

# Who's that at the door? Wolves in Sheep's Clothing

"Give yourself a raise. Drop the union!" Do you know how your members will respond when they get the glossy mailers, phone calls, or visits at their home?

Organizers educate, agitate, inoculate and then move others to action! Can your members recognize a wolf in sheep's clothing? Do they know how the wolves threaten their future and their freedom? Are your members taking action to protect their freedom even in the face of a potential adverse decision by the Supreme Court majority?

Several CTA local chapter leaders in Region 1 have been learning about the "Wolves in Sheep's Clothing" who are coming for their freedom. The "Wolves Campaign" exposes the reality of the State Policy Network and other anti-great public schools organizations who would deceive our CTA members in order to achieve their billionaire backers' agenda that threatens our students' education.

"We have to educate our members about the corporate interests who want to take away our right to stand together in our union, to eliminate our secure retirement, and reduce funding for neighborhood public schools. Ultimately these billionaires want to privatize public education," Sheila Gradwohl, President of Vallejo Education Association said at a recent rep council meeting. "Once we tell our members these hostile groups are connected to Betsy DeVos and her school privatization agenda, members will be prepared to tell the wolves, 'I'm sticking with my un-

ion."


These well-funded corporate interests are gearing up to launch state-wide "drop campaigns" and one way to combat them is by inoculating your members. Engaging members is a "Wolves in Sheep's Clothing campaign" provides an opportunity to educate, agitate, inoculate, and move your members to action. The Region 1 campaign has utilized campaign poster, flyers, training packets and PowerPoint presentations and has been shared at both leadership and school site meetings. Additionally, leadership teams and rep councils are being trained with how to talk about union membership within a "freedom" message frame.

Ann Katzburg, President of San Ramon Valley Education Association has been telling her members, "Standing together in union gives us the freedom to negotiate a fair return on our work, the freedom to take care of our loved ones, and the freedom to achieve the public education our students deserve!"

SRVEA is using the Wolves campaign in connection with negotiations.

"Our power comes from high membership. If we lose members, we lose our power at the bargaining table and our power to create quality neighborhood schools for our students."

Don't let your members be tricked into believing the wolves in sheep's clothing. Inoculate your members today!



**OUR VOICE OUR UNION**  
**CTA**

**Our UNION POWER** through high-participation work sites creates:

- Better public schools for our students
- Better teaching & learning conditions
- Smaller class sizes / caseloads
- Higher wages & benefits
- More secure retirement
- More say in our profession

**Beware of the WOLVES IN SHEEP'S CLOTHING!**

The "Wolves in Sheep's Clothing" are Coming for OUR FREEDOM TO STAND TOGETHER IN UNION!

<p><b>The Wolves will IDENTIFY themselves as "ALTERNATIVES" to OUR Union. The WOLVES' rich friends' real goals:</b></p> <ul style="list-style-type: none"> <li>• Lower education funding for our students</li> <li>• Lower wages and benefits</li> <li>• Weaken or eliminate our secure retirement</li> <li>• Eliminate our freedom to negotiate a fair return on our work and the time to take care of our loved ones</li> </ul>	<p><b>What will the "WOLVES" say to TRY to get your POWER?</b></p> <ul style="list-style-type: none"> <li>• They'll contact you and claim to be an ALTERNATIVE to your UNION.</li> <li>• They'll encourage you to "DROP YOUR UNION MEMBERSHIP" because they can offer a cheaper membership option.</li> <li>• They won't tell you who is funding them or that they support Betsy DeVos' school privatization agenda.</li> </ul>
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Tell the WOLVES...

**"I'M STANDING WITH MY UNION!"**

# Advocacy Appeal

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A CSO publication

## The Triumph of Partnership CSO Staff and CTA members fight to victory in Inglewood

Inglewood Unified School District went into state receivership six years ago due to financial distress. Since then, IUSD has had six state-appointed administrators and myriad other assistant superintendents come and go while the Inglewood Teachers Association (ITA), California Teachers Association



(CTA), and California Staff Organization (CSO) have been hard at work to keep the district together.

