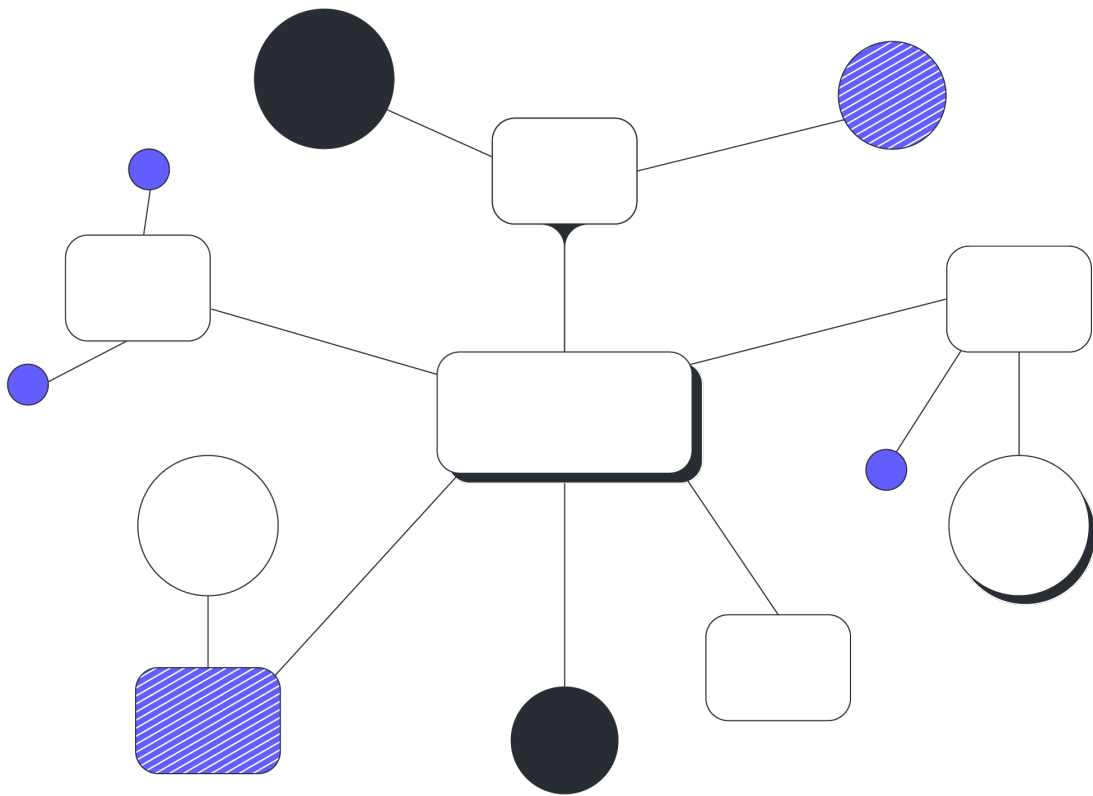


Campus Mapping: A Tool to Help You Build A Tracking List for Your Campus / Worksite

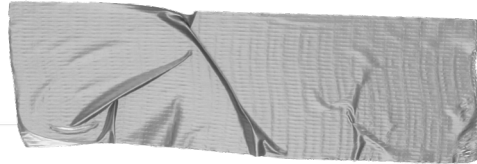




Objectives:

- Identify members & potential members
 - Recruit potential members
- Develop a system to keep track of contact with members and potential members at your worksite
- Educate the membership through internal communication and one-on-one contact
- Assist in development & implementation of a campaign plan based on input / interest

An essential step for running effective campaigns **is to thoroughly assess membership!**



TIP

Decisions about what action the Local Association should undertake are dependent upon:

- The depth of support from the membership
- The commitment of the leadership to accept the responsibility
- The financial and physical resources of the Association
- The level of community involvement, and
- **Understanding of the main issue of concern among the employees**



An assessment of the campus / worksite should be conducted before any action is taken!

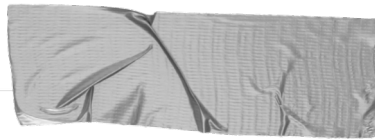


Information Gathering

- **Local Campus Roster**
Get a list of members on campus from your field staffer
- **Workplace Staff Directory**
Get campus roster from webpage or front office
- **Highlight Members/Potential Members**
Use different highlighters to identify members and potential members
- **Highlight New Hires**
Use different highlighter for the new hires. You can also ask the front office who the new employees are on campus.

