

# LOCAL 925



## **IMAGINE 925**

*Embolden ourselves, harness our power, and focus this energy to enhance the lives of working families and our communities.*

# **Stronger Together**



# NO ILLUSIONS

### CORPORATE IMPACT

- INCOMES OF WEALTHY UP +224% INCOMES OF WORKERS IS -7% FROM 1979 - 2009
- WALL STREET CULTURE OF IMPULSIVE RISK TAKERS
- WALL STREET, CORPORATE AND FED. GOVT COLLUSION
- PRIVATE SECTOR TAKE OVER OF PUBLIC FUNCTIONS

9.5 BILLION PARKING PROFITS

CHICAGO

CORPORATE PRIVATE SECTOR PROFIT

STEPPING UP TAKING ON CHALLENGES

## WORD CLOUD FEEDBACK

- "DISJOINTED"
- LARGE MEMBERSHIP LOW INVOLVEMENT
- MULTIPLE PERSPECTIVES OF STRENGTHS & WEAKNESSES
- PEOPLE DONT UNDERSTAND OUR WORK
- LISTEN TO NEGATIVE INPUT
- POWER AS NEGATIVE WORD
- NOTHING DEFINES US EXTERNALLY
- NEED MORE MEMBER INVOLVEMENT
- ARE WE REALLY EFFECTIVE?
- DEFINE "MIDDLE" GET INVOLVEMENT

### LOCAL 925

HELPFUL WORD CLOUD

USELESS

POLITICAL SUPPORTIVE

ACTIVE HARD WORKING STRONG

EXPENSIVE PERSISTENT INTERNAL STAKEHOLDERS

INTERNAL STAKEHOLDERS

- HARD TO SEE NEGATIVE WORDS
- WE ARE CONTROVERSIAL POLITICALLY AND WITH MEMBERSHIP
- WORD CLOUD SAMPLING IS SMALL
- CAPACITY TO SELF EVALUATE

## PERCEPTIONS

### NATIONAL IMPACT

- ATTACKS ON UNIONS - COORDINATED ORCHESTRATED
- REDUCTIONS IN MEMBERSHIP
- COORDINATED ATTACK NATIONALLY
- BATTLEGROUND STATES AND ANTI UNION ARE SAME STATES
- UNION BREAKING STRATEGY BY CONSERVATIVES

