

PROVINCIAL EXECUTIVE STRATEGIC PLAN 2019



IMPLEMENTATION CHECKLIST FOR COMPONENTS

LOCAL COUNCIL REPRESENTATIVE DUTIES

- Promote the Strategic Plan at Chapter Meetings
- Promote phone banks
- Promote advocacy workshops
- Share AUPE videos on social media
- Develop strategies to mobilize against post-election threats
- Increase numbers grey cards signed
- Increase number of email addresses collected by 30% by the end of 2019
- Promote the digital platform and the tutorial at meetings (to be launched in late spring)
- Independently celebrate Centennial within Local
- Recruit at least 5 Local volunteers for Centennial events
- Follow up with council members:
 - check in on how they are doing
 - answer any questions/give direction
 - some members are afraid to ask for assistance when they are not moving forward

LOCAL CHAIR DUTIES

- Send out one communication per month from the new digital platform on the following topics:
 - Engage membership on provincial election
 - Promote Centennial, regional Centennial Events, and volunteer recruitment for events
 - Make Negotiation Teams aware of the requirement to participate in a Negotiations Workshop prior to beginning bargaining

- Encourage and support Negotiations Teams to develop fan out lists and communications plans, including verifying 50% of member email addresses and home phone numbers
- Issues related directly to Local or its Chapters

PE REPRESENTATIVE DUTIES

- Promote the Strategic Plan at Council Meetings
- Promote Centennial at Council Meetings
- Report back to PE in June and November:
 - Percent of Grey Cards signed
 - Percent of email addresses collected
 - Number of MLA visits by local members
 - Number of Direct Action events

AREA COUNCIL CHAIR DUTIES

- Promote the digital platform and the tutorial at meetings (to be launched in late spring)
- Promote Centennial events in their regions and provide Centennial information at events

CHAPTER CHAIRS

- Hold formal meetings, unit meetings and social gatherings, and:
 - Have new hires sign grey cards
 - Promote the digital platform and the tutorial (to be launched in late spring)
 - Promote Centennial events in their region
 - Promote regional Area Council events
 - Promote AUPE webpage
 - Promote AUPE Facebook page
- Attend new member orientations and share the information above