

# UUP ORGANIZING ACADEMY

## To Build and Grow Our Union



For new and seasoned UUP union activists who want to:

- Build union power
- Grow UUP's membership
- Learn leadership skills
- Run effective campaigns

The UUP Organizing Academy is a new program for UUP members who are serious about strengthening and growing our union. It will offer 15 workshops on organizing topics such as: one-on-one conversations, campaign planning, managing data, building teams, and more.

We are pleased to offer the first level of training — “Basics of Organizing” — in the Spring semester of 2022! See below for courses and schedules. Members who complete the whole series of courses will have their achievement recognized.



### COURSES AVAILABLE Spring 2022: 100-level “Basics of Organizing”



#### **Organizing 101 – Organizing Conversations:**

The bedrock skill of organizing, there is no substitute for the one-on-one organizing conversation. This workshop will teach you the basic steps of a good organizing conversation, addressing and overcoming objections, and active listening.

#### **Organizing 102 – Leaders, Activists, and**

**Organizers:** Organizing is about bringing people together. Beyond growing the organization, you also need to develop your members into leaders, activists and member organizers. This workshop will teach you about the different kinds of active member, how to identify good potential leaders, and how to recruit them. Essential for building your bench of potential Chapter leaders.

**Organizing 103 – Union Visibility:** When someone – a UUP member or potential member, another SUNY employee, a student, a visitor, or an administrator – walks through your campus, they should be able to tell that this is a union campus and UUP has a presence. How do we build that presence?

This training will cover the basics of union visibility, including bulletin board maintenance and good use of UUP identifiers.

#### **Organizing 104 – List Work, Charting, and Mapping:**

If organizing combines data and relationships, this training introduces the “data” portion. You’ll learn what data you’ll need to keep track of when organizing your Chapter and efficient methods for storing it.

#### **Organizing 105 – Assessments & Debriefs:**

After every organizing conversation, we need to stop and reflect. What just happened? What can come of it? This workshop focuses on two key aspects of a conversation campaign: assessments and debriefs. Assessment is a subtler art than it may first appear, and good organizers know that every person can be assessed in different ways. In addition to our own assessments, we need an outside perspective on our conversations. Debriefing is the practice of reporting to another organizer on your conversations to reflect on and really understand them, and how to proceed.



#### HOW DO I SIGN UP?

Click <https://uuphost.org/orgacademy/> to go to the Course Selection page or scan the QR code.

