



Strategic Plan

2016

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Approved by Executive Board: October 17, 2015

Adopted by Leadership Assembly: December 5, 2015

Strategic Planning Committee Members – 2015

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Ronnie Martin, Retired Members Committee

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SEIU Local 99 Strategic Plan – 2016

1. Tackle economic Inequality by:

- A. Winning summer Unemployment Insurance for all school employees
 - i. Identify and coordinate with other organizations who share same interest in winning UI Bill (CSEA, and other classified unions)
 - ii. Partner with community allies to build a coalition
 - iii. Build political allies in Assembly, Senate and Executive Branch
 - iv. Continue to increase Summer Employment opportunities
- B. Winning significant wage increases for all Local 99 members
 - i. Elect Officials that support legislation that will increase wages and improve living conditions for all Local 99 members
 - ii. Engage members in contract campaigns/fights, with a vision that leads members to win
- C. Continue to lead in the Fight for \$15

2. Unite more public and publicly funded workers to win good jobs and a stronger voice to improve services

- A. Win collective bargaining rights for Family Child Care Providers
 - i. Increase Community (parents) and Political support
 - ii. Identify ways to get the Governor's support
 - iii. Bring Early Ed community and allies together
- B. Organize residual units at existing union work sites
- C. Continue Local-wide membership campaign to get to 95% total membership.

3. Engage members on a broader scale and in a deeper way than ever before

- A. Support ongoing field activities to "Reach Every Member"
- B. Build Local 99 Committee membership
- C. Increase the number of active Stewards throughout the Local
- D. Utilize retirees, leaders and staff to engage and mobilize members
- E. Engage members in contract campaigns/fights (both negotiations and other representation issues), with a vision that leads members to win
- F. Continue to increase COPE contributions
- G. Continue to fight for Comprehensive Immigration Reform
- H. Recruit volunteers and leaders for 2016 Presidential Election Campaign
- I. Utilize every union meeting or get together to appropriately educate members about current threats, new developments, updates and the union program
- J. Ensure we have active Steward Councils in all Local 99 jurisdictions
- K. Ensure member leaders have the capacity needed to engage a broader base of membership to participate in committees and the union through enhanced leadership development, including the Member Intern Initiative

4. Develop strategic partnerships to improve funding for quality services and build a stronger movement to achieve a more equitable society

- A. Build allies on all School Boards
- B. Continue to fight for Comprehensive Immigration Reform
- C. Build partnerships* with other entities such as:
 - i. Department of Housing
 - ii. Labor organizations
 - iii. Other unions
 - iv. Elected officials
 - v. Community allies
 - vi. Churches
 - vii. Financial Institutions
 - viii. Black Lives Matter

**We need to “build a relationship”—we need to do outreach and participate in activities they endorse/support. We need to reciprocate.*

5. Build power for public service workers in the South and Southwest

- A. Continue to fight for Comprehensive Immigration Reform
- B. Continue to develop strategies for organizing the 14 “right-to-work” states in this region, especially in Texas and Florida (the 2nd and 3rd most populous states in the U.S.A.)