



# Report of the Membership Development Officer

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## In Brief

Welcome to 2010 and a new decade. Let's hope this year brings better news for our members.

I have continued my work with chapter leaders on internal organizing and I continue to meet and talk with chapter leaders to strengthen our network. I have visited a few chapters, some for end-of-the-semester events, and others to meet with people at the chapters. I am in the process of working on setting up some regional meetings for the chapter MDOs.

I am working with the chapter MDOs to develop resources that each chapter can adapt to their specific needs. I am also working with chapter leaders to facilitate their need for membership information, be it current or historical data.

I continue to participate on NYSUT's Fair Trade Committee. We are working on criteria for NYSUT locals to become Fair Trade locals/chapters. We also continue to schedule speaking engagements for Committee members with NYSUT members and the general community about Fair Trade. This includes retiree groups, too.

Member Benefits has been busy as usual. We continue to schedule campus presentations and visits. UUP scholarship applications saw an increase for the Fall 2009 semester. Retiree programs for vision and dental coverage continue to experience enrollment growth.

Finally, I represented UUP at several different conferences and meetings over the past few months.

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## Membership Development

We must continue to build on the network of chapter MDOs and other chapter leaders so we can share ideas and presentations throughout the year. Sending newsletters via the Internet provides a more timely way to share information. We need to use technology to help facilitate communication between chapters and the statewide organization. Doing so requires a fine balance of providing information while protecting the privacy of our members. To recap what was discussed at our August 20, 2009 meeting: the greatest resource is not UUP central, not NYSUT, but what you as a chapter MDO can provide to each other.

We do not need to meet in person to share information. There are many avenues available to open and broaden our discussions. I still feel that physical meetings are important for our organization. We are, after all, a people-oriented organization. That's why I plan to work with some of the chapter MDOs to set up regional meetings. These meetings will be designed to make it easy for people to attend. We will be setting up training and networking at each one. Also, I would like these meetings to take place at a chapter. I will be in touch with the chapter MDOs and chapter Presidents to begin scheduling these meetings.

It is important to establish a presence early with our new members. Many chapters accomplish this by taking part in new employee orientations conducted by the Human Resources departments. If you haven't done this, I would encourage you to do so. And if you are not able to get a time slot during the orientation program, I would suggest you schedule time each semester to meet with your new members. This is important to get out the correct information and build union awareness. Membership development begins with building awareness of UUP at your chapter.

To assist chapters in this effort, I have completed a PowerPoint presentation which chapters can adapt for their own use. I am sending this to chapter MDOs so they can modify it accordingly. I will be available to assist chapter leaders in customizing it for their needs. This PowerPoint presentation was the result of many people working together and getting valuable feedback from Membership Committee members, chapter leaders, and our affiliate organizations. I want to thank everyone who participated in this process, which started over a year ago.

## **Membership Charts and Reports**

Over the past few months, we have customized several reports for the chapters and for committees. This has assisted leaders with contacting and organizing members.

I have also worked with Fred Floss, Vice President for Academics, to compile the membership survey results. We have presented the results in many different forums, including committees/task forces at the Fall DA, the Affirmative Action Retreat, chapter meetings, and even to the Strategic Planning group. The presentations were sometimes tailored for a specific group's needs. All of them went well and the information was very helpful.

We continue to create the charts for chapter to use so that chapter leaders can track their membership

as it changes. We have also worked on reports requested at the statewide level. These reports ranged from looking at the entire bargaining unit to specific groups within the bargaining unit.

We continue to provide requested historical information to chapter leaders. This has assisted leaders in many areas, including salary-based issues, hiring issues, and continuing/permanent appointment issues. This has been helpful in looking at trends in membership at the statewide level and chapter level.

If you have a request or a need for specific membership information, please contact your chapter president.

## **Committee Work**

### **Membership Committee**

The Membership Committee, along with the Part-Time Concerns Committee, has begun the application process for the Nina Mitchell Award and the Faye Samuel Award. Applications for both awards must be received at the UUP Albany office by April 15.

