



MovingBeyond:

Workshops to prepare us for Janus ...and for what comes next

Is your local prepared for the upcoming Janus decision? Join the NYC Central Labor Council, the Murphy Institute at CUNY, and the Worker Institute at Cornell ILR for a series of six workshops focused on the fundamental skills and strategy necessary to strengthen our unions in this crucial moment.

Workshops will be held twice a month beginning in March.

Proposed workshops include:

1. Are we ready for Janus? The basics of how and why we have to talk to our members:

The anti-union judicial threat is upon us. We need to approach this with the same urgency as we do when we are organizing a non-union employer. What do many of the best member engagement models have in common? We will discuss the importance of having one-on-one, face-to-face conversations with each and every member and fee payer about why belonging to the union is critical to our power in the workplace.

2. Tools and skills needed for internal organizing:

How do we have effective conversations and measure our effectiveness? We will drill down into the fundamentals of one-on-one and member-to-member conversations. We will discuss various ways and techniques to map your membership, and to track and analyze the data.

3. Messaging and communication tools:

We know we have to talk about Janus with our members. But what do we say and how do we communicate it? We will discuss both the fundamentals of crafting a powerful message about Janus, and the variety of tools—from printed materials to emails to social media.

4. If we don't talk to our members, the bad guys will:

Anti-labor organizations throughout the country are behind the Janus case, and are raising money to persuade our members to drop their Union membership. We will look at their history, practices and messaging and make a plan to inoculate our members and community against the attacks.

5. New employees matter more than ever:

The people hired today will shape our movement's future. We will explore the importance of New Hire orientations in fostering close and on-going relationships with members. We will discuss tools and techniques for best using orientations to secure commitments and encourage active participation.

6. Cultural Change for the Long Run:

If we hope to maintain a strong membership with ownership of their union after Janus, we have to change our local union practices and cultures. How do we keep our membership high and shift our focus to constant member engagement and development? We will explore these questions and share best practices.

Sessions can be attended individually, but locals are strongly encouraged to choose participants who can attend all six. Sessions run \$50 per person, or pre-pay for all six for a discounted rate of \$200.

Interested? Visit <http://bit.ly/JanusWorkshops> to get on the list, suggest topics, or discuss customized trainings for your local.