

# Effective Member Communications

## SMART Membership Involvement Committee



# What is effective communication?

RECEIVING  
AND  
UNDERSTANDING  
A MESSAGE





# WHY IS EFFECTIVE MEMBER COMMUNICATION IMPORTANT

Increase member engagement

Enhances clarity and education

Builds trust

Fosters a strong sense of a union family



# Union Communication Challenges

- How long is the average attention span?

Year: 2000

**12 Sec**



Year: 2022

**8 Sec**

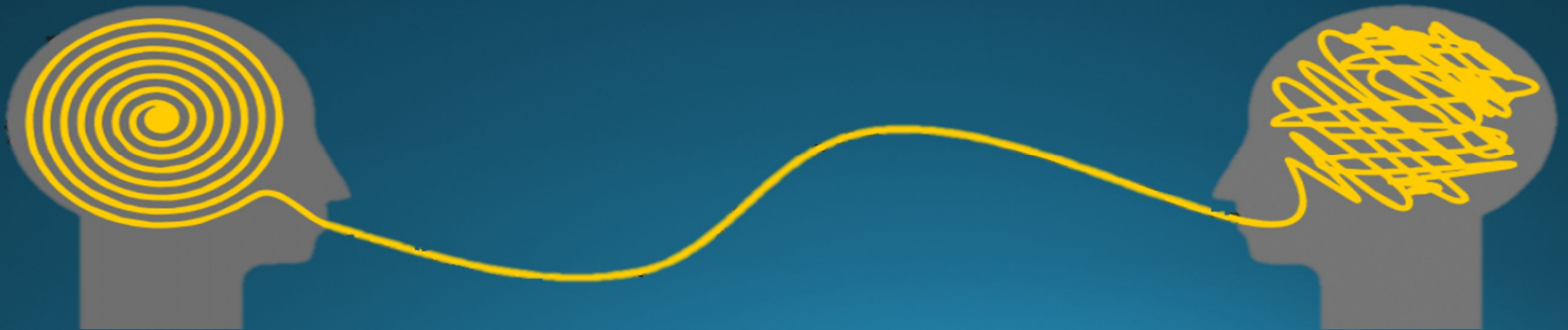


**9 Sec**



# Other Communication Challenges

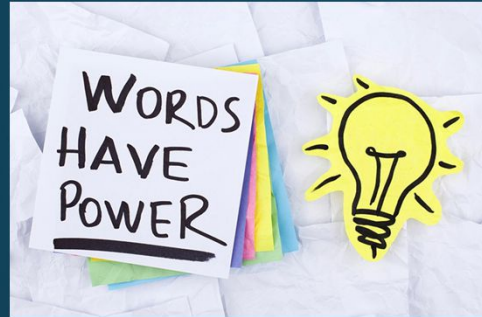
- **Around 90% of members had no union experience before joining our union**
- **Rumor Mills**
- **Generational Gap**
- **Apathy**
- **No Communication**
- **Communication Overload**
- **In Transportation, it is hard to get everyone together at once**



# Tips on Effective Communication

1. Listening

2. Speaking



3. Observation

4. Simplicity is key

5. Knowing you can be wrong

6. Use Names

7. Let Others Talk

8. Get to the Point

9. Non-verbal Language

10. Be Aware of Perception



11. Establish a good relationship

12. Patience



# Which Sentence Sticks?

A

“If you are bored and disgusted by politics and don’t bother to vote, you are in effect voting for the entrenched establishments of two major parties, who please, rest assured, are not dumb, and who are keenly aware that it is in their interests to keep you disgusted and bored and cynical and to give you every possible reason to stay at home doing one-hitters and watching MTV on primary day.”

B

“If you don’t vote, you don’t matter”

-Sean Penn





# Hierarchy of Communication

## • In-person

- Phone Calls
- Individual Email/Text Message
- Mass Email/Text Message
- Flyer left on the table in the breakroom/Bulletin Board



# THINGS SMART HAS DONE TO IMPROVE COMMUNICATION/EDUCATION

SHEET METAL | AIR | RAIL | TRANSPORTATION



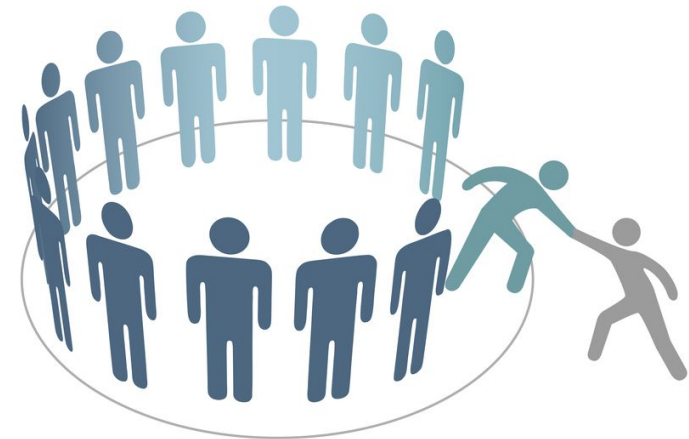
# SMART Membership Involvement Committee

Primary Goal:

## Getting Members Involved

**GET INVOLVED!**

SHEET METAL | AIR | RAIL | TRANSPORTATION  
**SMART**



# SMART-TD Daily Newswire


SMART-TD Newswire: 07.26.2023



SMART Transportation Division News via ActionNetwork.org  
To jasandoval607@yahoo.com



2:12 PM

 If there are problems with how this message is displayed, click here to view it in a web browser.



**July 26, 2023**

---

[SMART-TD on Facebook](#) • [Follow SMART on Twitter](#) • [Activate Member Portal acc](#)

---

**Hold the carriers accountable!**

Hold the carriers accountable!



# Organizing/New Hire Kits



**Why you should join a Union...**  
**and why your choice should be SMART-TD**

**VETERAN SERVICES**

*"With honor and respect, we thank you for your service."*

**MEMBER BENEFITS**

**UNIONPLUS**

**HERE'S HOW SMART-TD MEMBERSHIP DOESN'T COST — IT PAYS!**

**MEMBER BENEFITS**

**HERE'S HOW SMART-TD MEMBERSHIP DOESN'T COST — IT PAYS!**

**DISCIPLINE INCOME PROTECTION PROGRAM**

Protecting your way of life when you need it most

**DIVERSITY & INCLUSION**

**VOLUNTARY SHORT TERM DISABILITY PLAN**

Self-funded by SMART and administered by Southern Benefits Administrators, Inc.



# Why you should join SMART Trifold



**JOIN US TODAY!**



**Our Benefits**

With a Union YOU have a say about **PAY, BENEFITS, SAFETY & WORKPLACE IMPROVEMENTS!**

Through a collective bargaining agreement, workers are able to improve their jobs & their lives

- Union members' wages, on average, are **MUCH HIGHER** than non-union employees doing the same work
- Unions create a legally-binding document that holds your employer accountable

As an **AFL-CIO** Member Largest Federation of Unions

As an **AFL-CIO** affiliate, we are committed to working with other labor organizations from various industries in efforts to improve wages, benefits, and work place safety for all unionized members across the United States!

