



# Mapping and Engagement during COVID-19 (Advanced)

OSSTF/FEESO CPAC CONFERENCE 2020  
CONFÉRENCE DU CCAP D'OSSTF/FEESO 2020



TOWARD 2022 AND BEYOND  
NOVEMBER 6<sup>TH</sup> 2020 - 19H30  
VERS 2022 ET AU-DELÀ  
LES 6 ET 7 NOVEMBRE 2020 - RENCONTRE VIRTUELLE

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## Goals

- Understand mapping as a both a member engagement and a political action strategy
- Learn how mapping can connect members to their union by creating space for their concerns, and their community
- Develop strategies to use mapping data to mobilize members within the union and in their communities, on education issues and beyond → including election readiness.




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## Member Mapping

- Strategy
- Data driven
- Done with thought and purpose
- Increase knowledge about members
- Adaptable to needs of members & align federation goals/actions with local priorities
- Improve service, representation & engagement




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TOWARD **2022** AND BEYOND  
VERS **2022** AU-DELA

Which image do you feel represents current member engagement in your district/bargaining unit?






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TOWARD **2022** AND BEYOND  
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Who (or what) got you first involved in the union?

What (or who) keeps you engaged in the union?

What other organizations/events/etc. are you involved in?




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TOWARD **2022** AND BEYOND  
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Congratulations!

You just member mapped.





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TOWARD **2022** AND BEYOND  
VERS **2022** AU DELÀ

**Think about it  
in a strategic way...**




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TOWARD **2022** AND BEYOND  
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**Branch/Worksite Level**

Who are the “go to” people when it comes to organizing a celebratory event at your site (retirement, life event etc.)?  
**OR**  
 When you need to get information from a Council meeting to members quickly who do you turn to?  
**OR**  
 Who is the first person you turn to when you are faced with a situation in your school/site?




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TOWARD **2022** AND BEYOND  
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**Bargaining Unit Level**

You hear a rumour of a “new” policy being implemented by the employer. Which Branch President would you email/call/text right away and why?  
**OR**  
 A recent media article about your employer has just been published. Who would you call at the “grassroots” level to help gain insight into how your members are feeling about this issue?




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TOWARD **2022** AND BEYOND  
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**See!  
You are a mapping expert  
already!**




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TOWARD **2022** AND BEYOND  
VERS **2022** AU DELÀ

**Member Mapping/Organizing  
4 Step Process**

- Step 1** • Goal setting/gap analysis
- Step 2** • Survey/Consultation
- Step 3** • Work Site/Branch/Community Analysis
- Step 4** • Reflect/Revise - actions/events, communication, policies, procedures




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TOWARD **2022** AND BEYOND  
VERS **2022** AU DELÀ

**Formal Mapping Process  
Step 1 – Define Your Goal(s)**




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TOWARD **2022** AND BEYOND  
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## Theory of Action/Change

Identify problem/  
gap need

→


Determine  
action(s) to take  
to effect change

→

Define what the  
desired impact  
will be

→

Measure/Analyse  
results and reflect  
on next steps



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TOWARD **2022** AND BEYOND  
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## Step 1: Defining your Goal(s)

- Identify strengths and gaps/areas of improvement
- Determine what your district/bargaining unit/branch wants to achieve from the member mapping process
- Be specific and realistic when identifying your 'wants'



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## Examples

- To gather demographic information, so that we are offering workshops and events that meet our members' needs
- To determine who our members volunteer with, so that we can engage our members in OSSTF community outreach activities
- To determine the barriers as to why members are not participating in union committees, executive, political action, etc.



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If your weaknesses seem to stem from communication issues, you should first consider applying for Communication Training (Provincial Account #4410)




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TOWARD **2022** AND BEYOND  
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**Formal Mapping Process  
Step 2 – Survey/Consultation**




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TOWARD **2022** AND BEYOND  
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**WHO ARE OUR MEMBERS?**

**What?**

- Demographic data about your membership

**Why?**

- To better meet the needs of our members and match their interests/skills with opportunities to be involved in our union, and to mobilize in communities.




