

PROVINCIAL EXECUTIVE STRATEGIC PLAN 2019



MEMBER ENGAGEMENT

| GOAL | STRATEGY | INDICATORS OF SUCCESS |
|--|--|---|
| To support Local and Chapter efforts to engage their membership in the provincial election | Headquarters will schedule phone banks and time off for participating members | By election day, at least 23% of the membership has received calls, and at least 5% have has a conversation with our callers |
| | Headquarters will provide advocacy training to Locals and Chapters | By election day, each candidate/MLA in each of the targeted 20 ridings has received at least 1 visit from AUPE members, and at least 10 phone calls |
| | Headquarters communication of relevant party platforms and positions to the membership | Chairs, PE representatives and members sharing AUPE videos and articles from social media Comment sections of posts demonstrate dialogue and understanding |
| To support Local and Chapter efforts to prepare for and respond to post-election challenges, threats and opportunities | Headquarters development of a broad-based strategy to respond to significant threats to the union overall | All Locals participating in implementation of strategy |
| | Locals will develop strategies to mobilize against threats to their membership, funded as per Mobilization Policy 15-16 | Report back in June and November 2019: <ul style="list-style-type: none"> • Percent of grey cards signed • Percent of email addresses collected • Number of MLA visits by their Local members • Number of direct action events |
| | Headquarters communication of current political climate and relevant government positions to the membership | Chairs, PE representatives and members sharing AUPE videos and articles from social media Comment sections of posts demonstrate dialogue and understanding |
| | Locals will increase the number of email addresses that headquarters has in their membership database, in order to develop and utilize fan-out lists | A 30% increase in email addresses (via grey card, or electronic grey card) by the end of 2019 |
| To encourage member adoption of and engagement with the new digital platform | Headquarters will provide hands-on training to Local Chairs, Chapter Chairs, Area Council Chairs, PE Representatives and the Executive | Local Chairs will send out 1 communication per month to their membership, from the new platform |
| | Headquarters will create a web-based tutorial for members, to be distributed by email/social media | Local, Chapter and Area Council Chairs and PE Representatives will promote the tutorial and the new digital platform at their meetings |
| | Headquarters will offer special rewards that can only be accessed by logging in to the new platform | 6000 members will have logged in by the end of 2019 |
| To obtain broad membership awareness and understanding of the Strategic Plan | PE Representatives will promote the Strategic Plan at their Council Meetings | All Councils will be aware of the Strategic Plan by the end of May |

CENTENNIAL

| GOAL | STRATEGY | INDICATORS OF SUCCESS |
|---|--|---|
| To have as many members as possible involved in our Centennial celebrations | PE Representatives will promote the Centennial at their Council Meetings and AGMs | 7% of the membership of each Local will have attended a Centennial event by the end of 2019 |
| | Local Chairs will communicate with their membership about Centennial events using the new Digital Platform | |
| | Local Councils will recruit volunteers from their Local, to assist with Centennial events | Local Councils will recruit at least 5 volunteers per Local to connect with the Centennial Leads in their region |
| | Local Councils will independently celebrate Centennial within their Locals | Local recognition and acknowledgment of Centennial via outreach, legacy projects or events specific to their Local |
| | Area Councils will promote Centennial events in their regions | Area Councils covering locations where Centennial events are being held will provide Centennial information at their events |
| To share the history of AUPE and it's importance to Albertans | To create and air a history-focused AUPE ad as part of our regular public image campaign | To launch in spring 2019 |

INFRASTRUCTURE

| GOAL | STRATEGY | INDICATORS OF SUCCESS |
|---|--|--|
| Build awareness about the need for a new AUPE headquarters building | Development of a short video for use on social media | Chairs, PE representatives and members sharing the video Comment sections of post demonstrates dialogue and understanding |

NEGOTIATIONS

| GOAL | STRATEGY | INDICATORS OF SUCCESS |
|--|--|--|
| To have Negotiating Teams prepared to engage in negotiations with employers | Negotiating Teams to participate in the Negotiations Workshop prior to beginning bargaining | 100% of Negotiating Teams have participated in the workshop |
| | Local Chairs will communicate with their membership about the requirement using the new Digital Platform | |
| To prepare members for bargaining | Negotiating teams to further develop fan out lists (via electronic grey cards, grey card, phone bank, etc) and communication plans prior to beginning bargaining | Verify at least 50% of each bargaining units collected email addresses and phone numbers for accuracy |
| To ensure Negotiating Teams are supported by AUPE headquarters to develop and implement strategies for successful negotiations | AUPE headquarters organize sector bargaining conferences to be held in November 2019 | 75% of Negotiating Teams attend conference in order to prepare to defend their members and engage in successful negotiations |