CSO member Andrew Staiano is the primary contact staff who has been working with ITA for the last three years. "ITA members come to school every day and pour their hearts and souls into their classrooms," Staiano said. "Despite unsafe working conditions, low pay, classrooms and materials that are falling apart, and the revolving door of administration, ITA is there for the community and the kids."

In the most recent round of negotiations, ITA and the District went to impasse in January over health benefits (the District wanted a 40% cut) and safety (among other issues, the District refused to agree that bathrooms would be stocked with toilet paper). As ITA went through the process and began to contemplate a strike,

CSO members from around the region began to assist the chapter.

In late April, ITA membership authorized a strike by a 92% vote. On May 15, ITA went to Fact Finding and reached a tentative agreement in the early morning hours, but had to have an additional day of negotiations on May 21 to create an agreement that had the approval of the CDE (an additional layer that ITA had to grapple with in these negotiations). The agreement is contingent on additional financial relief from the state this summer. A ratification vote will occur when school resumes in late August once ITA and the district are assured of the additional funding. Although a strike has been averted this spring, if the funding from the state does not come through, a strike may yet happen this fall.

"We were fortunate to have so (See "Team" Page 3)

— Partners in Advocacy —  
CTA staff and members working for California's students

# Phone banking

## Where is the disconnect with members?

Phone banking, what?

In case you are missing it, this primary season has been a great opportunity to see how phone banking is not engaging members.

There are lessons we can quickly learn from now in advance of the critical mid-term elections. The CTA early identifying voter chapter campaign that was rolled out a few months ago in tandem to the how and why lecture at Rep Council at my chapter was well received in presentation, then fizzled in application, turned out to be a telling indicator of how the phone banking effort would roll.

While the total of phone contacts made through 5 chapter sponsored phone banks in my chapter beat out the less than 100 total identifications of 42 schools, it was still phone banking very lite. In talking to members about what the heck happened, the response largely boiled down to the deadly combination of disinterest and lack of motivation.

So, in my Jane McAlevey way, I



dug deeper – why disinterested, why not motivated? Responses made it clear the importance of the primary was really not conveyed in a meaningful way to the members.

While phone banking is tough to recruit even among self-selecting unionists, and cell phones have been an added challenge, the poor showing of volunteers is something we need to address before November campaigns.

The structure of bringing it home with the identifying lists by school for reps truly makes it real for our members, like precinct walking in

your own neighborhood where everybody knows your name. That this approach dovetails nicely with one-on-one conversational capacity building also keeps it real. But something is lost between these improvements and the execution.

The question for staff then becomes this: do we become one-person phone banks, or do we let the membership speak by its absence? And if “CTA” becomes the staff, and not the membership, does that allow members and leaders to see CTA (See “Doing better” Page 3)

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## Strike averted in Inglewood — for now

### Team approach leads to positive outcome for members



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much support from my CSO brothers and sisters,” said Staiano. “We had folks from the legal department helping file unfair labor charges, the communications department helped with our connections to local media, the organizing department helped us get out into the schools and community, C4OB helped with budgets and fact finding, and field staff from other offices made dozens of site visits for us, helping to identify dozens of new leaders in the process.”

“Our ability to reach a settlement with the District was made possible because ITA, CSO, and CTA - along with dozens of affiliate chapters who pledged their support for ITA - acted as true Partners in Advocacy throughout this process,” he said.

# “Doing better at phone banking is something we can do”

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as a third party?

Heading into the fall campaign, possibly with a poor Janus ruling behind us, is not a time where we want members talking about “the union” as if it were something or someone else.

Perhaps our project over the summer is developing focused frameworks for membership education, providing a clearer connection between member political power and electing public officials who support

immediate teacher concerns; SPED safety, professional development, class size, and stronger voice in LCAP to name a few.

Even if this has been done before, maybe we need to do it again – differently, as there is always room for improvement. It is worth our time to help members in their leveraged lives get the news they can use rather than \$10 coffee cards as incentives to volunteer for phone banking.

The presidential election is the

best example of what a uninformed electorate can do.

Our members, we, are an educated lot. And as a sector of society, know the value of education better than most. Doing better at phone banking is something we can do.

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