**UNIONS GIVE YOU A VOICE!**



smart-union.org/joinus



Short and Long Term Disability



UTUIA - Fraternal Benefit Society Insurance and Retirement



UnionPlus Savings and Discounts





**WE GET BETTER**

- ✓ **PAY**
- ✓ **MEDICAL BENEFITS**
- ✓ **RETIREMENT**
- ✓ **SAFETY IN THE WORKPLACE**
- ✓ **JOB SECURITY**
- ✓ **PROTECTION FROM UNFAIR TREATMENT**
- ✓ **DUE PROCESS**
- ✓ **VACATION**
- ✓ **SICK PAY**

**WE LEAD**  
**WE PROTECT**  
**WE HONOR**  
**WE FIGHT**  
**WE'RE STRONG!**

**WE ARE...**



Learn more at [smart-union.org](http://smart-union.org)





**Why you should join a Union...**

**and why your choice should be SMART TD**

# SMART University



Member Portal

Welcome, JAMES

Search

Log out

My Dashboard

My Profile

Resources

Newsroom

Job Bank



## TD — SMART University: Membership 101

Full SMART University site for officer training links

Benefits of Membership | Local Meeting Basics  
Local Officer Duties | Tips to Survive a Hearing/Investigation | Penalty Claims  
Safety Reporting | RR: Critical Incident Guide

## Officer Training Classroom

Katina Hazimihalis  
Technical Writer

Serving the union as a chairperson is a responsibility that comes with a learning curve. Choose your role to find the tools you need to learn the ropes and streamline your routine.

General Committee & Local Chairpersons

State Legislative Board

Local & LCA

### Bus Tutorials

Bus: The Role of a Chairperson

For: General or Local Chairpersons

Bus: What is a Grievance

For: General or Local Chairpersons

Bus: Negotiating the Contract

For: General or Local Chairpersons

Bus: Disciplinary Representation

For: General or Local Chairpersons

Bus: NLRB

For: General or Local Chairpersons

### Resource Documents

Chairperson's Manual

Click to view or Download



Useful Resources

Click to view or Download



Documents You're Entitled to Request

Click to view or Download





# Bus Chairperson's Manual

SHEET METAL | AIR | RAIL | TRANSPORTATION  
**SMART**



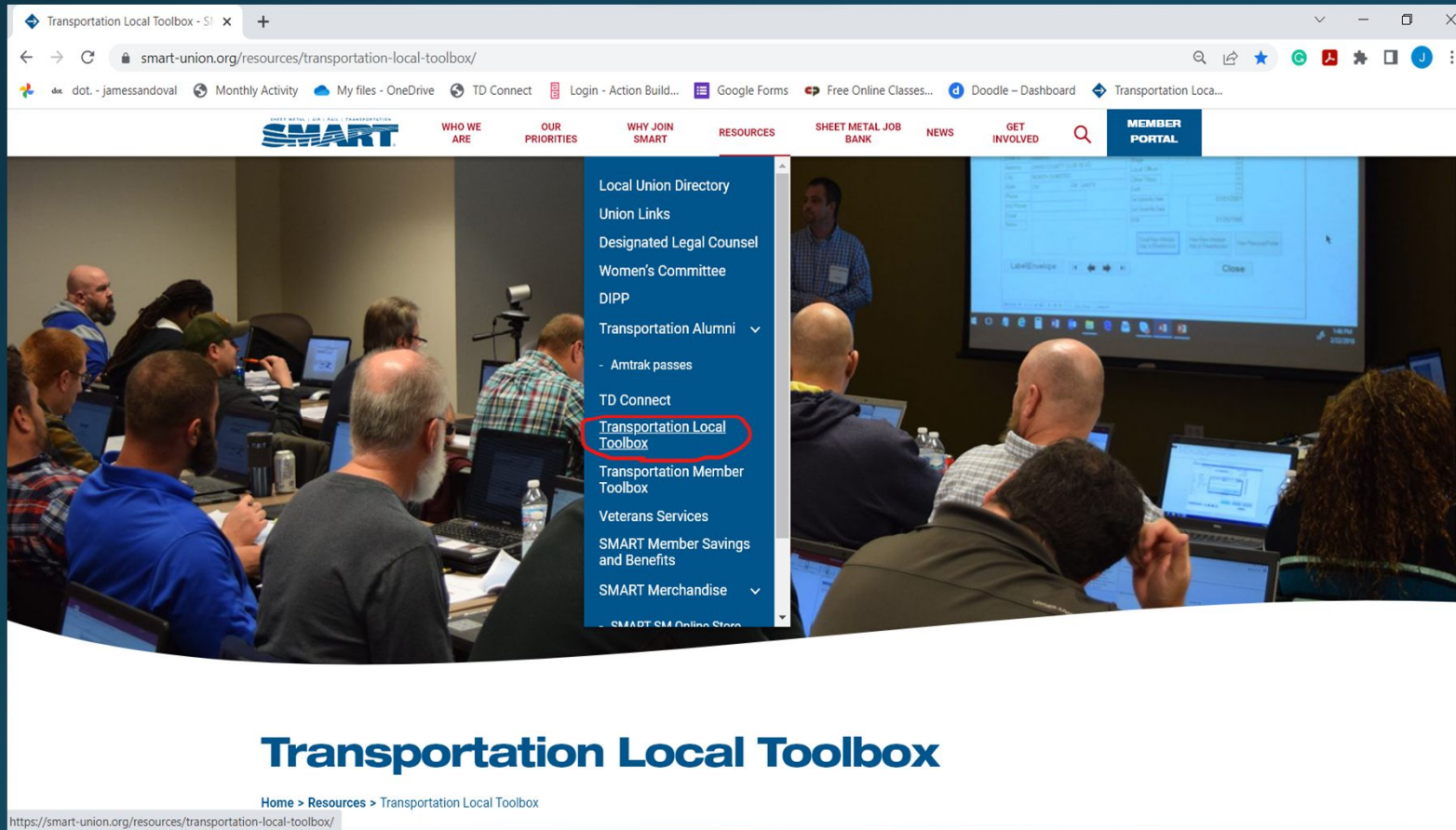
**CHAIRPERSON'S  
MANUAL**

[www.smart-union.org](http://www.smart-union.org)

Can be found in SMART University

# smart-union.org

Go to the "Transportation Local Toolbox" on our website to find many resources



## Transportation Local Toolbox

Home > Resources > Transportation Local Toolbox

https://smart-union.org/resources/transportation-local-toolbox/

The screenshot shows the content of the 'Transportation Local Toolbox' page. The page title is 'Transportation Local Toolbox'. Below the title, there is a breadcrumb trail: Home > Resources > Transportation Local Toolbox. The main content area contains several sections:

- The purpose of this page is to assist SMART Transportation Division local leaders with the duties of their offices.**
- 2022 Treasurer's Month to Month guide (PDF): The No. 1 resource for a local S&T**
- Use the above guide along with the Task List form in WinStabs NMR to track when tasks are completed.
- Need to schedule a session with the Local Support Help Desk?**
- [Schedule a session](#)
- Important notices to Local S&Ts**
- After hours help desk announcement (PDF)
- Locals may hold meetings pursuant to guidelines (PDF)
- January 2021 Billed Amount Updates (TD dues, DIPP and VSTO) (PDF)
- Local Expense Claim Form (Filable PDF)
- Local Expense Claim Form (ODV/D-19) (Filable PDF)

On the right side of the page, there is a vertical list of dropdown menus for various categories:

- TRAINING & EVENTS
- GUIDANCE FOR THE NEW S&T
- TD CONNECT & EBILL RESOURCES
- MEMBERSHIP FORMS
- INSURANCE/PAC/DIPP INFO & FORMS
- WINSTABS NMR
- BUDGET & RECORD KEEPING
- DISBURSEMENTS
- LOCAL GOVERNANCE
- BANKING
- PAYROLL TAXES
- REQUIRED REPORTING
- MEMO/POLICY DIRECTIVES
- ELECTIONS

Below the dropdown menus, there is a section titled 'How to get help' with the following text:

We hope you find these tools helpful in fulfilling your duties and welcome your comments on how the SMART Transportation Division could further assist you. If you have any questions about working eBill or Member Records in TD Connect, [contact your Local's Membership Representative's team](#).

