Collecting and Using Data for Organizing

What is the importance of data to our organizing?

- Impossible to organize teachers (recruit and involve) unless we know who they are and how we can find/ contact them.

- The more information we can collect on/about our teachers, the more equipped we are to make better decisions about our internal organizing.

- Constantly engaging with teachers in two-way communication helps the union to stay relevant and perceived by members as a "listening organization."

Our Basic Data Needs

What is basic information we should collect?

- Full Name / Unique Identifier
- Gender
- Job title / Classification
- Worksite / Department
- Work Hours
- Home address / Phone Numbers/ E-Mail Addresses
- Birth Date / Hire Date
- Work contact information
- Voter Registration Status
- Membership Status (Active/Fee Payer/Potential/Retired)
- Activist Status (Officer/Worksite Leader/ Activist)
- Other?

Our Advanced Data Needs

What information might help us organize more effectively?

- Volunteered Issues of Concern
- Volunteered Attitudes Toward the Union
- History of Union Involvement/Contact
- Assessment of Union Support (1 to 4 scale / Hot, Warm, Cold)
- "Leader" Designation
- Special Certifications/Qualifications/Skills
- Community and Faith Organizational Involvement
- Residency by Political Jurisdiction
- Other?

What is the value of all this data to us?

- Developing our union's issue-based program.

- Segmenting and targeting organizing efforts.

- Tracking and building activism.

- Influencing the way we communicate about the union

- Understanding teachers' perceptions of the union and acting accordingly to maintain desired level of commitment and activism.

How do we get all this data?

- Employer (electronic list ideal)

- Organizing Conversations (One on Ones)

- "Count Me In Cards"

- Surveys / Focus Groups and Other Discussion Groups / Canvassing / Etc.

- Sign-in Sheets / Activism Tracking

- List matching / Data Exchange with AFT, Telematch, etc.

- Google and Other Search Engines

- Other?

And now, three activities related to the Data Pillar:

1. Discussion of use of lists and charts.

2. Discussion of worksite mapping (with activity).

3. Discussion of KNUT and using data for organizing.