



The OEA will lead the way for continuous improvement of public education while advocating for members and the learners they serve.

MEMORANDUM

TO: OEA Local Association Presidents, OEA Labor Relations Consultants and
OEA Field Associate Staff, OEA Regional Directors

FROM: Becky Higgins, OEA President
Todd Jaeck, OEA Membership Consultant

DATE: June 15, 2018

RE: Back-To-School Membership Marketing and Promotional Materials

We hope you are enjoying your summer! We are looking forward to working with all of you as we head back to school in August.

In the meantime, we want to raise your awareness about a serious subject: ***Our collective power and influence*** as educators and as members of our union. Over the summer, an unfavorable U.S. Supreme Court decision will most likely come down that threatens our power as educators and as a union.

Once this happens, you will likely start hearing advertisements and even seeing slick pieces in your mail, encouraging members to drop or not join your union.

These scams are coming from the same people that pushed Senate Bill 5, support cuts to public school funding, and champion the expansion of charter schools. Their sole mission is to silence our voices as public educators and as advocates for our students and schools by taking away OUR power — the power to fight for the schools our students deserve; the power to fight for the fair salary and health benefits we need to support ourselves and our families; the power to fight for what our students need.

They may tell you that you can choose to not be a member and still get the benefits of your union. The reality is that if members make that choice, they cut our union's power to make powerful, positive change for our students and public education.

We want to bring this to your attention because the collective strength of our union is what gives us the power to fight for what is right for ourselves and our students. We need every one of you to take a stand for public education — make the choice to be a member of your union and add your strength and your voice to your local. We only have POWER if we stand together.

We've enclosed sample information and tools for you to consider using to build your local capacity. We've only provided samples in this mailing, but for your convenience, all these materials are available to be delivered directly to you in the quantity and to the location you desire. To order these materials, please contact your Labor Relations Consultant (LRC) or complete the order form by following this link (*please allow up to one week for fulfillment and distribution*):

<http://tinyurl.com/myOEAmaterials>



If you need assistance on how to use any of the enclosed materials or would like further local training and development, especially around the Back-to-School process, please contact your LRC, Regional Field Manager or our Membership Consultant, Todd Jaeck, at jaeckt@ohea.org.

The following is a list of 2018-2019 OEA Membership Marketing and Promotion Materials that are included in this sample packet:

- Back-to-School Training template
- Simplified Back-to-School process and checklist
- Sample letter to new employees
- Ohio's New Educator flyer
- Top 10 Reasons to Belong flyer
- Free Higher Education Benefit flyer and bookmark
- NEA Member Benefits flyer for K-12 members
- NEA Member Benefits flyer for ESP members
- OEA Professional Learning Opportunities
- "First Friend, Best Friend" Union Buddy system and sample follow-up plan
- Sample summer member inoculation letter
- Sample union Back-to-School inoculation meeting script
- New Employee Orientation (NEO) best practices
- New employee events key success factors
- New employee events communication and speaking suggestions
- New Employee Orientation follow-up suggestions
- OEA New Educator Initiative process overview
- Sample New Educator brochure and interest card
- Ohio Student Education Association (OSEA) flyer
- NEA Certificate of Insurance Liability Brochure and Card

OEA is also publishing a stand-alone *Ohio Schools'* OEA Member Resource Guide that will be mailed to all members. Please use the Member Resource Guide for promotional purposes with new and potential members. New members are not yet included on the mailing list and do not receive the Member Resource Guide at home. Extra copies of the Member Resource Guide will be packaged in bulk for each UniServ field office for distribution to new OEA members.

Please let us know what additional tools, training or support you need from us as we work together to provide great public schools for every child.

Best wishes for a productive academic year!



Becky Higgins
OEA President

cc: Scott DiMauro, Vice President
Tim Myers, Secretary-Treasurer
Sheryl Mathis, Executive Director
OEA Board of Directors
OEA Local Presidents
OEA District Leaders