The Local Support Help Desk also is available to help with questions about:

- Secretary/Treasurer duties
- Regulatory compliance
- Fund maintenance
- WinStabs
- Paying taxes
- Filing taxes and other reports
- Disbursements
- Paper billing process (from 2018 and older)

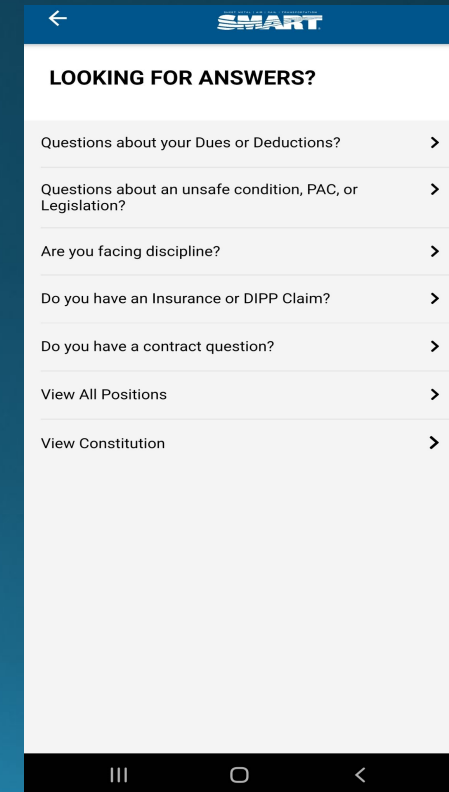
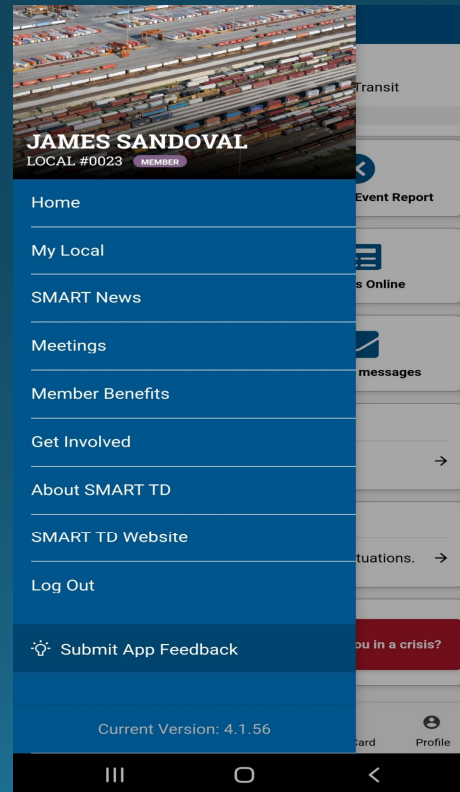
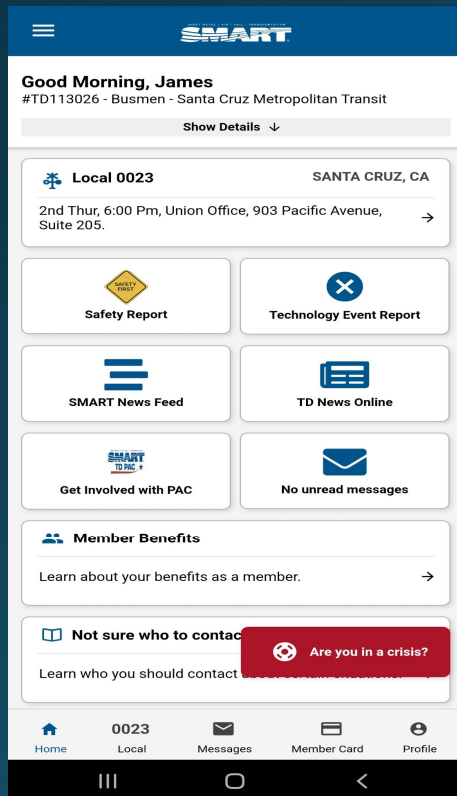
At the bottom of the page, there is another vertical list of dropdown menus:

- ONLINE APPOINTMENTS
- PHONE OR EMAIL
- AFTER HOURS HELP DESK SUPPORT
- WANT TO SUBMIT YOUR LOCAL'S FORMS ELECTRONICALLY?
- QUESTIONS ABOUT SUBMITTING REPORTS TO THE TD OFFICE?
- TEAM VIEWER QUICK LINKS

# SMART APP



- Messaging from officers to members
- Officer contact Information
- Local meeting date and time
- Benefit Information
- SMART News
- Breakdown of your dues





# New Hire PowerPoints for Orientation

1



WELCOME TO OUR UNION

2

**ALL ABOARD!**

This presentation will explain:

- Why being a member of SMART is important.
- What benefits you have as a SMART member.
- How you get involved with SMART to stay informed, and how to stay involved.
- What SMART Union does and what makes our Union great!
- Why investing in your future doesn't cost but pays to be SMART!



3

**What is a Union?**

Strength in numbers    Collective Voice    Progress through Unity



4

**Benefits of being Union vs Non-Union?**

UNION	NON-UNION
1. Higher benefits and working conditions are achieved by a legal contract.	1. Management can change wages, benefits and working conditions whenever they want.
2. A 30-day bargaining agreement cycle cut four months earlier than non-union.	2. If you want a raise, you must prove your case to your manager.
3. Union representation for every one and excellent rates for new hires.	3. If you are not fully employed or terminated, you are likely to lose your job.
4. If you are unfairly disciplined or terminated, union contracts provide you the process to protect you.	4. The security of your job is not guaranteed.
5. Secondary rights.	5. If you don't like the way you are being treated at work, you can't do anything about it.
6. Union safety and health care programs are built on the state & federal level.	6. If you don't like working at work, you can't do anything about it.

5

**The Union Difference**

Higher Wages	Better Benefits	Safer Workplace	Voice on the Job
• 10% higher wages than non-union	• Health care, dental, vision, life insurance, and 401(k) plans	• OSHA compliance and safety training	• Representation and collective bargaining

6



SHEET METAL | AIR | RAIL | TRANSPORTATION



# Welcome to our Union

Click to add notes

# UNION Bullseye

## So, where do you land?



#### THE CORE:

Members who are always thinking about organizing our members and how to get others involved by sharing ideas on how to make our union stronger and run for officer positions.

