Nuts & Bolts

Campaign infrastructure and first steps.
What is campaign infrastructure and why does it matter?

- A member drive/issue campaign/probe is far more complicated than simply engaging colleagues and keeping track. A predetermined workflow, schedule of meetings, administrative tools and more are necessary for success.

- The infrastructure you construct now will last well beyond the campaign. You are designing and implementing processes that, once learned, will make your chapter stronger and more agile.

- Implementing and learning the structure takes time, but will eventually become habitual—helping your chapter move through periods of major change (such as new leaders, a new contract, major institutional shifts, etc.)
By now you will have . . .

✓ Chosen an issue
✓ Brainstormed tactics
✓ Conducted institutional power mapping
✓ Completed a 1:1 training
Defining Your Structure

- Campaign Coordinating Committee ("Core")—Designate a chair or co-chairs

- Recruit members—Aim for a ratio of 1 member of Core for every 7 liaisons. It’s okay to start with more or less.

- Choose a member of Core (not the chair), or agree on a rotating system, to facilitate liaison meetings.
Members of Core are responsible for making sure liaisons are doing the visits they sign up for. They should plan to do their own visits as well.

Liaisons meet with (future members to talk to them about joining/current members to engage them in the campaign)

Joining! / Getting involved in the issue campaign!

Core Member

Liaison

Future Members

Members
# List Work

## Building Your List
- Ask
- Manually via department web pages and faculty directory
- Scraping programs

## Fields to Include
- Basic contact info
- Phone
- Non-work email
- Department / Campus
- AAUP member?
- Office address & hours
- Time at institution
- Liaison contact & date
- Notes
Mapping Your Reach

- Once you have a complete list you can compare it to your existing member list.
- Break down existing membership by department/campus/school.
- Do the same with your liaison list.
- Observe where you are strong, where you have some reach and where there are no members.
- Assign visits strategically.
Setting Goals

• Number of visits
  • Number of new members
  • Number of liaisons doing visits

Important: These are not discrete categories. The number of visits you can achieve depends on the number of liaisons who are doing visits. As you do more visits, you bring in new liaisons, so the goals are recalcualted, etc. And of course, this is scaled to the size of your institution.
System for Report Backs

✓ Think about how you want to organize your system for reporting back. Options include using google forms or simply identifying one person to collect and track the information.

✓ If using a google form, determine what fields to include (i.e., workplace issues, thoughts about AAUP, vision for change).

✓ Educated on assessment scale.

✓ Determine how often and when members of Core will reach out to liaisons to check on visit status.

✓ Set a meeting time for debriefs and feedback.

✓ Make sure all liaisons and members of core understand the process.
If you are using forms / sheets

• Determine who can access data.

• Designate one person to move info from populated form to master list.
Meeting Calendar

• How often will Core meet?
• How often will Liaisons meet?
• How do these two meetings correspond (i.e., alternating weeks)?
By now you have . . .

<table>
<thead>
<tr>
<th>✓ Structure</th>
<th>✓ Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Workflow</td>
<td>✓ 1:1 form</td>
</tr>
<tr>
<td>✓ Faculty List</td>
<td>✓ Assessment scale</td>
</tr>
<tr>
<td>✓ Map/reach analysis</td>
<td>✓ Meeting schedule</td>
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</tbody>
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Your Campaign is Moving!

Bringing in new liaisons:

• 1:1 trainings
• Orientation materials
• Assigning to a core member
Holding Ourselves Accountable

Once liaisons have signed up to do 1:1’s with specific individuals, it is the role of members of Core to follow up and make sure this work is being done. Best practices for this work include:

- Creating a regular schedule of direct check-ins so liaisons expect to hear from their Core member.
- Going through lists, name by name, during check-ins.
- Phone calls and zoom meetings are always preferable to emails.
- Debrief each 1:1. What went well? What didn’t? What follow up is needed?
- Encourage persistence, liaisons should not give up if one call is not returned.
- Conversely, know when to stop contact or redirect the assignment to someone else.
- Help develop liaisons’ 1:1 skill set through trainings and joint visits.
### Sample Schedule: Core and Liaisons Meet on Alternating Weeks

#### A Week

- **Day 1**: **CORE MEETING** to debrief previous Liaison Council meeting and plan the next one.
- **Day 2–3**: Core follows up with liaisons regarding assignments and reminds them about next Liaison Council meeting.
- **Day 4–5**: Liaisons doing assignments

#### B Week

- **Day 1–2**: Core members reach out to liaisons to check in on assignments and confirm attendance at Liaison Council meeting.
- **Day 3–4**: Liaisons continue assignments.
- **Day 5**: **LIAISON COUNCIL MEETING**, new assignments are taken.
Liaison Council meets, takes assignments.

Core members follow up with liaisons on assignments.

Core meets to plan Liaison Council meeting.

Liaisons continue assignments.

Core drives turnout to Liaison Council meeting.
As you go . . .

• Literature and website—do we need a communications committee?
• Continuously tracking and mapping: update your reach analysis, reassess targets and goals.
• What to do with outstanding 1:1’s: formalize a process for putting unreached colleagues back on the list or assigning to another liaison.
Consider . . .

**What can we achieve with more members?**

**What is our end goal?**
### YOUR STRUCTURE

- Coordinating committee tasked with running campaign.
- Established, agreed upon workflow
- Meeting calendar
- Goals

### YOUR TOOLS

- Faculty list
- Reach map
- 1:1 Training
- Support from AAUP staff