

Bargaining for the Common Good



RUTGERS
School of Management
and Labor Relations

Center for Innovation in Worker
Organization

ACRE
ACTION CENTER
ON RACE & THE ECONOMY



GEORGETOWN UNIVERSITY
*Kalmanovitz Initiative
for Labor and the Working Poor*



BCG Advisory Committee



Veronica Mendez-Moore
CTUL



Afua Atta-Mensah
Community Voices Heard



Rob Baril
SEIU 1199 NE



Stacy Davis Gates
CTU



Cindy Estrada
AFL-CIO



Vonda McDaniel
Nashville CLC and AFI- CIO



Henry Garrido
AFSCME DC 37



Lauren Jacobs
PowerSwitch Action



Christina Livingston
ACCE



Nell Geiser
CWA



Cecily Myart-Cruz
UTLA



Greg Nammacher
SEIU 26



Max Page
MTA



Patrick Nowlan
Rutgers AAUP-AFT



Carlos Fernandez
Grassroots Collaborative



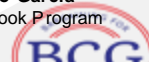
Liz Perlman
AFSCME 3299



Erica Smiley
JWJ



Francisco Garcia
Wendland-Cook Program



Why do we run Common Good Campaigns?

- This is the **best way for us to WIN!**
- Unions and community groups **share a common powerful opposition**, and we need each other in order to win
- Unions win more at the negotiations table and community groups **win bigger and broader campaigns** when we work together in this way



What Defines Bargaining for the Common Good?

Bargaining for the Common Good is an innovative organizing approach where unions use contract fights as an opportunity to organize local stakeholders around a set of demands that benefit not just the bargaining unit, but also the wider community as a whole.



5 Elements of a Common Good Campaign

1. **Expand the scope of bargaining beyond wages and benefits**
2. **Go on offense in your campaign by identifying, exposing and challenging the real opposition**
3. **Engage community allies as partners in issue development and the bargaining campaign**
4. **Center racial justice in your demands**
5. **Strengthen internal organizing, membership and member engagement**



How are Common Good Coalitions Different?

- Long-term partnership that aren't built around a single campaign or action
- It's about common enemies

Invest in Our Streets, Not Wall Street



The BCG Difference: UTLA

Common good victories

- Smaller class size
- Hiring of nurses, librarians & counselors
- An end to “random searches”
- Green space
- Immigrant defense fund
- Community schools
- Charter school cap



The poster features a central graphic with the text "RECLAIM OUR SCHOOLS LA" and an illustration of school buildings. Below this, it provides details for a campaign launch event. The event is titled "CAMPAIGN FOR THE SCHOOLS L.A. STUDENTS DESERVE" and is held at Trinity Street Elementary School, 3736 Trinity St, Los Angeles, CA 90011, on Wednesday, September 6, 2017, at 11:30 AM. The poster also includes social media icons for Facebook and Twitter, and a grid of logos for various partner organizations such as CHIRLA, SCLC, BLM, NAACP, UTLA, laane, ACE, and SEIU.

Parents, teachers, students, school staff and community members. Join us for the launch of Campaign for the Schools LA Students Deserve. Join community and labor groups to fight the crisis in public school funding!

CAMPAIGN FOR THE SCHOOLS L.A. STUDENTS DESERVE
Location: Trinity Street Elementary School
Address: 3736 Trinity St, Los Angeles, CA 90011
Date: Wednesday September 6, 2017
Time: 11:30AM

#AAAschoolsforall
www.reclaimourschools.org
#reclaimourschools



UTLA How They Won

1. **Community engagement** in crafting bargaining demands
2. **Open bargaining** and strong membership engagement
3. **Bargaining for 'common good' issues** with the community, such as class size, community schools, and green space
4. **Centering Racial Justice**
5. Identifying and exposing **the real target**
6. **6 day strike** with support of parents, students, and community members
7. Systematically talking with every teacher, parent, and community groups



Community Engagement



Parents, teachers, students, school staff and community members. Join us for the launch of Campaign for the Schools LA Students Deserve. Join community and labor groups to fight the crisis in public school funding!