#### THE ACTIVISTS:

Members who can be counted on to help when needed. They get involved, help get the word out, and recruit others to act.

#### THE SUPPORTERS:

Members who will come to meetings, vote, wear union merchandise, stay informed and don't fall for rumors. They ask questions, know our contract, fill out surveys and sign petitions, but don't take responsibility for getting others involved.

#### THE DISENGAGED:

These members don't see the relevance of the union in their lives. They don't care to know what is going on with the union and they don't participate. They tend to see themselves as too busy to be involved with the union and rely on the core members to pull the weight of responsibility.

#### THE HOSTILE

Not team players, these people are outside the circle, creating rumors and division within our membership with no intention of being supporters, activists, or core members of the union.

## YOU are the UNION...

and a union's true strength comes from the loyalty and devotion of all of us.

Good officers and a sound financial structure are essential, but YOU determine the success of your union.

Help make your union stronger, and it will serve you more effectively!

It is this simple:

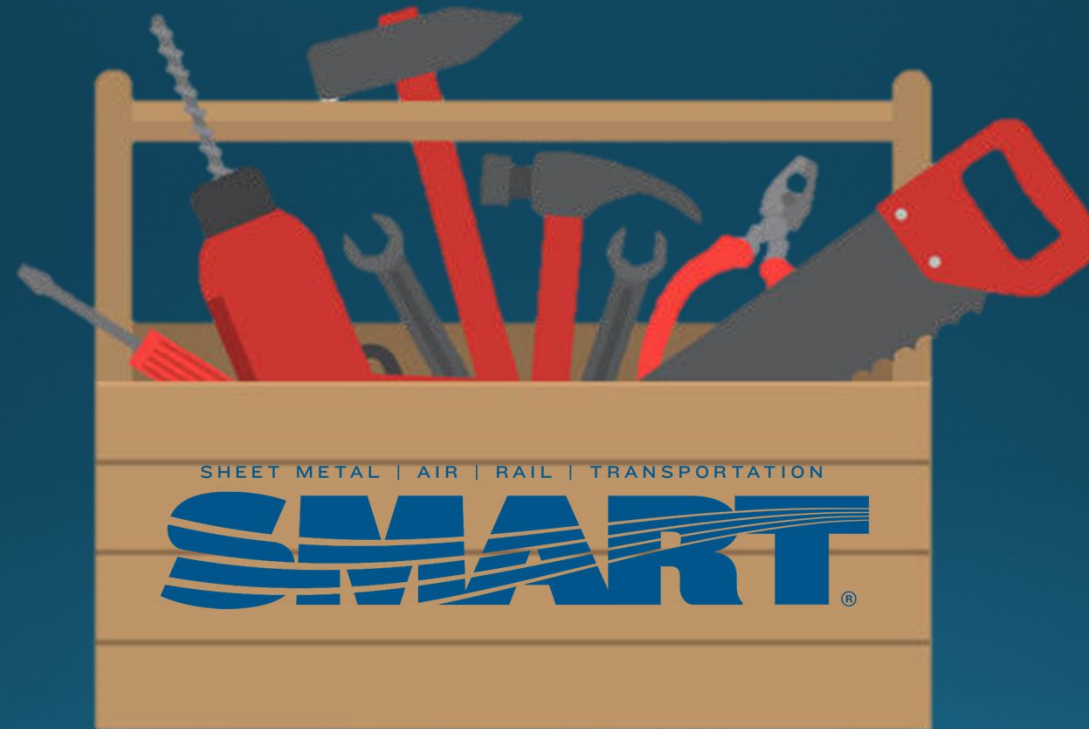
[WEAK Contract](#) ◀ [Weak Union](#) ◀ [Hostility](#) ◀ [The Union](#) ▶ [Solidarity](#) ▶ [Strong Union](#) ▶ [STRONG Contract](#)