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TOWARD 2022 AND BEYOND  
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## THE SURVEY

**Considerations:**

- Be clear about purpose and use
- Collect basic demographic information (age, family status, worksite, self identification etc.) as well as info that might help connect members to committees/digital actions & campaigns
- Involve the executive and committees/advisory bodies for input




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TOWARD 2022 AND BEYOND  
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## Example

To assist with our political action and fight for quality education in Ontario, we want to empower our members who are parents/guardians to school-aged children in the publicly-funded system.




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\* 9. Dependants:  
(select all that apply)

No dependants  Child(ren) 16 - 18

Child(ren) under the age of 4  Adult dependant children in post-secondary

Child(ren) 4 - 9  Other dependants (parents, disabled children, etc.)


Child(ren) 10 - 15

10. What school(s) does your dependent(s) attend?

11. Are you involved in parent council at your dependent's school(s)?

Yes

No




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**Example**

The Educational Services Committee offers various workshops over the year. It has been suggested that they offer a new teacher workshop this year. The committee is unsure of how many will attend.




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\* 6. Employment Status with School Board:

Full time  
 Part time  
 Daily occasional  
 Long term occasional (LTO)  
 On surplus  
 On leave

\* 8. Where are you in your educational career?  
(select all that apply)

First 5 years       20+ years  
 5 - 10 years       Within 5 years of retirement  
 10 - 20 years       Receiving a pension




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**STEP 2: SURVEY SUGGESTIONS**

- Keep it short
- Offer an incentive for completion
- Offer a long window for completion
- THANK members for participating




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TOWARD 2022 AND BEYOND  
VERS 2022 ALL DELA

### STEP 2: AGGREGATE THE DATA

- Using service providers like Survey Monkey or Google Forms make analysis quite user-friendly
- Be transparent – share findings with executive, committee chairs, members (via communication updates)

Age:

Age Group	Percentage
18-24 years old	10%
25-34 years old	20%
35-44 years old	30%
45-54 years old	25%
55-64 years old	10%
65 years and older	5%

OSSTF / FEESO

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TOWARD 2022 AND BEYOND  
VERS 2022 ALL DELA

### Formal Mapping Process Step 3 – Site Based Analysis

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### STEP 3: WORKSITE MEMBER MAPPING

- Share Survey Data with Worksite Representatives
- Create/Maintain Staff Lists
- Worksite Representative 'maps' their Members

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### STEP 3: BUILDING THE NETWORK

OSSTF/FEESO

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VERS 2022 AU DELA

### Ladder of Engagement

- LEAD** (Community Building, Convening)
- SHAPE** (Original Content/Ideas, Points of View)
- SHARE** (Comments, Posts and Distributes, Topic Expertise)
- RESPOND** (Interacts/Reads, Completes Surveys)
- LISTEN** (Audience/Influencer Analysis, Issues/Theme Trending)

ENGAGEMENT GOALS

OSSTF/FEESO

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### Consider How People Connect

- Who works together?
- Who are the people who run extracurricular activities together?
- Who often attends branch meetings?
- Who often comes to discuss work issues regularly?
- Who are the most vocal during staff meetings?
- Who socialize outside of work most often?

OSSTF/FEESO

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TOWARD **2022** AND BEYOND  
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### As You Identify Groups, Discuss Them

How does this group relate to management/admin?

What are the biggest problems facing this group?

**IMPORTANT** – keep observations respectful, factual, not gossipy. Focus on identifying patterns that will help organize and engage these colleagues, not repeat stereotypes or gripes about fellow members.




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### Identify the Leaders Within Groups

Who is the main leader/influencer of each group?

Are there other leaders?

What qualities led to these "positions"?

**IMPORTANT** – keep observations respectful, factual, not gossipy. Focus on identifying patterns that will help organize and engage these colleagues, not repeat stereotypes or gripes about fellow members.




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TOWARD **2022** AND BEYOND  
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### Map Out Union Support

During the last job action who took on leadership role?

Who voiced concerns about the latest issue publicly?

Who is appears to be the least supportive of the federation? Do you know why?

