of Classified Employees

The winter of 2014 marked three years that members of the Berkeley Council of Classified Employees (BCCE), AFT Local 6192 had been working without a contract with the Berkeley School District. Progress in bargaining had stalled on the vital issues of involuntary transfers, rising costs for health benefits, and increasing income inequality.

When BCCE President Paula Phillips attended CFT's annual convention in March she was especially moved by the words of featured speaker Reverend William J. Barber II, President of the North Carolina NAACP.

Said Phillips "Reverend Barber commented that "after a while when no one

is listening you just have to take it to the streets." Those words rang true to me. The BCCE had already been planning to take it to the streets in a big way. Just a week later, we did."

On March 28 more than 200 people rallied in front of the new Berkeley School District headquarters. BCCE members were joined by parents, community members, members of the Berkeley Federation of Teachers AFT Local 1078, San Francisco City College Federation of Teachers Local 2121, UC Berkeley AFSCME Local 3299, and by honks and waves of support from those passing by.

At the rally President Phillips told the crowd



Ted Friedman, Berkeleyside.com

"When we stand together for services to support Berkeley's students, everyone wins. When we stand together for stable learning environments, our students, family, and staff win."

Berkeley Federation of Teachers Vice President John Becker also addressed those gathered: "I want you to know that Berkeley teachers understand that BCCE members are truly the bedrock of Berkeley schools. You are the foundation upon which this district is built."

President Phillips credits their CFT Strategic Campaign Initiative (SCI) organizer Daria Wrubel with the rally's size and

success. The rally was planned in two shifts to make attendance possible for both day and swing shift workers. BCCE's 25 site reps collected commitments from members, and extensive phone banking increased awareness and action. The result: More than 30% of all BCCE members attended the rally, and 70+ parents, colleagues, and community members joined them in solidarity.

Organizer Wrubel noted that the action "helped motivate and educate our members, increased our profile in the community, and has helped the decision-makers in the district take us more seriously."



Ted Friedman, Berkeleyside.com

Fair Accreditation continued from page 2

continue to be recognized by the Department of Education as a regional accreditor). Fair Accreditation events also serve as an opportunity for CFT's community college locals

to strengthen internal organizing and engage in organizing that deepens relationships with student organizations, other campus unions, administrators, and

trustees.

Join with other CFT locals to stand up for Fair Accreditation. To host a forum and pass resolutions on your campus, contact your CFT Field

Rep, call the CFT office, or email fairaccreditation@gmail.com. Like us on Facebook: <https://www.facebook.com/weareallcitycollege>

AFT and CFT joined Local Presidents John Rundin, Joi Barrios, Goetz Wolff, and Stephen Potts with organizers and member activists from the UC-AFT on an intensive outreach effort that spanned two full days at four UC campuses: UCLA, UCSD, UCD and UCB. This effort generated a total of 158 new members and over 400 organizing conversations with UC-AFT represented lecturers. When asked about the experience, John Rundin stated “The UC-AFT, with monetary and staff support from the CFT, took a big step forward with this campaign. It is difficult to recruit new members at UC campuses. UC-AFT members and staff, with their specialized local knowledge of the campuses, and CFT staff, with their organizing skills, coordinated their strengths to overcome those difficulties and established a firm foundation on which to build further efforts. I am thankful to the CFT and its indefatigable staff for support in this important undertaking.”

The lecturers bargaining agreement between the UC-AFT and the University of California system ex-



Sandra Weese

PFT Strategic Campaign Initiative Organizer Janell Hampton flanked by PFT members Pinar Alscher, Chemistry and Doug Bruce, Biology holding their just signed \$10 a month COPE contribution forms.

pires in June 2015. In order to prepare for bargaining, the UC-AFT seeks to increase membership and member participation so the union can identify and organize around local issues, and form a statewide bargaining committee. The new relationships that were initiated through this drive have no doubt produced much new potential. Continued engagement and development of our members will prove invaluable as negotiations near.

Allan Hancock College Sees Last Year's Solid Growth Continue

For the Part-Time Faculty Association of Allan Hancock College recruiting members has always been problematic. Many in the bargaining unit think they are members automatically while others are concerned about having to pay extra dues

money if they join.

Last fall biology teacher Jennifer Morris volunteered to begin calling agency fee members and asking if they were interested in joining the Part-Time Faculty Association. In her phone conversations Jennifer emphasized what belonging brings with it: Low cost health insurance, dental and vision plans, etc., as well as the right to vote on union and local issues that can have a major impact on members' lives. By the end of 2013, 60 new members joined and this year they've added 32 more.

Mark Miller, President, of Local 6185 said: “By focusing on the basics, stressing the benefits of membership, emphasizing the personal contact, we have recruited more members in the past six months than in any comparable period in the past 15 years.”

The California Federation of Teachers is an affiliate of the American Federation of Teachers, AFL-CIO. The CFT represents faculty and classified workers in public and private schools and colleges, from early childhood through higher education. The CFT is committed to raising the standards of the profession and to securing the conditions essential to provide the best service to California's students.

PRESIDENT

Josh Pechthalt

SECRETARY TREASURER

Jeff Freitas

ORGANIZING DIRECTOR

Sandra Weese

PROJECT STAFF

Alayna Fredericks
Jana Rygas
Alma Soto

LAYOUT

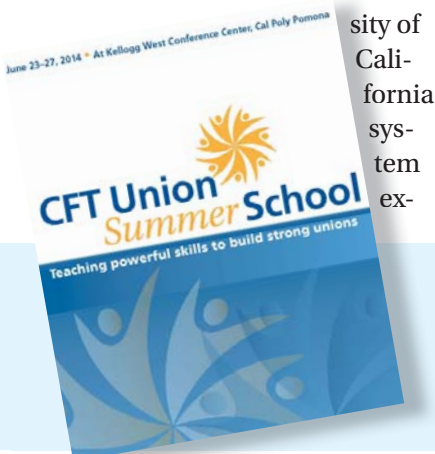
Taylor Mohel

EDITORIAL OFFICE

Get Organized!
1330 Broadway, Suite 1601
Oakland, CA 94612
510-523-5238
510-523-5262 fax
www.cft.org

Get Organized! is produced by union workers in the CFT Field Representatives Union and the Office and Professional Employees International Union.

All story ideas and submissions should be emailed to Sandra Weese at sweese@cft.org.



CFT Union Summer School 2014, June 23-27. For more information visit cft.org

“Great, really practical hands-on training.”
- Daria Wrubel, SCIO BCCE