## Let's commit to being CORE members!



Special credit to Labor Notes (labornotes.org) for some of this content

# Things You Can Do To Improve Communication/Education



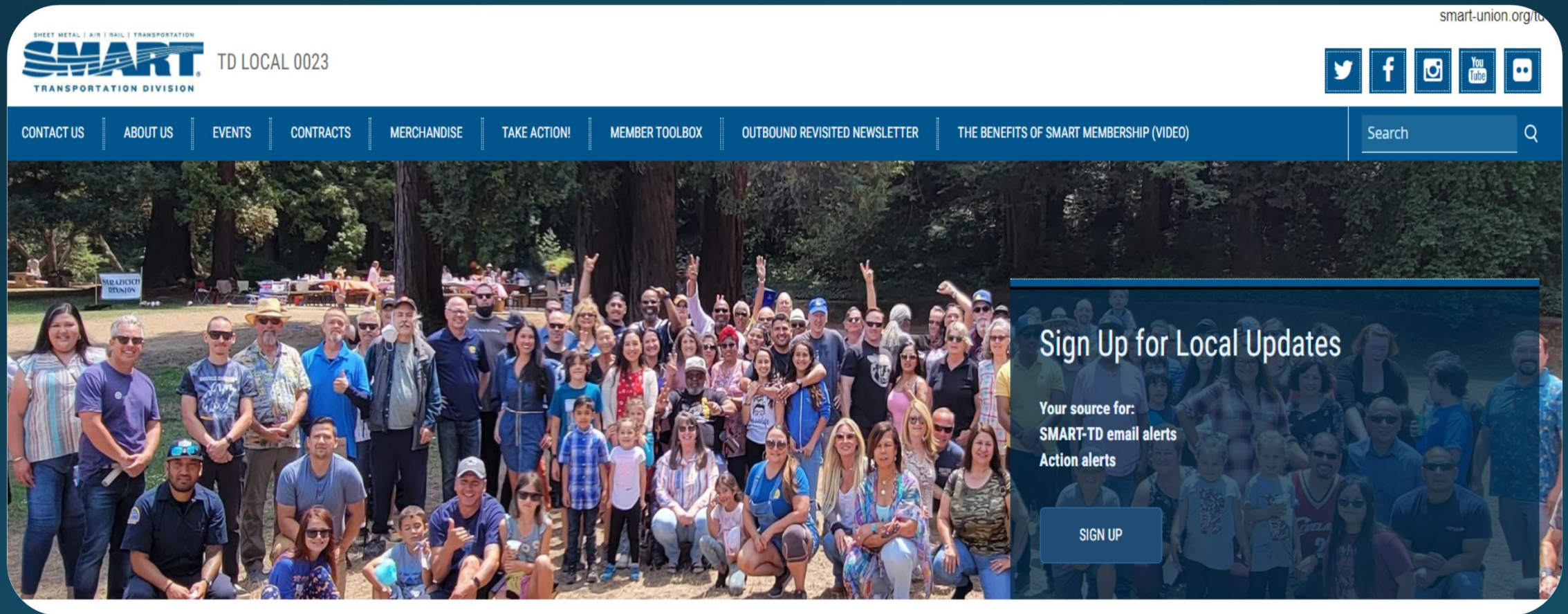


# CREATE YOUR OWN LOCAL'S WEBSITE

AFL-CIO

UnionHall Tutorial videos to update your website

<https://youtube.com/playlist?list=PL9noZK4TxZ5h-iJPylqdPyaxmZ794gVIX>

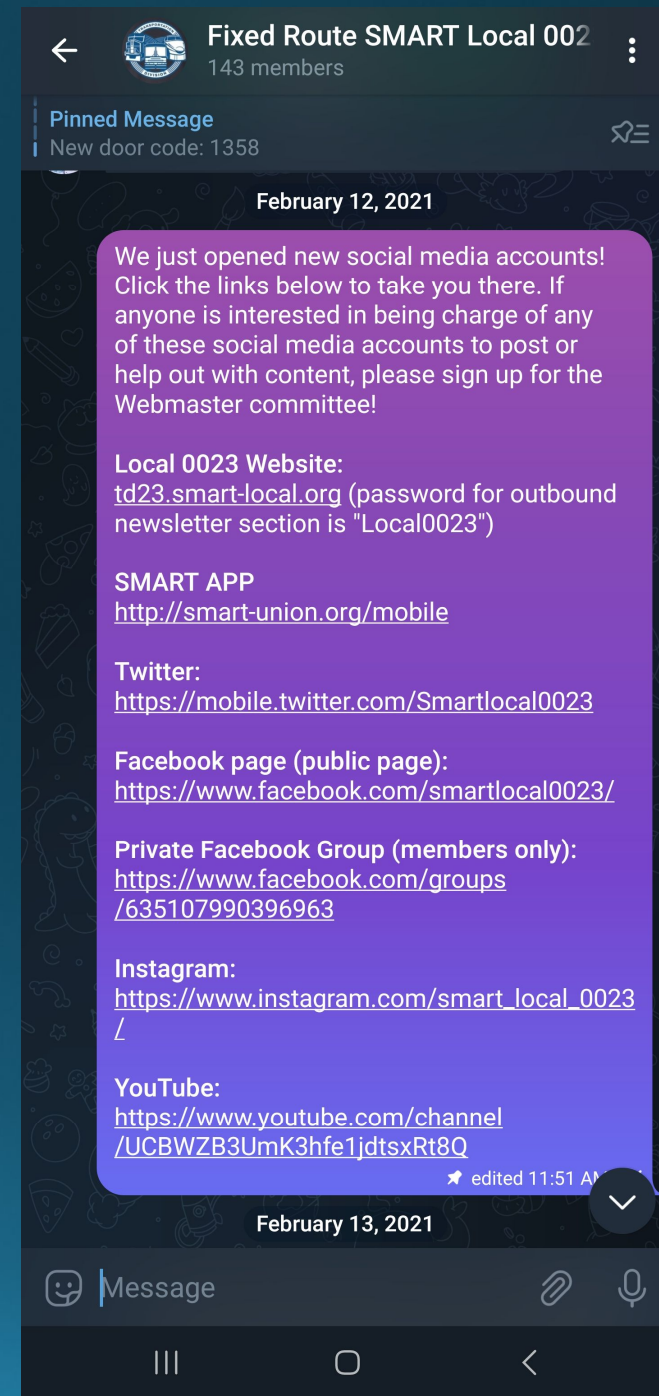
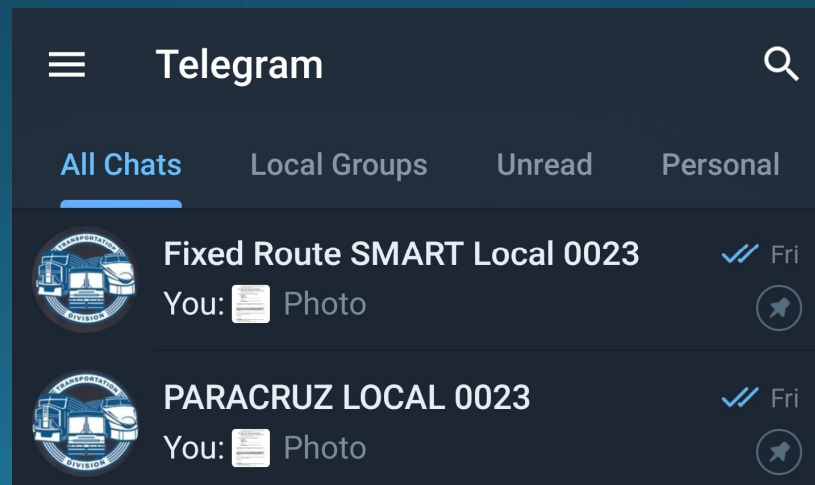


# Telegram



- One-way communication feature for large group
- QR code to join group
- Share PDF
- Polls
- Video and Audio Chat

- <https://desktop.telegram.org/> for the desktop version





# OVERTIME ACTION

For the past several months METRO and the bus operators union SMART Local 23 have been in contract negotiations.

Just recently the union called for bus operators to no longer accept overtime because demands haven't been met.

News

FOLLOW

25 Followers

## Santa Cruz METRO reaches agreement with bus operators



By [KION546 News Team](#)

FOLLOW

Published [August 23, 2019](#) 3:10 PM

UPDATE 8/23/2019 1:00 p.m. A Santa Cruz METRO spokesperson tells KION it has reached an agreement with fixed route bus operators.

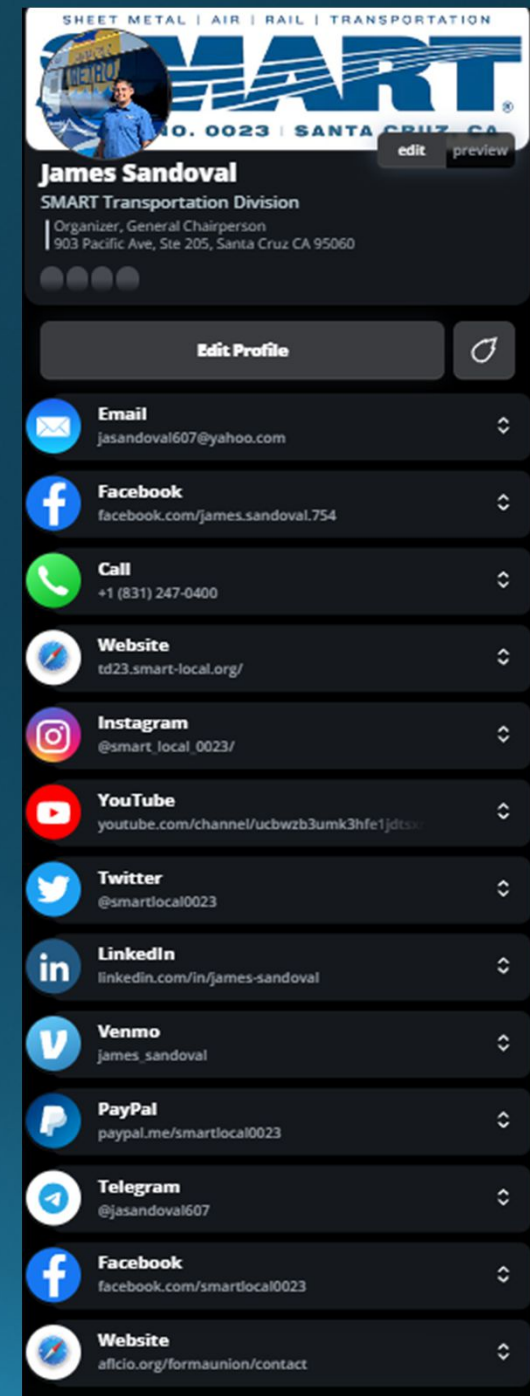
Operators said they are going to start accepting overtime on Saturday, and that will bring bus service back to normal.