If you are planning to nominate a person from your chapter, I would suggest you start the process right away. Applications are being sent to each chapter and will be available at the Delegate Assembly.

The committee will be meeting at the Delegate Assembly; please feel free to stop by. Everyone is always welcome to attend.

### **NYSUT Fair Trade Committee**

The committee is currently working on a few projects for NYSUT locals. One project is the development of criteria for a Fair Trade local/chapter. As the committee's UUP representative, I have voiced the needs of higher education locals. Locals/Chapters that meet the criteria will be recognized at the NYSUT Representative Assembly. Once finalized, I will distribute the criteria to our chapters. The criteria will help in building awareness and educate our members about Fair Trade among NYSUT locals.

The movement to develop a domestic fair trade certification process is continuing. This will help farmers who operate smaller farms in the United States. Some of you may have met the women from the

pecan farm in Georgia at the NYSUT RA. These are the people who will benefit from Fair Trade. Their communities will benefit as well. You can help by purchasing Fair Trade products or serving them at your chapter events and meetings. Remember: Making a small change by buying Fair Trade products makes a big change for the small scale farmers.

Look for the Fair Trade logo or go to the Fair Trade Web site to learn more about Fair Trade and the products that are available.



[www.transfairusa.org](http://www.transfairusa.org)

Please consider purchasing Fair Trade chocolate for Valentine's Day. There are many items to choose from, including cards, chocolate and flowers.

### **RELAG and COARM**

COARM and RELAG will meet during the Winter DA discuss issues and services that affect UUP retirees. COARM is accepting applications for the Outstanding Retiree Award. Applications are due in UUP Albany office by April 15.

## **Member Benefits and Services**

Scholarship applications are up for the Fall 2009 semester. We had close to 900 applications filed for the semester. We anticipate about the same number, or possibly a slight increase, for spring.

We have also seen a steady increase of retirees enrolling in the dental and vision programs. We have close to

1,400 retirees in the dental program and over 800 in the vision plan.

Finally, we are considering additional discounted services that would benefit our members in a variety of areas. For a list of current discounts, please visit the UUP Web site under Benefits/Special offers, or enter the following address into your Web browser:  
<http://www.uupinfo.org/benefits/offers.html>.

## **The Numbers**

Although we have added people to the bargaining unit (153 members) since December 2008, there were decreases at several chapters and in several categories.

The breakdown is as follows: We lost seven full-time academics, but gained 154 full-time professionals, with a net membership gain of 147 full-time members. Regarding part-time employees, we lost 51 professionals and gained 57 academics, an overall gain of six part-timers. There was a decrease (95) in part-time employees at both the Comprehensive and University Center chapters. The HSC, Specialized and

Technology chapters had an increase of 101, with most of them at Empire State (71).

The full-time decreases (109) were mainly at the Comprehensive and University Center chapters, and they were mostly academics.

We did see an increase in retiree membership over the last year. We had 112 retirees join as members, a 3.35 percent gain from December 2008. Of those, 74 were professionals (66 percent of the increase) and 38 were academics (34 percent of the increase).

## **Final Thoughts**

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***“AN INJURY TO  
ONE IS AN INJURY  
TO ALL”***

Over the past couple of months, I have represented UUP at conferences and events held by affiliates or other union groups. For instance, I attended AFT's Human, Civil and Women's Rights conference and the International Foundation Employee Benefits Conference, as a Trustee of the Benefit Trust Fund. I also traveled to chapters to take part in their end-of-the-semester events and to talk with chapter MDOs. Attending these events has allowed me to make connections with our people as well as people from other organizations. These are the types of connections we need to be a strong union. I have worked to make connections with the chapter MDOs and to create a network of resources they can use.

One of those resources is you. Membership development is every union leader's responsibility. The chapter MDOs will need your help to reach out to our members. It takes a long-term commitment from everyone to make this happen. I pledge my commitment to continue to work with our chapter leaders on internal organizing. And we are counting on yours.

Once again I want to thank you all for your support and I look forward to working with our chapter leaders.

**If you have any comments or questions, please feel free to contact me at:**

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