THANK WISCONSIN

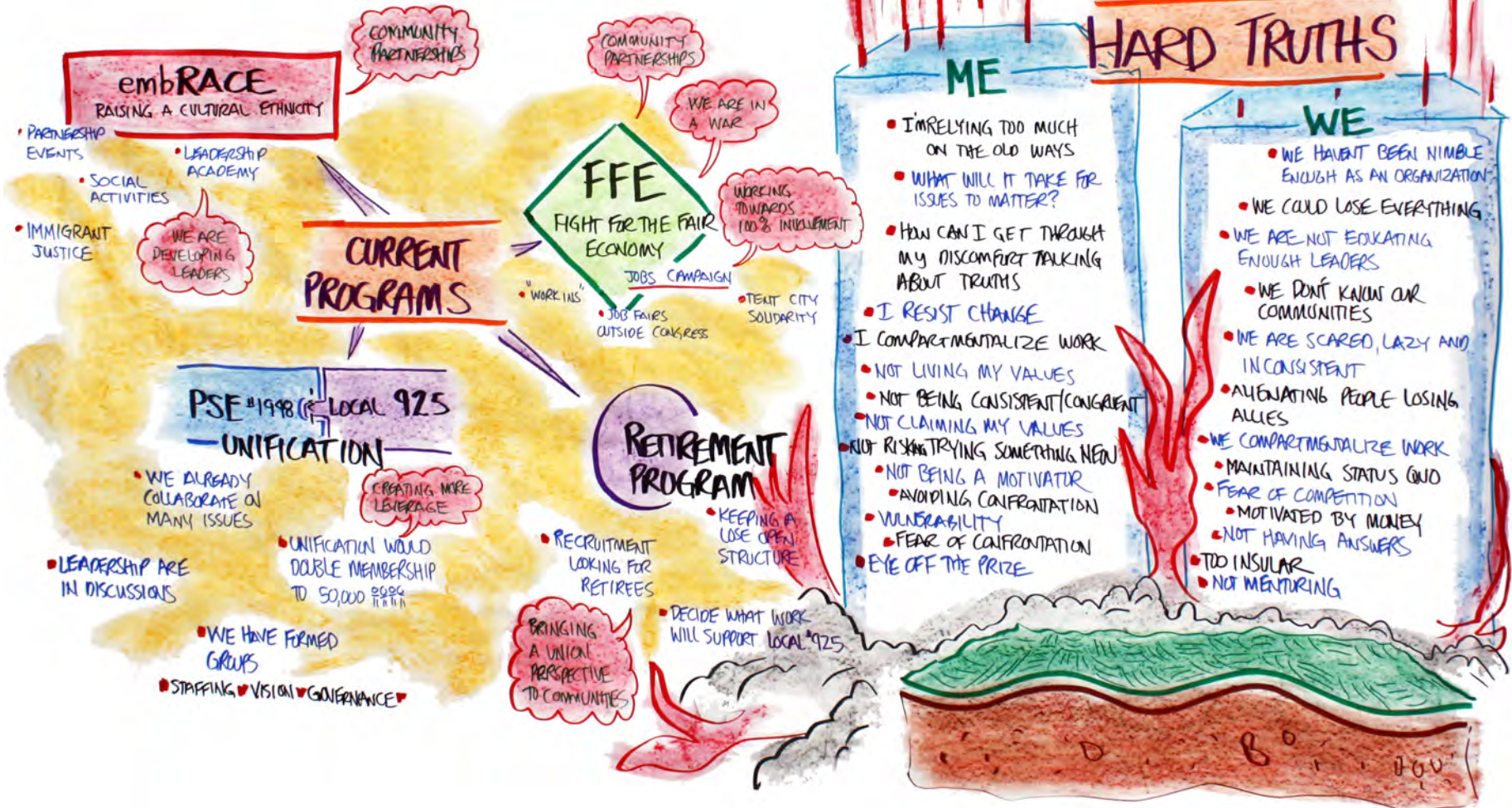
TOTAL UNION MEMBERSHIP

WE HAVE THE COLLECTIVE STRENGTH TO CREATE CHANGE

- EXTERNAL AND INTERNALS MIRROR EACHOTHER
- OUR WORK IS COMPLICATED
- WE ADVOCATE TOO MUCH FOR THE POOR?
- MORE MEMBER RESPONSIBILITY



# NAMING THE TRUTHS





# TRENDS

## OUR LIFE IN POLITICS

- INCOME DISPARITY
- RICH GETTING RICHER
- SHRINKING MIDDLE CLASS
- BIG BUSINESS IN GOVT
- HOLDING POLITICIANS ACCOUNTABLE TO WORKERS

## UNION DEMOGRAPHICS

- DECLINING UNION MEMBERSHIP
- OUR UNION HAS BECOME DIVERSE, YES! AND WE HAVE BARRIERS TO PARTICIPATION

## STATE OF OUR COMMUNITY

- NATIONWIDE ATTACK ON COLLECTIVE BARGAINING RIGHTS
- IMPORTANCE OF HAVING A LIVING WAGE

## POT POURRI

- UNION WORK NO LONGER VALUED
- NOW SEEN AS EXPERIENCE W/O MERIT

## MEMBER ENGAGEMENT

- LACK OF MEMBER INVOLVEMENT, MEMBERS WAITING FOR SOMEONE ELSE TO DO SOMETHING
- ENERGIZE EXISTING MEMBERS BY CREATING ROLES FOR EVERYONE TO AVOID LEADERSHIP BURNOUT



# MAKING CONNECTIONS BUILDING RELATIONSHIPS

OUR DREAM  
CREATING OUR FUTURE

CREATING OUR FUTURE

MORE CONNECTION

MAKING IT REAL  
SETTING DIRECTION

NO ILLUSIONS

IT'S OK TO HAVE DISCOMFORT

UNION

HAVING COURAGE

WE ARE THE EXPERTS

WE SET THE DIRECTION

STANDARDS TODAY  
WE ARE A LEARNING COMMUNITY  
• INQUIRY  
• QUESTION  
• HONOR  
• HONESTY  
• ENCOURAGE  
• RESPONSIBILITY

THIS IS THE RIGHT GROUP HERE

"... CONSIDER OUR PURPOSE A MIGHTY ONE..."