# Digital Business Card

*dotcards.net*

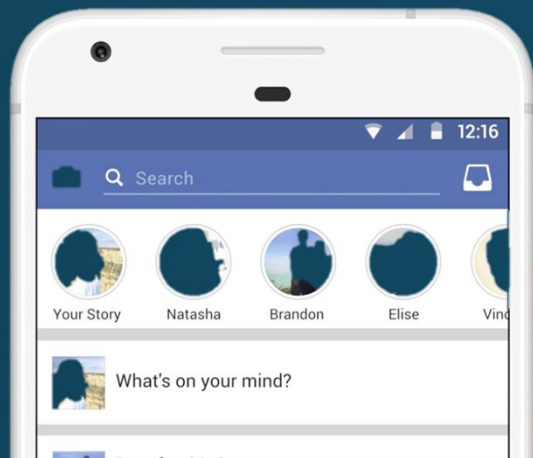


NFC reader & QR Code



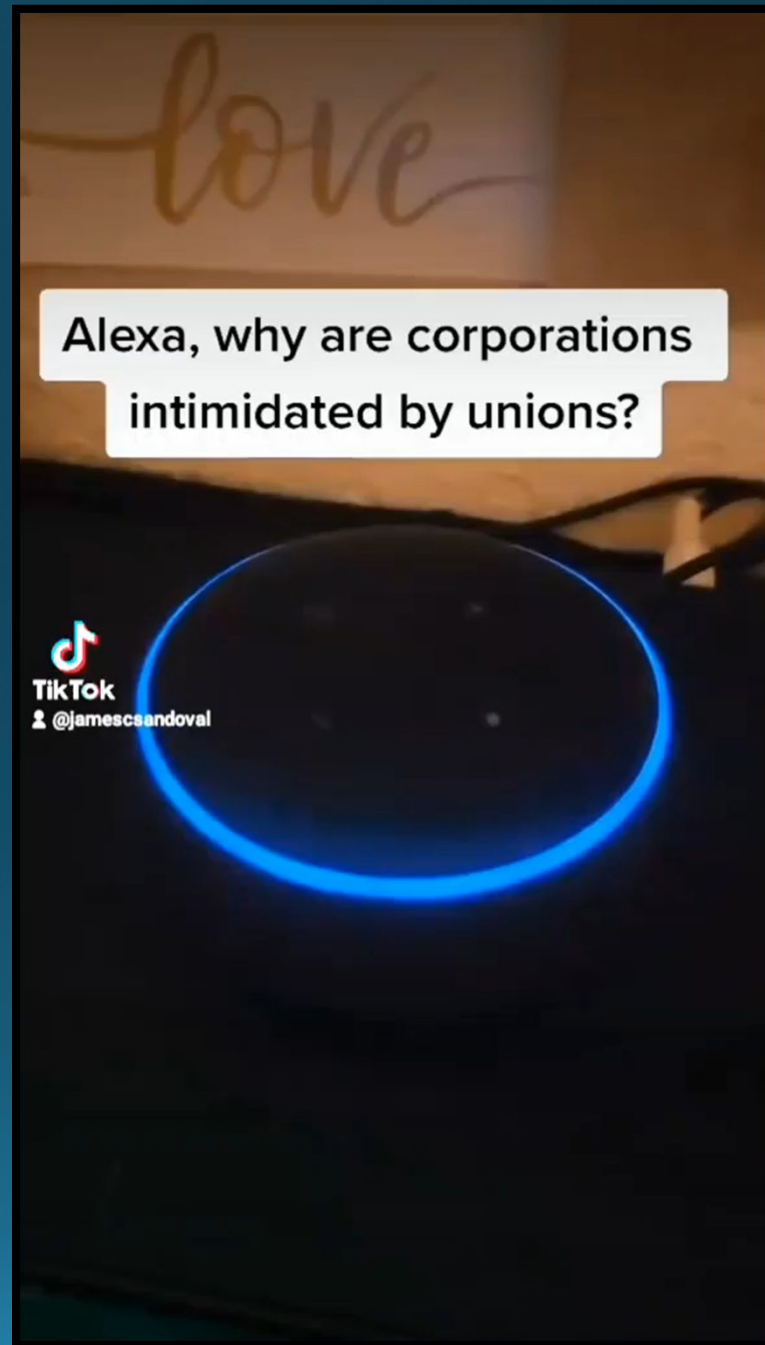
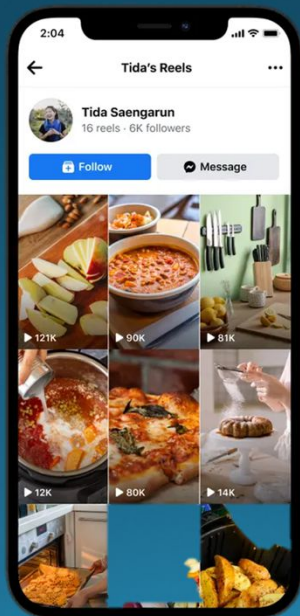
# Social Media