CAMPAIGN FOR THE SCHOOLS L.A. STUDENTS DESERVE

Location: Trinity Street Elementary School

Address: 3736 Trinity St, Los Angeles, CA 90011

Date: Wednesday September 6, 2017

Time: 11:30AM



#LAAcommunityschools

www.reclaimourschools.org

#voicesforourschools

Organizing with Parents & Community Members

La mesa directiva escolar (LAUSD) y el movimiento chárter

Representantes elegidos y financiados por el movimiento de escuelas chárter

 <p>Mariana Garcia Board District 2 Community At-Large Mt. Diablo 2 Map Ms. Garcia's Website</p>	 <p>Mr. Rodriguez Board District 5 Community At-Large Mt. Diablo 5 Map Dr. Rodriguez's Website</p>	 <p>Nick Matheson Board District 4 Community At-Large Mt. Diablo 4 Map Mr. Matheson's Website</p>	 <p>Kelly Gomez Board District 6 Community At-Large Mt. Diablo 6 Map Ms. Gomez's Website</p>
--	--	---	--



Open Bargaining & Membership Engagement



UTLA
UNION
TEACHERS
LOCAL
ASSOCIATION

WHY WE WEAR RED

A FAIR CONTRACT FOR EDUCATORS

- 🍎 A FAIR PAY RAISE
- 🍎 SMALLER CLASS SIZES
- 🍎 MORE NURSES, COUNSELORS, SOCIAL WORKERS, AND LIBRARIANS
- 🍎 LESS TESTING & MORE TEACHING
- 🍎 MORE VOICE FOR PARENTS & EDUCATORS
- 🍎 REAL SUPPORT FOR SCHOOL SAFETY
- 🍎 COMMUNITY SCHOOLS & SUPPORT FOR FAMILIES

#BIGREDTUESDAY

Open Bargaining & Membership Engagement

“Common Good’ Bargaining Demands

THE SCHOOLS LA STUDENTS DESERVE CAMPAIGN GOALS

SUPPORT OUR STUDENTS



Safe, high-quality public schools are a right for all

EMPOWER OUR COMMUNITIES



Public schools are the anchors of the community

DEFEND THE TEACHING PROFESSION



Educators are everyday heroes: we must protect against attacks

FUND THE FUTURE



Invest in our students and our schools

LAUSD students are being shortchanged by California’s flawed education funding system. Our students deserve better. They deserve clean, safe schools with quality academic programs, an adequate number of teachers and health and human services support, with parent and community participation.

Support LAUSD students by signing on to
The Schools LA Students Deserve Campaign

“Common Good’ Bargaining Demands

Centering Racial Justice

Exposing The Real Targets

<https://www.facebook.com/UTLAno/videos/514066752334328/>

--Video about LAUSD
superintendent / wall street banker

Striking Teachers and Students in LA Protested Outside the House of the Ex-Banker Now in Charge of the City's Schools

"Black and brown students are tired of being disrespected and profited off of."

EDWIN BIOS JANUARY 18, 2019 10:15 AM



**THE CARRIED INTEREST LOOPHOLE LETS
MILLIONAIRE MONEY MANAGERS PAY
TAXES AT A LOWER RATE THAN TEACHERS,
JANITORS, AND SCHOOL NURSES**



**CLOSING IT COULD RAISE \$1 BILLION
FOR CALIFORNIA PUBLIC SCHOOLS.**

SHARE IF YOU THINK IT'S TIME TO CLOSE THE LOOPHOLE

Exposing The Real Targets



Pre-Strike Structure Tests

Strike with Community Support

EMERGENCY REGIONAL PARENT MEETING

West Valley

Place: Laborers Local 300
Address: 14800 Devonshire St.
Mission Hills, CA 91340
Date: Tuesday, January 15, 2019
Time: 5PM

Harbor Area

Place: Wilmington Senior Center
Address: 1371 Eubank Ave.
Wilmington, CA 90744
Date: Tuesday, January 15, 2019
Time: 5PM

Central Area/South

Place: Mercado La Paloma -
Community Room, 1st Floor.
Address: 3655 S. Grand Ave. L.A.,
90007
Date: Tuesday, January 15, 2019
Time: 5PM

North Area

Place: Echo Park United Methodist Church
1226 N. Alvarado St. L.A., CA 90026
Date: Tuesday, January 15, 2019
Time: 5:30PM

UPDATES!
**SUPPORT OUR
TEACHERS!**
JOIN THE STRIKE!

West Area

Place: Strategy 4, Soul
Address: 3548 W. Martin Luther King Blvd
L.A., CA 90009
Date: Tuesday, January 15, 2019
Time: 5PM

East Area

Place: Casa Del Mexican
Address: 529 S. Euclid Ave L.A., 90062
Date: Tuesday, January 15, 2019
Time: 5PM

East Valley

Place: IBEW Local 11
Address: 400 Chatsworth Dr, San Fernando,
CA 91340
Date: Tuesday, January 15, 2019
Time: 5PM

FOR QUESTIONS & TO RSVP CALL:

Cesar Castrejon - 213.864.0105 - ccastrejon@calorganize.org
Ike Escobar - 213.709.0683 - iescobar@outlook.net
Esperanza Martinez - 213.440.0977 - emartinez@outlook.net
Martha Sanchez - 213.884.5315 - msanchez@calorganize.org
Rosa Jimenez - 909.753.9007 - jimenez.rosa@gmail.com
Albert Ramirez - 210.664.3383 - aramirez@laawe.org



Strike with Community Support

The BCG Difference: Connecticut

- Twin pandemics of COVID and racism
- 30% unemployment and rising
- Incoming austerity



Bargaining for the Common Good Coalition

SEIU Healthcare 1199NE
United for Quality Care



CT*WFP



Who's Really To Blame?