Mapping the Workplace!

Creating a system that works



TIP

Request a membership roster for your work location / campus from your field staffer.

At the very least, you need to know every member's name, contact number, home address, personal and work email, and position.

Workplace Staff Directory

Practice

- Go to the Dallas ISD webpage & click on "Schools"
- Click on the campus "John Q. Adams Elementary School"
- Click on "Faculty/Team" then the "Staff Directory" link to the left





Tip

Build a list to help you keep track of members & potential members at your worksite!



Highlight Members / Potential Members

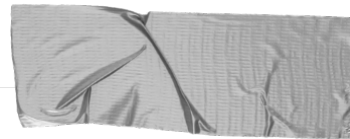
A worksite roster with names, job titles, and emails of members and potential members can give a snapshot of where you have support and where you need to concentrate your efforts.

Organize the Information

You can organize member / potential member information by using a computer database (Excel spreadsheet) to help you reach members quickly through emails, phone trees, or mailings.

| A | B | C | D | E | F | G |
|----------|--------|-------------|-----|-----|---|------|
| Category | Source | Insert Date | TMP | FTL | Coupon | Exp |
| | RP | 1/8 | x | x | \$1/1 9 lives 12 cans or multi-pack | 3/10 |
| | RP | 1/8 | x | x | \$1/1 Axe 4oz bodyspray, 2.7oz anti-perspirant and deodorant or 3oz deodorant ets | 2/4 |
| | RP | 1/8 | x | x | B1G1 Axe shower gel or detailer up to \$5.99 | 1/22 |
| | RP | 1/8 | x | x | \$1/1 Beano product | 3/31 |
| | RP | 1/8 | x | x | \$1/1 Beano Meltaways | 3/31 |
| | RP | 1/8 | | x | .55/1 Bigelow Product | 3/31 |
| | RP | 1/8 | | | \$1/1 Carbona oven cleaner | 4/7 |
| | RP | 1/8 | x | | \$1/1 Carbona grill cleaner | 4/7 |
| | RP | 1/8 | x | x | \$1/1 Carbona cooktop cleaner | 4/7 |
| | RP | 1/8 | x | x | \$1/1 Carbona household cleaner | 4/8 |
| | RP | 1/8 | x | | \$1/1 Carbona carpet cleaner | 4/8 |
| | RP | 1/8 | | x | .55/1 Constant Comment tea | 3/31 |
| | RP | 1/8 | x | x | \$1/2 DelMonte Fruit Cup snacks | 3/31 |
| | RP | 1/8 | x | x | \$1/1 Diabetic Tussin, 8oz | 3/31 |

Pic 6



When targeting a subgroup like potential members, ESPs, teachers, or anyone in a certain job category make sure you have tracked the information in your database.

First Contact: Members

Use the campus/alpha roster to text each member on campus.

- **Compare the campus faculty list with campus/alpha membership rosters.**
- **Let members know how to find you & ask them to stop by to update information.**
- **Update contact info (moved to another campus, wrong number, etc.)**
- **Ask members to let others in their department / area know TSTA is present**



Second Contact: Potential Members

The input from all District employees is important! Use email to connect with potential members.



TIP

Reaching out & engaging potential members is not an easy task. Always remember that people want to feel their input is important.

Although the ultimate goal is to recruit, start off by asking the potential member for their thoughts and opinions on specific issues.

A follow-up conversation can lead to a recruitment effort.

Third Contact: Follow-up

Use your intuition when assessing whether a follow-up needs to be scheduled.

- Ask if you can reach out to them again to keep them informed!
- Jot down anyone that needs a follow-up.

TIP



Don't be disappointed if someone is not interested in speaking to you.

Just remember that you made the attempt and for the most part, members / potential members appreciate the contact.

Fourth Contact: New Hire Outreach!

- Obtain new hire list from front office or TSTA field staffer.
- Highlight new employees on your campus / at your worksite.





Update your list of members & potential members, and continue making contact throughout the year

- Contact information changes (Share these with your field staffer for state database updates!)
- Interests expressed
- Issues of concern
- Any follow-up needed