

ONE-ON-ONE CONVERSATIONS

Visit 1 – The Introduction

- Introduce yourself
- Tell your “Story of Self”
 - In a minute or two, tell how you got into education, into the district, into Association work, and what you’re passionate about
 - Be sure to mention your role in the Association
 - Use words like “we, us, and our” when describing the Association

What are some things you will include in your “story of self”?

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- Ask him/her to tell you a little about himself/herself
 - Ask open-ended neutral topic questions
 - What made you decide to come to our district?
 - Did you work in another district before coming here?
 - Do you have family nearby?
 - Avoid “yes” or “no” questions
 - Be an active listener – remember, it’s all about them
 - Do not interrupt
 - Comment on shared values
 - Do not contradict them or disagree with them
 - Do not introduce your ideas
 - Do not ask them to join yet
 - Do not look at your watch or phone
 - Give them your contact info again and tell them you’ll check in on them in a few days.

What are some other questions you might ask them?

Visit 2 – Be a Resource

The purpose of this visit is to let the person know that our Association and you, in particular, are the best resource in the building/district.

Introduce yourself again as they've likely met many people y now and remind them of your Association position.

Tell them you just wanted to check in and see how things are going and if they need help with anything.

Share with them the quirky parts of teaching in this building/district

- Copy machine
- Staff restroom
- Keys/fobs/arrival-departure procedures
- Staff lunch procedures/places

Give a quick overview of the evaluation and what your administrators tend to look for

- Consider giving them a blank copy of the evaluation tool
- Have a few things highlighted
- Make notes if appropriate

Give them your contact info again and tell them you'll check in on them in a few days, but to call if they need anything.

What will new staff in your building need to know?

Visit 3 – “Your Association” and a soft ask

Let the person know you wish to speak a little more about your Association

Share with them your Association’s goals

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Briefly go through Membership Benefits

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Share with them Association social events and community events that are important

Ask them if they would like to be part of your Association

Utilize “affirm – answer – redirect” if necessary

- Why should I be involved with the union? Negotiation is already done and we have a contract.
 - **Affirm:** You’re right. We did just settle a 3 year contract.
 - **Answer:** We bargained 3% raises for each of the next 3 years. We also bargained for an additional 3 days of sick leave. Plus, we added extra money onto the retirement incentive.
 - **Redirect:** It helped that the administration knows we have a strong union with high membership. They know our union is the voice of teachers/ESP’s in our district and so often times we are able to get administration to do what is right even if it’s something that’s not in the contract. We believe our power comes from our collective voice, and our contract is proof of that.

Tell them you’ll check in later to answer any additional questions and to see if they’ve made a decision on joining.

What has your Union done for its members?

Visit 4 – The “firm” ask.

Stop in during a time when you have more than a few minutes to talk.

Review the benefits of belonging to your Association and your Association’s goals.

Discuss time commitments – committees, union meetings, etc.

Ask them if they would like to be a member of the Association

- Be ready to tell them how much dues are and break it down by week or paycheck
- Be ready to tell them how they can earn dues money back through the IEA and NEA member benefits
- Be ready to tell them about the conferences that will benefit them and help them make connections across the state and the country