



# 2021 Core Member Engagement Team Frequently Asked Questions

## Program Overview

The 2021 Core Member Engagement Team is an intensive member program that supports the leadership development of HSA members towards increasing member activism in the union. The program combines organizing training, team building, and on-the-ground mobilizing to prepare new union activists to confront the challenges facing our union, our communities, and the world.

The team consists of 6 to 8 Core Member Engagers recruited through an open application process. The team will be booked off from work for a six-week period to do engagement work at HSA chapters.

Applications will close on Friday, July 16 at 11:59 PM PST. [Click here to submit your application online.](#)

You can contact Carol-Lee Campbell at [CCampbell@hsabc.org](mailto:CCampbell@hsabc.org) to sign up for a virtual informational Q&A session which will be held on Tuesday, July 6, 2021 at 6:30pm PST.

## Core Program Components

The Core Member Engagement Team is focused on training and teamwork. Key components of the program include:

- 3-Day Organizing Training and Orientation;
- 6-Week Intensive Full-time Book-off Period;
- Team Building, Team Check-ins, and One-on-One Support; and
- On-The-Ground Member Mobilization Around a Policy or Labour Relations Campaign.

## What will Core Member Engagers do?

Core Member Engagers will:

- Undergo intensive training and orientation;
- Participate in campaign planning;
- Work under an experienced HSA Organizer who will direct the campaign;
- Engage with other HSA members to help make your union stronger and better organized;
- Attend weekly team meetings and daily team check-ins;
- Set goals and track progress; and
- Mentor stewards and worksite leaders to increase engagement and recruit union activists.

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. Engagers use engagement tactics including in-person conversations, phone calls, walkabouts, mapping and charting of worksites in addition to chapter meetings and drop-in sessions in order to reach members.



A campaign focus will serve as a tangible way for members to become more active in their union. For example, the 2020 Core Member Engagement Team focused on HSA's Paid Sick Leave Campaign which aimed to ensure all workers have access to paid leave sick in their workplaces.

By the end of the campaign period, engagers will have helped to identify and train a new generation of union activists and leaders who can help build and develop their local chapters. These new activists will understand the value of member engagement and have the tools to build and organize around important issues and campaigns in their workplace.

### 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, with getting others to take action on an issue or campaign, either within HSA or another organization. Examples of engagement work within HSA include:
  - o Organizing well-attended chapter meetings;
  - o Recruiting stewards or members into other roles in the union;
  - o Conducting walkabouts or callouts; or
  - 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.

### What does the application process look like?

Applications will close on Friday, July 16 at 11:59 PM PST. From there, applications are evaluated and a selection committee 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 and 6-week full-time book off period 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 September 29 to October 1 at the HSA office in New Westminster. The team will learn important outreach and engagement skills and techniques from experienced labour activists.

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 at the end of the week. The team may also participate in weekly webinars on special topics for further education.



### What are the key dates?

- June 25: Application period opens.
- July 16: Application period closes.
- Late July/Early August: Applications will be evaluated and a selection committee including an HSA Board Director, Member Engagement Team Graduate, and HSA Organizer will conduct interviews.
- Early August: Successful applicants will be notified.
- September 29 to October 1: 3-day intensive organizing training and orientation.
- October 4 to November 12: 6-week full-time campaign book-off period.

### 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 COVID pandemic, 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 calls;
- 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?

Contact [Benson Ho](mailto:BHo@hsabc.org) (BHo@hsabc.org) or [Karl Riley](mailto:Karl.Riley@hsabc.org) (Karl.Riley@hsabc.org) to get more information.