## Stories



Visible for 24 hours

## Reels







UNION PROUD

SOLIDARITY FOREVER

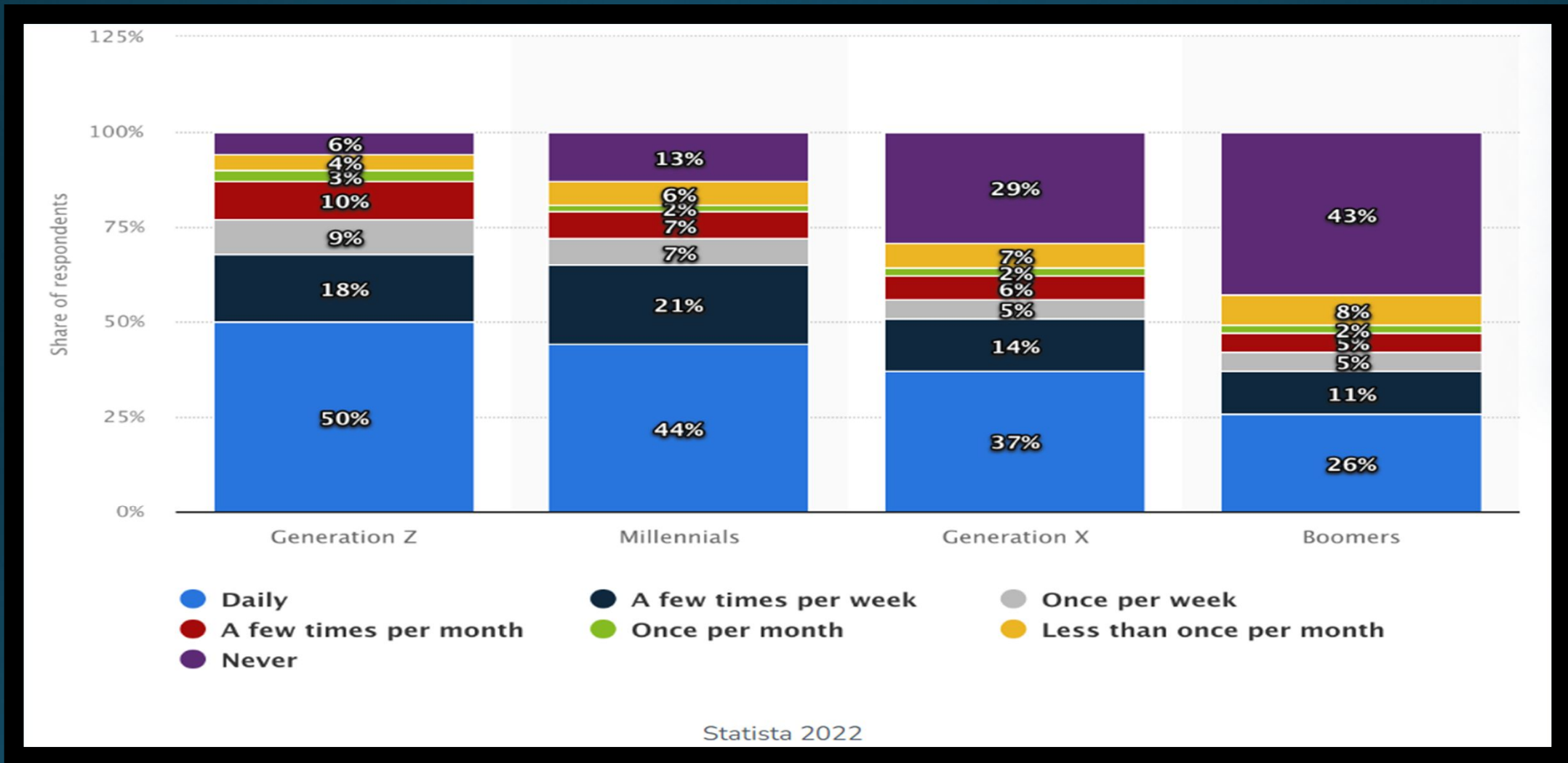
TikTok  
@jamescsandoval

UC ACADEMIC WORKERS ON STRIKE  
SANTA CRUZ

8 KSEW XRecorder

A TikTok video snippet showing a protest scene. The video is overlaid with the text "UNION PROUD" in orange and "SOLIDARITY FOREVER" in a stylized font with a star above it. The video content shows a person holding a sign that says "ON STRIKE" in front of a white van. A news overlay at the bottom of the video reads "UC ACADEMIC WORKERS ON STRIKE SANTA CRUZ" and "8 KSEW XRecorder".

# The Power of Social Media



People spend an average of 3 hours per day on social networking sites





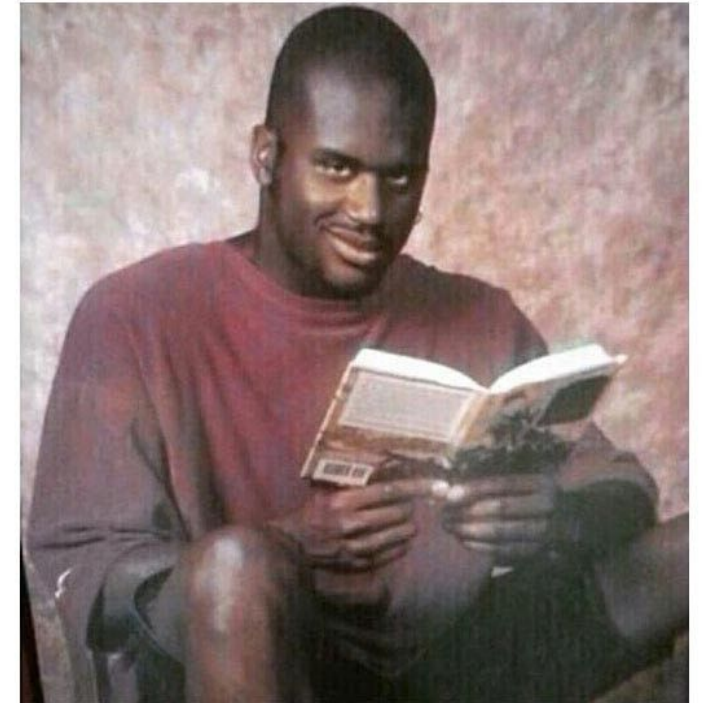
meme  
generator



when your union rep quotes  
an article of the contract  
from memory to defend you  
from management



when you read the new  
union contract and see  
a guaranteed raise



**WORK WITHOUT UNIONS:**



**WORK WITH UNIONS:**





# Google Forms



Questions Responses 24 Settings

## Contract Negotiations Survey

Please take the time to fill out this survey in case we end up having to negotiate our contract instead of an extension. We are still negotiating over a contract extension but we are preparing as if we will be going through regular contract negotiations because we can start as soon as April 1st.

Full Name (voluntary)  
Short-answer text

Are you from Fixed Route or ParaCruz? \*

Fixed Route  
 ParaCruz

What is most important to you in your contract? \*

	Wages	Medical	Double Time	Occurences	Annual Leave A...
1st	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2nd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3rd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4th	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5th	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Have you read your contract?

Yes  
 No  
 Somewhat

What benefits would you like added to your contract?  
Long-answer text

# PETITION OF NO CONFIDENCE

## Vote Of No Confidence in Alex Clifford Petition

We, the undersigned staff of Santa Cruz Metropolitan Transit District, have composed this letter to express our dissatisfaction with the current CEO/General Manager Alex Clifford.

This letter is to express a "VOTE OF NO CONFIDENCE" in Alex Clifford and his abilities to function as the CEO/General Manager for Santa Cruz Metropolitan Transit District. We, the signees, understand the severity of this decision and did not arrive at it hastily.

In the past, SMART (formally known as UTU) and Metro, has always functioned well together as a cohesive group thriving in a spirit of cooperation. Metro has always been a family and a place where we supported each other in the deliverance of the best public service and a space for good working relations. Prior to Alex Clifford, we have been proud of the work we did, working collaboratively, and felt like our input made a difference.

Throughout his tenure as CEO / General Manager we, the employees of Metro, have had concerns regarding Alex Clifford's ability to lead this agency due to his lack of professionalism, and leadership: specifically regarding trust, integrity, collaboration, decision making, vision, and his lack of respect for other staff.

Metro relies on the collaboration from all of the staff to provide exemplary public transportation service for our community.

Alex Clifford has demonstrated an ongoing lack of respect toward all of Metro staff, as his comments are consistently degrading and disrespectful towards the workforce as a whole. After many discussions with Alex Clifford, in an attempt to improve relationships, he continues to prove his disinterest in developing a working partnership with his employees. We have given many chances to Alex to see if he would be willing to work with the staff in a spirit of cooperation to grow the transit system by securing grants, develop programs, and shape a place of best practices for jobs; all of which would allow Alex to change and grow in his leadership. Time and time again, he has actively refused to co-create a productive, affirming, and mutual workplace. Alex's ongoing, harmful choices in this position of leadership needs to stop.