Who's part of your organizing team so far? If there's not a formal group, choose some criteria.




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## Analyze the Map

What do we see?

Are there any patterns?

How does news travel throughout the map/site?

What questions does this raise?

**Focus on the Goal** – Increase knowledge about members to increase engagement, build a more inclusive worksite with increase in solidarity

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## Identify Gaps and Leaders to Focus on

What do we see?

Who have we overlooked?

Every site has members who don't feel included. Focus on finding out why and be prepared to adapt (communications, priorities etc.) in response to their needs.

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## What Would You Do?

Sarah is a Branch President. After sitting through the presentation of the survey results that indicated 70% of the survey respondents at her school are interested in more mental health supports, she remembers that Jane in guidance has been looking for ways to better equip educators at their school.

Sarah makes a note to visit Jane to provide her with a copy of the OSSTF Education Services workshops available and encourage her to consider booking "Mental Health - Let's Act".

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TOWARD **2022** AND BEYOND  
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# ORGANIZING/MAPPING YOUR WORKPLACE DURING COVID-19




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TOWARD **2022** AND BEYOND  
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# Formal Mapping Process Step 4 – Putting It All Together




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# STEP 4: TRACK AND MOVE ALONG THE LADDER OF ENGAGEMENT

1	A	B	C	D	E	F
1	First Name	Last Name	Email	Cell Phone	Job Classification	Work Location
2	Ontario	Secondary	ps@gmail.com	123-456-7890	ECCE	school 1
3					EA	
4					ECCE	
5					Social Worker	
6					PSOP	
7					ESS	
8					Instructors	
					Office & Clerical	

G	H	I	L	N
Equity Seeking Group	Kids' school location 1	Interest 1	Local Committee 1	Provincial Committee 1
Woman	School 4	<ul style="list-style-type: none"> <li>Political action</li> <li>Status of Woman</li> <li>Commemorative</li> <li>Bargaining</li> <li>Human Rights</li> <li>Event Planning</li> <li>Health and Safety</li> </ul>	<ul style="list-style-type: none"> <li>Human Rights</li> </ul>	




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### Using Survey Data

- Survey data will reveal some information about the types of events that will likely appeal to your members,
- For example - some districts have found that members like to unite around a cause/event like – Kids Help Phone, Take Back the Night, Black Lives Matter, Pride...




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TOWARD **2022** AND BEYOND  
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### Using Mapping Data

- Meet members where they are, not where you want them to be
- Know your audience and listen to them
- Build your team around the patterns and dynamics that already exist
- Be open to the fact that you may be missing key members and identify why that is




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### Example – Political Activism

- Take your survey data and map and develop strategies to activate/mobilize around an issue
  - Publicly-funded education – once you know who has a vested interest (family in schools) appeal to that to build buy-in
  - Provide a range of options that will allow them to engage where they are comfortable (ladder of engagement)
  - Use multiple methods of communication
  - Share resources that will appeal to each member




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### Example – Political Activism *cont'd*

- You should have direct contact information and a profile of potential members who can assist with informing and mobilizing parents in our communities




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TOWARD **2022** AND BEYOND  
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### What Can the District/Bargaining Unit do With This Information




Ontario Parent Action Network

- Informing these members of their rights as parents and what their role on a school advisory council could be, and encourage participation
- Connect with parent-members at a particular school and offer assistance in joining or establishing a parent group or community network
- Assist in creating a boardwide parent network
- Share accurate information about education and the system to these members, so they can share at school advisory council



ONTARIO AUTISM COALITION




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## FINAL THOUGHTS




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## TIPS AND SUGGESTIONS

- This is a big project with an even bigger payoff, significantly increased member engagement and solidarity
- Take this on as a team
- Walk before you run
- Organizing isn't new and mapping is an ongoing process
- We need to find a way for all members to feel engaged with OSSTF to ensure that you know their needs and can best represent them




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TOWARD **2022** AND BEYOND  
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## ACCOUNT #2056 - APPLY

- Provincial Member Mapping funding
- Account #2056
- up to \$1500 per Bargaining Unit!





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