

LOCAL ASSOCIATION

LOCAL SELF ASSESSMENT



The Local Association Self-Assessment was designed to help local associations identify areas of strength and opportunity in their year-round and back-to-school membership and engagement campaigns. Consider using your results to assess local needs around the five key strategies develop and implement plans that build a framework for a year-round strategy focused on membership growth.

	1	2	3	4
<u>Goal #1:</u> <u>Membership Team</u>	Membership chair named. Chair manages new hire outreach and paperwork.	Membership chair works with building reps in some buildings to engage in membership conversations.	Every building has a designated representative who reaches out to new hires to make a 1-on-1 invitation to join.	Most or all members actively engage in outreach and recruiting, and work in concert with building reps and the membership chair to invite new members to belong.
<u>Goal #2:</u> <u>New Hire Mentoring</u>	Association makes membership forms and information available to new hires.	Association greets all new hires at a district new employee event.	Association conducts a building-specific orientation to welcome new and returning members.	Association runs a building-specific orientation to new and returning members, and/or assigns an association-designated mentor to every new hire.
<u>Goal #3:</u> <u>New Educator Outreach Events</u>	Association does not yet engage/is not yet aware of MEA sponsored new educator events.	Association is aware of MEA-sponsored new educator events.	Association regularly updates new hires regarding MEA-sponsored new educator events.	Association engages new hires in dialogue in order to tailor local association events to their needs. Updates about MEA sponsored events are shared regularly.
<u>Goal #4:</u> <u>Early Enrollment</u>	Association has not yet engaged in Early Enrollment, or is not familiar with the program.	Association has engaged in Early Enrollment, asks some potential members to join.	Association annually engages in Early Enrollment, asks many potential members to join.	Association annually engages in Early Enrollment, and develops a plan to reach out to all or nearly all potential members to join.
<u>Goal #5:</u> <u>Union Ambassadors</u>	Association has not had the chance to engage with MEA Union Ambassadors.	Association makes occasional contact with regional MEA Union Ambassadors.	Association works with active MEA Union Ambassadors to engage new members in the local.	Association actively scouts for and recruits a local Union Ambassador annually.



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TO ACCESS THIS MEMBERSHIP TOOLKIT ONLINE**

Or visit:

maineea.org/membershiptoolkit

LOCAL ASSOCIATION MEMBERSHIP PLAN FORM 2024-25



Local Association:

How many potential members in your association?

Anticipated number of new hires?

Member Campaign Team:

Who are they and what will their role be? (goal 1)

Chair:

Team members:

Goals:

Timeline

Early Enrollment (April-June)

What is your plan to make sure that all potential members are asked to join through early enrollment? Who will do what? (goal 4)

Summer Recruitment (July-mid August)

How will you utilize new hire lists to reach out to new hires and potential members during the summer? What will that outreach look like? (goal 2)

LOCAL ASSOCIATION MEMBERSHIP PLAN FORM 2024-25



Timeline

Back to School (August-November)

What is your plan for new employee orientations/new hire events? Who will be there? How will you make it interactive and engaging? How will you highlight the successes of the association? How will you make sure that all potential members are asked to join? (goal 2 and 3)

What will you do to welcome and incorporate new educators into the profession and the union? (goal 3)

How will you follow up with potential members who did not join after the first ask? (goal 1, 2, 3, 4, 5)

Winter Recruitment (December-March)

What is your plan to follow up with potential members? (goal 1, 2, 3, 4, 5)

Union Ambassadors

Is there someone in your local association that would make a great ambassador? Who?