

# About the 2020 Core Member Engagement Team & FAQ



## Program Overview

The 2020 Core Member Engagement Team is a fall intensive member program that supports the leadership development of HSA members towards building a stronger, more responsive, and more participatory union. The program combines organizing training, team building, on-the-ground mobilization, and personal reflection to prepare a new generation of union activists to confront the challenges facing our union, our communities, and the world.

The team consists of 6-8 Core Member Engagers recruited through an open application process. The team will be booked off for a 6-week period to do engagement work at HSA chapters without stewards or where the steward team has requested support.

Applications will close on Friday, July 17 at 11:59 PM PST. [Click here](#) to submit your application online. You may also view a [PDF form](#) for-reference-only version to assist you in filling out the online forms. We are only accepting applications online.

## Core Program Components

- 3-Day Organizing Training and Orientation
- 6-Week Intensive Full-time Book-off Period
- Team Building, Team Check-ins, and One-on-One Support
- On-The-Ground Member Mobilization Around a Policy or Labour Relations Campaign
- Three 1-Day Follow-up Meetings in 2021

## What will Core Member Engagers do?

Core Member Engagers will:

- Undergo training and provide some input in campaign planning, where appropriate;
- Follow direction of the Organizer assigned to the campaign;
- Meet as a group at the beginning of each week for a briefing, debrief daily with the team via Slack, and debrief individually with the Organizer over the phone at the end of the week.
- Track goals and progress;
- Engage as peers in conversations with members about what HSA members can do collectively to build a stronger, more responsive, more participatory union;
- Mentor stewards and worksite leaders on how to increase engagement and recruit activists at the worksite.

The team uses a “ladder of engagement” framework that identifies a series of escalating actions for members to develop deeper and deeper commitment to the campaign. For example, Core Member Engagers might ask members to, first, attend chapter meetings, then sign campaign postcards, then email their MLAs, and so on. Engagers use engagement tactics including phone callouts, one-on-ones, walkabouts, mapping and charting of worksites in addition to chapter meetings and drop-in sessions in order to reach members.

A policy or labour relations campaign focus will serve as a tangible way for members to become engaged in the union. For example, in 2019 HSA’s Presumptive Coverage Campaign aimed to include all health care and community social service workers under the presumptive clause for mental health injuries as a result of traumatic workplace injuries. In previous years, the Member Engagement Team conducted work on the Workload Campaign and the Anti-Raid Task Force.

By the end of the campaign period, engagers will have identified organic leaders to recruit into local and regional engagement teams. The long-term goal is to have worksites with sustainable member engagement that understand the value in increasing union participation in their chapters and have a plan to communicate and organize around topics and campaigns when necessary.

## Who should apply?

Core Member Engagers should:

- Be deeply committed to collectively building a stronger, more responsive, more participatory union
- Have previous experience with member engagement, specifically success with getting others to take action on an issue or campaign. Examples of engagement work include:
  - o Organizing well-attended chapter meetings
  - o Recruiting stewards or members into other roles in the union
  - o Conduct walkabouts or callouts
  - o Getting coworkers to take action on a union campaign or issue
- Be comfortable with direct communication with other members
- Be able available for the full duration of the program including the 6-week book-off period, 3-day training and follow up meetings

Additionally, a graduate of last year's member engagement team will be selected to provide mentorship and guidance to the 2020 team. Selection is based on successful engagement work in their chapter.

To review the full job description, please [click here](#).

## What does the application process look like?

[Applications](#) will close on Friday, July 17 at 11:59 PM PST. From there, applications are evaluated and a hiring committee including an HSA board of director, member engagement team graduate and an HSA organizer will conduct interviews. Interviews will be conducted during the last couple weeks of July. Successful applicants will be announced in early August.

## What is the time commitment?

For the majority of Core Member Engagers, this will be a full-time intensive experience. Full-time availability is critical to the success of campaign activities and leadership development of team members. The fall 3-day training, 6-week full-time book off period, and three 1-day monthly check-ins in 2021 are mandatory for participation in the program. There may be some who participate with reduced or part-time hours but this will be evaluated on a case-by-case basis.

## What kind of training and support can I expect?

A 3-day training and team orientation taking place from October 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup> at HSA office in New Westminster. The bulk of the training program is based on LaborNotes' "Secrets of a Successful Organizer" organizing model. The team will build community and cohesion through a team building night. Further, Core Member Engagers will be oriented on HSA policies and procedures, campaigns, and technology platforms used throughout the campaign period.

Core Member Engagers will meet as a group at the beginning of each week for a briefing, debrief daily with the team, and debrief individually with a staff organizer over the phone at the end of the week. The team may also participate in weekly webinars for personal reflection and education.

## What are the key dates?

- June 26: Application period opens.
- July 17: Application period closes. Applications will be evaluated and a hiring committee including an HSA Board of Director, Member Engagement Team Graduate and HSA Organizer will conduct interviews.
- July 17-31: The hiring committee conducts interviews.
- Early August: All applicants will be notified of final selection of the team.
- October 7 to 9, 2020: 3-day intensive organizing training and orientation.
- October 26 to December 4, 2020: 6-week full-time campaign book-off period.
- January 11, February 8, and March 8, 2021: Three monthly 1-day follow up meetings to develop local engagement plans.

## Will HSA reimburse my wages and expenses?

Yes, Core Member Engagers receive wage replacement and expense reimbursement. Engagers may be required to travel and work extended hours which may, at times, need overnight accommodation. In these instances, HSA will reimburse travel and accommodation expenses.

## What about COVID-19 and physical distancing?

Due to the global pandemic of COVID-19, the Core Member Engagement Team will have to roll out with physical distancing and other safety measures in mind. Site visits, walkabouts, and other in-person meetings may not be appropriate. Depending on the state of public health guidelines, Core Member Engagers may have to use alternative methods to conduct member engagement such as:

- Online town halls
- Video conferencing
- Group and text messaging apps and tools
- Phone call outs
- And other online digital organizing and social media tools

## Do I have to be a steward?

No, you do not have to be a steward to apply.

## Do I have to live in the Lower Mainland?

No, this opportunity is open to all members living across the province.

## Still have questions?

[Click here](#) to express interest in joining us for a virtual informational Q&A session on Tuesday, July 7, 2020 at 7 pm PST. We will then email the details to you.

Contact Nat Lowe, HSA organizer, at [nlowe@hsabc.org](mailto:nlowe@hsabc.org) if you have any questions.