TRUST YOURSELF

DEEP LISTENING

# MAKING CONNECTIONS BUILDING RELATIONSHIPS

- MAKING CONNECTIONS • HELPING EACH OTHER • CARING AND FAIR TREATMENT
- RISKING VULNERABILITY • BEING EMPOWERED • WE ARE A BIG FAMILY
- WE ARE STRONGER TOGETHER • USING WISDOM FROM THE PAST • EDUCATING THE FUTURE
- TOGETHER HOPE FOR A BETTER FUTURE • SHARING OUR HEART AND PASSION
- WEAVING / BLENDING THE STRENGTHS AND CHALLENGES OF COMMUNITY
- STEPPING UP TO THE PLATE TO FIGHT INJUSTICE AND TO BRING HOPE
- BRINGING PEOPLE TOGETHER
- "IF EVERYBODY IS THINKING THE SAME NO BODY IS THINKING."

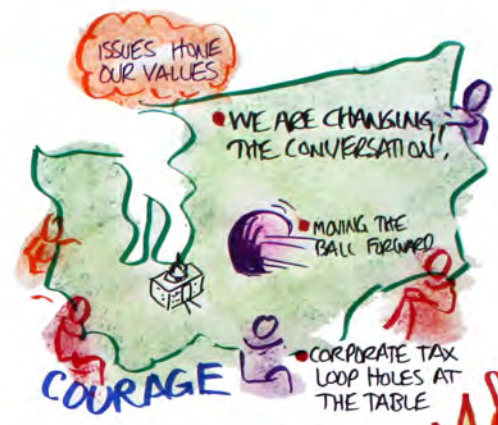
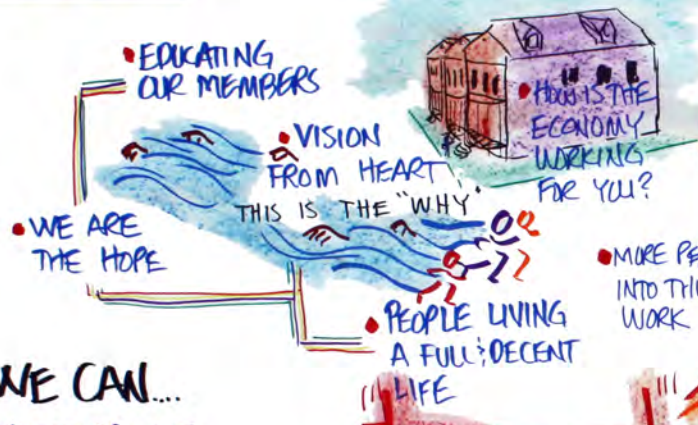
"... ENRICHING THE MYSTERY OF CREATIVITY"

"... PEOPLE WHO HAVE ... COME ALIVE ..."



# AS A MOVEMENT INTO THE FUTURE

HOW DOES THE DREAM HAPPEN?



- WE CAN...**
- SHARE THE DREAM OF WHAT WE ARE DOING
  - SUPPORT CHANGE IN OUR OWN STATES
  - REPAIR RELATIONSHIPS WITH OTHER UNIONS
  - DEVELOP PARTNERSHIPS AND ALLIANCES WITH PROGRESSIVE COMMUNITY
  - DEVELOP LONG TERM RELATIONSHIPS
  - EDUCATE ELECTED OFFICIALS
  - HAVE SMALLER LOBBY DAYS

- DEVELOPING PROACTIVE APPROACHES
  - PILOT PROGRAMS
  - PROTEST
  - HOLDING POLITICIANS ACCOUNTABLE

○ WHAT ARE THE TOOLS, TACTICS & DREAMS TO MEET THE ATTACKS?

○ INVEST IN RESOURCES  
CONTINUOUS IMPROVEMENT

○ TRANSFORM CONDITIONS FOR THE PRIVATE SECTOR

○ FAIR ECONOMY STATES PROJECTS

- GET OFF DEFENSE OFFER SOLUTIONS
- WE CAN CHANGE THE DEBATE
- UNIONS AS A VOICE FOR THE COMMON GOOD

MEMBERS UNDERSTAND THE CONNECTIONS  
MEMBERS HAVE HOPE WHEN THEY SEE US AS THE VOICE OF HOPE

US BANK ATM FEES!

- REVIEW CONTRACT AT STATE
- LOCATING EFFICIENCIES FOR STATE



"...A SPLENDID TORCH...  
BURN BRIGHTLY...  
-HAND TO FUTURE GENERATIONS..."

SHARING OUR EXPERIENCE OF UNITY  
SHARED EXPERIENCE OF UNITY

VISION PLAN CONCRETE SOLUTIONS



# THE FUTURE

