

# Back to School New Hire Recruitment Plan for Leaders

As you make a plan for welcoming your new colleagues to the district and your union, remember what would have resonated with you back then! New hires may be feeling overwhelmed, so ensure that your welcome meeting is meaningful and engaging to your future members.

## Core New Member Message:

Together we are better. Our collective voice allows us to advocate for our profession and the public schools our students deserve. Our union's strength comes from our ability to be there for each other and stand up for meaningful improvements for students, our profession, public education and our communities.

- Stay positive! No horror stories. Speak of the union as a source of solutions.
- Start with your union story (what happened to make you active in your local).
- Make the case for joining your local by emphasizing and connecting your local's values and connecting them to the new educators' values.
- Introduce and briefly highlight notable items in the collective bargaining agreement and point out the building rep is the first place to find answers. Highlight the tangible benefits.
- Discuss how members can get involved and what the union does beyond the workplace. .
- Ask new employees to join and fill out applications in small groups on the spot. Make filling out the applications as simple as possible by walking through each section.

## New Member Meeting Logistics

An effective orientation process can have a lasting impact your local's strength. Successful new members meeting match the excitement of starting a new job.


- Make sure your local's event is on the new hires agenda by offering breakfast or lunch
- Ensure Building Representatives and officers are present to welcome new educators as they arrive and set a tone for a fun, comfortable and approachable union.
- Diversify your leadership team in advance in order to build a more welcoming local.
  - *Be intentional when choosing the members who connect with new hires.*
  - *Include members with a range of cultural and educational experiences and ages.*
- Have a sign in sheet with space for personal email and cell phone.
- Provide website and social media information for the union.
- Get a group photo or individual "first day of school" photos of new hires. Suggest a union selfie with their complete application. Post to social media.
- Need messaging or engagement ideas? Contact your field staff or visit Education Minnesota's website's Choose Union section in the member portal.

## Follow up

It's critically important to follow up with new members and those who have not yet joined throughout the year. Work with your field staff to make a follow up plan with a monthly timeline for every building.

Updated: Aug. 3, 2021

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

Education Minnesota is an affiliate of the American Federation of Teachers, the National Education Association and AFL-CIO.  1993



THE VOICE FOR PROFESSIONAL  
EDUCATORS AND STUDENTS