



Service Employees International Union	Member Affairs
Local 503, Oregon Public Employees Union	<i>Resolution 2</i> 2022 Committee Recommendations: <input type="checkbox"/> Do Pass <input checked="" type="checkbox"/> Pass as Amended <input type="checkbox"/> Do Not Pass

Engaging our members in the health of our Union through recruitment, reactivation and retention

1 **Subject:** Engaging our members in the health of our union through recruitment, reactivation and
2 retention

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7 **Submitted by:** SEIU Local 503 Board of Directors

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9 **WHEREAS,** the health of the Union’s sub-locals determines the ability of the sub-locals to negotiate fair
10 contracts, provide support to members and to continue improvements to workplace culture

11 **WHEREAS,** 30% of our sub-locals have a membership below 60% of eligible employees, with nearly
12 8,000 membership eligible employees in those low membership sub-locals (March 2022)

13 **WHEREAS,** while engagement of potential new members occurs at New Employee Orientations, there is
14 a lack of broadly effective recruitment strategies for reaching existing and seasonal employees

15 **WHEREAS,** the onslaught of anti-labor propaganda and politicization of the role of Unions have a direct
16 negative impact on the ability of sub-local leadership to engage with potential members

17 **WHEREAS,** when members are engaged in improving the Union’s membership the entire Union is in a
18 better position to represent the diverse workplace needs of all employees

19 **THEREFORE, BE IT RESOLVED,** that the Union Board of Directors shall establish a Member Committee
20 that would be supported by staff using data and current best practices to guide a discussion regarding
21 ways that low membership sub-locals can recruit, reactivate and retain members.

22 THEREFORE, BE IT FURTHER RESOLVED, that the committee works to develop a statewide pool of
23 volunteers to actively engage with new members using best practices as determined by the Member
24 Committee.

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26 **BE IT FURTHER RESOLVED**, the established Member Committee shall provide an annual update to the
27 Board of Directors. Membership density and reports will be shared with the Board of Directors and
28 Sublocal Leadership quarterly. Recommendations for new strategies and feedback on the effectiveness
29 of existing strategies to improve recruitment, reactivation, and retention.

30 BE IT FURTHER RESOLVED, The first report to the Board shall be May 2023 and the committee will
31 continue to report annually to the Board.

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Deleted: WHEREAS