



Teamsters Leadership Academy **Announcement**

Organizing for JUSTICE and POWER!
In collaboration with the IBT Organizing Department
Hosted by
Teamsters Joint Council 7, Oakland, CA
October 16-20, 2023

In this five-day program, participants will learn how to build successful local organizing by following the IBT Campaign Strategy. Through a case study, strong emphasis will be on guidelines and principles needed for building a successful campaign while dealing with today's organizing challenges and obstacles.

REGISTRATION: Register online at <http://ibt.io/tla2023>

WHO: **Teamster Representatives**
All TLA registrants must be sponsored by their local union, Joint Council, or other Teamster affiliates. You and your principal officer will both receive a copy of your registration confirmation.

WHERE: **Teamsters Local Union 2010**
7730 Pardee Lane, #2010
Oakland, CA 94621
Tel: (510)-845-2221

WHEN: **Registration:** Monday, October 16, 8am-9am
Program: October 16-20, 9am-5pm

SUGGESTED HOTELS: **Hilton Oakland Airport**
1 Hegenberger Rd
Oakland, CA 94621

FEE: **No Charge**

IMPORTANT NOTE: Our programs fill quickly! Please contact Renee Parker at (202) 624-8724 to confirm space availability before making travel arrangements!

SAMPLE AGENDA

Day 1

1. **Introduction and Program Overview**
2. **State of the Union:** an overall view of the state of organizing emphasizing Teamster organizing and best practices.
3. **IBT Organizing Campaign Model:** a look at the many components and tactics within the IBT organizing model.
4. **Setting Up the Case Study:** Case study review and group setup.
5. **Benchmarks and Timelines:** organize a working calendar with benchmarks and timelines to track progress and identify campaign issues.
6. **Phase 1, Targeting and Strategic Campaign Research:** we'll look at campaign research techniques and learn how to target organizing campaigns appropriately.

Day 2

1. **Phase 2: Leadership Identification and Recruitment:** learn how to identify leaders.
2. **Keeping Good Records:** we will present suggestions and examples of proper documentation and record-keeping.
3. **One-on-one Communication/House Visits:** learn the art of communication and persuasion skills and how to make an effective house call visit through scenarios and role-plays.
4. **Proper Worker Assessments and Levels of Support:** you will learn the IBT five-point assessment system and how to assess overall worker support and campaign strengths and weaknesses.
5. **Pushing Back on the Employers' Campaign:** what does an anti-union campaign look like, and how to prepare workers to push back and win.

Day 3

1. **Setting up a Communications Action Network (CAN):** the CAN network is a grassroots communication system of one-on-one worker-to-worker contact that is crucial in disseminating and gathering information throughout the campaign.
2. **Phase 3: Building an Effective Organizing Committee:** learn to identify and recruit organizing committee members and keep them engaged with a sense of ownership while maintaining balance and structure.
3. **Organizing and the Law:** discussion on the NLRB representation election process and numerous provisions within various laws that impact organizing and bargaining procedures and challenges you may face.
4. **Phase 4: Reaching Majority:** Setting up a plan to reach majority support and keep the momentum going, as well as meeting and gaining support from allies.

Day 4

1. **Staying on the Message:** developing a powerful campaign message that keeps workers on the offense.
2. **Effective Communications and Media Campaign:** strong communication strategy that incorporates current social media.
3. **Phase 5: Recognition and Election:** GOTV (get out the vote) strategies to sustain and increase the majority within the last ten days of a campaign, as well as election procedures and guidelines.
4. **Acting Like a Union:** worker and community action techniques to keep members engaged and maintain and increase momentum.

Day 5

1. **Phase 6: Transition Between Organizing and Bargaining:** how to take organizing to the next level and campaign for a good and fair contract.
2. **What it Takes to Become an Organizing Local:** you will learn the necessary steps and techniques to help you develop an overall organizing strategy for current and future campaigns.
3. **Case Study Presentations and Evaluations:** all teams will prepare and present their versions of the case study.
4. **Wrap-up/Certificates**

Please note that this program requires your full participation until the end of the final day; please make travel arrangements accordingly.