

UNE MISSION STATEMENT

UNE is an organization of public education employees who provide training and services to protect, improve, and enhance members' rights and the professional and economic capabilities of its members, hence improving the quality of life of all its members.

UNE Strategic Plan

Goals

Goal 1: To maintain and improve the strength of UNE.

Strategic Objectives:

1. Assess and revise strategic plan as needed:
 - a. August board meeting annually.
 - b. Board retreat every 2 years – Friday night & Saturday.
2. Maintain a member-focused, cost-effective UniServ and Board of Directors.

Specific Strategies:

- a. UNE Leaders/Directors make contacts/visits to the various locals.
- b. Board to develop list of issues in Sept., create schedule for contacting local presidents.
- c. Invite locals to send representatives to observe Board meetings.
- d. Coordinate events/training with other UniServs when possible.

Goal 2: To expand and develop programs that empower members to meet current and future needs.

Strategic Objectives:

1. UNE member created and requested training programs.

Specific Strategies:

- a. EA and ESP professional development - PI-34, etc.
 - b. Educate and engage members in unionism – focus on new members.
 - c. Survey members and locals need/wants in advance of assessment and review of Strategic Plan.
 - d. Training for members and locals as requested or needed.
 - e. Establish ESP clusters for bargaining and advocacy training.
 - f. Continue EA clusters.
 - g. Encourage EA – ESP coordination and cooperation.
2. UNE member/staff cooperation with other UniServs (Training & Committees).

Goal 3: Promote effective internal and external communication and public relations to expand member involvement and knowledge of issues.

Strategic Objectives:

Internal:

1. Create member-centered communication.
2. Go live with UNE website on WEAC's web page. Create members-only section links for disseminating necessary information.
3. Develop our own database of members, leaders, activists on issues, etc.
4. *UNE Magnifier* – promote electronic delivery, strive for paperless. Archive on website.
5. Re-establish PR committee.
 - a. Explore joint PR committee with Bayland Educators.
 - b. Recruit non-Board members.
 - c. Section at Fall Leadership workshop.
 - d. Consider creating Outstanding Member Award.

External:

1. Continue to purchase ads in publications.
2. Disseminate information to selected press to promote educational and other issues of importance.
3. Respond to negative PR.
4. Participate in coalitions.

Goal 4: To increase the political and legislative influence of UNE through member involvement.

Strategic Objectives:

1. Recruit at least one political action/legislative specialist in each local. To be trained by WEAC GR staff.
2. Increase UNE local's participation in school board races and referenda.
3. Inform and increase UNE member involvement in the WEAC and UNE candidate recommendation processes.
4. Disseminate legislators' education voting records to UNE members.
5. Increase member involvement in coalitions in which UNE participates.
6. Review and revise UNE legislative and political action guidelines as needed.
7. Increase member participation in conduits.