*The morale is low amongst our members and we attribute that primarily to Alex Clifford and therefore we are insisting on a change of leadership for Metro.*

We stand in solidarity in support of this vote of no confidence.  
**\*Required**

[https://docs.google.com/forms/d/1YKI7cvg\\_DcCPJzGF6z7Rir8MplyGXhgtl6gkA1q3G9c/edit](https://docs.google.com/forms/d/1YKI7cvg_DcCPJzGF6z7Rir8MplyGXhgtl6gkA1q3G9c/edit)

1/2

5/17/2021

Vote Of No Confidence in Alex Clifford Petition

1. If you agree with the above statement, please add your full name once to our collective Vote of No Confidence in Alex Clifford. \*
2. In addition to your full name above, please add your badge number below. \*

# METRO CEO Alex Clifford Announces Departure

By Todd Guild

November 22, 2021



# QR Code

[www.the-qr-code-generator.com/](http://www.the-qr-code-generator.com/)

My QR Codes > Converted QR Code

URL MULTI-URL FREE TEXT CONTACT PDF APP


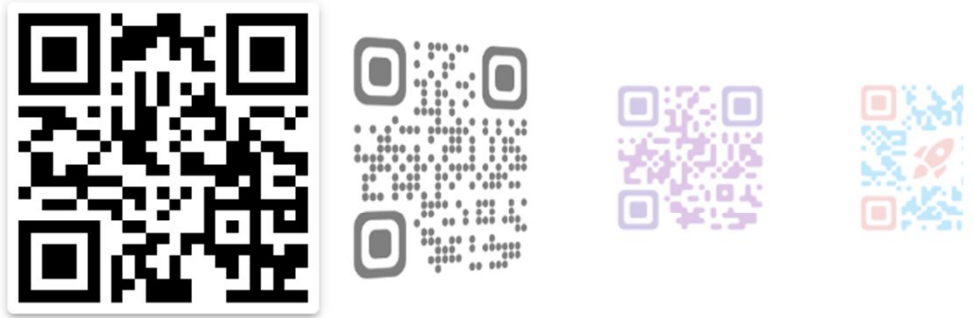
Enter URL

Link to open when scanned, e.g. <https://example.com/>

CONTACT PDF APP EMAIL PHONE SMS

### Dynamic QR Code

The URL <https://qr.page/g/3hChonMHXo3> is encoded in the image and forwards to your actual content. You can update the content later without needing to reprint.



Free



# Code Generator Tool

- [https://cha4mot.com/t\\_mailto.html](https://cha4mot.com/t_mailto.html)
- One-click message campaigns where people can click on a link to send an email in support.

## "mailto" Code Generator Tool

### Enter Message Details Here

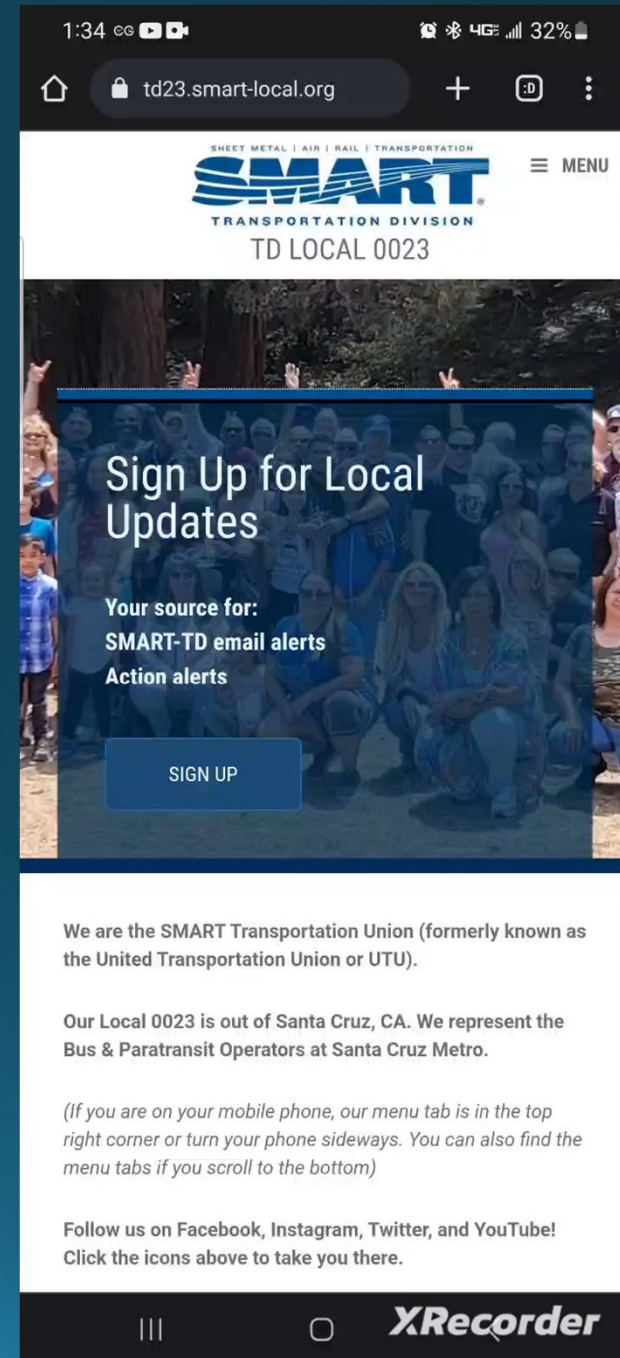
To:	<input type="text"/>	Email address of person (or persons) to receive this message. (Note: Separate multiple email addresses with commas.)
CC:	<input type="text"/>	Email address of person (or persons) to be copied on this message.
BCC:	<input type="text"/>	Email address of person (or persons) to be blind-copied on this message. (This address does not appear anywhere in the header or body of the message, so nobody else knows that this person received a copy.)
Subject:	<input type="text"/>	The subject of your message -- a brief description of what the message is about.
Body:	<input type="text"/>	
<input type="button" value="Clear"/> <input type="button" value="Create URL"/> <input type="button" value="Create HTML"/>		

### Here is your mailto URL or HTML

Mailto URL:

- Tiny URL allows users to create smaller URLs to use the "Code Generator Tool

[tinyurl.com/app](https://tinyurl.com/app)



# INCLUDE COMMUNITY AND OTHER UNIONS

Mike Rotkin served five terms as mayor of Santa Cruz.  
(Kevin Painchaud / Lookout Santa Cruz)

CIVIC LIFE

## Drama stews as labor orgs push to unseat Rotkin from public transit board



James Sandoval, head of SMART Local 0023, expects dozens of labor representatives to speak out against Rotkin ahead of the supervisors' final Tuesday vote on the reappointment. Sandoval declined to comment any further before the supervisors' vote.

James Sandoval, chair of SMART Local 23, said supervisors received over 160 emails opposing Rotkin and supporting Dodge. He said the opposition against Rotkin was "purely business" and pointed to a stance Rotkin took earlier this year against transit employees joining the Public Employment Relations Board — essentially a human resources department run by the state — to receive additional protection during disputes with management.

# In Conclusion

Listen to members

Provide opportunities for involvement

Educate members

Communicate

Be patient

**SOLIDARITY IS OUR POWER**

**GET INVOLVED!**

SHEET METAL | AIR | RAIL | TRANSPORTATION  
**SMART**