**Can't Win If We Fight The
Wrong Target!!!**



Tackling Austerity, Expanding the Pie

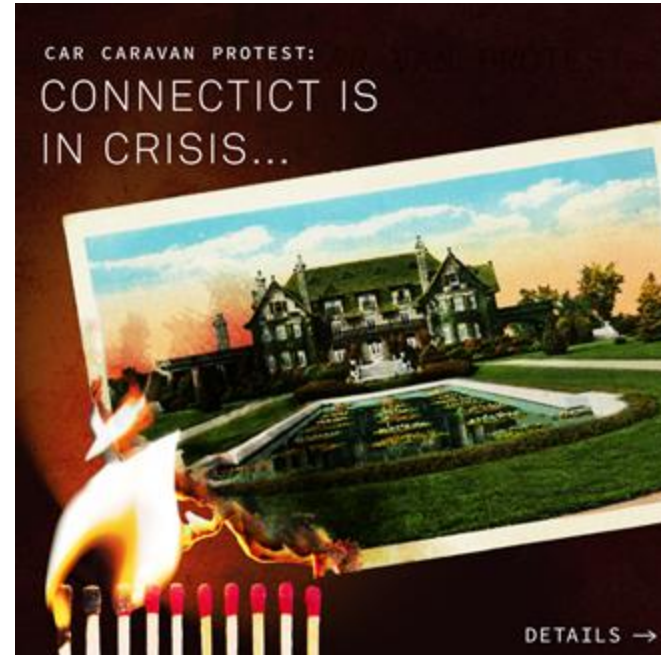
**In the first 3 months of the pandemic,
CT billionaires profited: \$4,500,000,000**



The People's Recovery Plan

Two Components:

- **Broad progressive revenue demands**
- **Common good demands at the bargaining table**



Progressive Revenue Proposals

- Who are the targets? Do we have shared targets?
- What are the set of revenue proposals, and how do we win them?



Shared Targets

Warren Kanders

**Made millions off of
tear gas and munition
manufacturing**



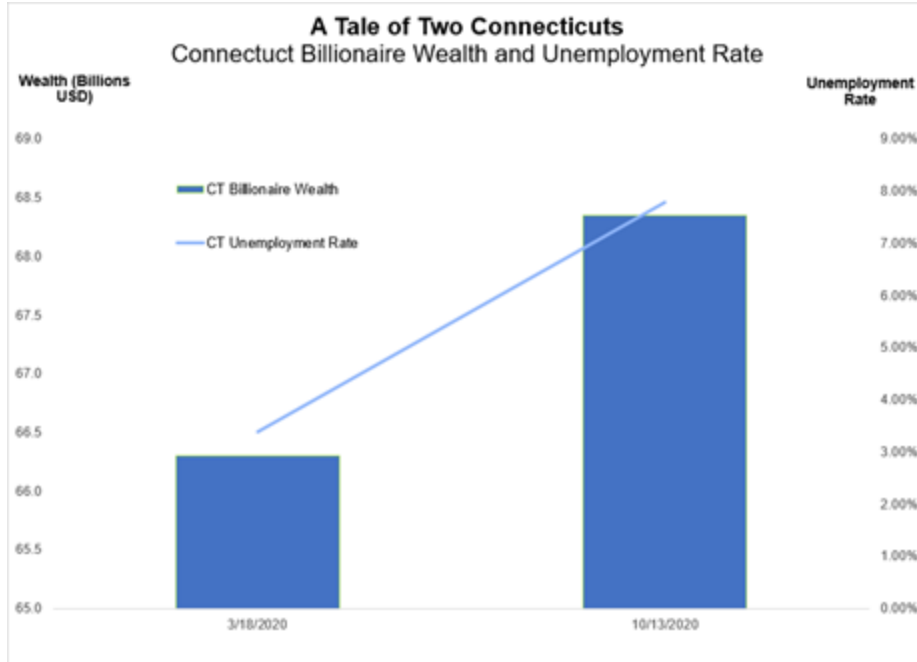
Shared Targets

Sackler Family- Purdue Heirs

- Purdue is widely identified as the leading contributor to the opioid crisis due to its manufacturing and aggressive marketing of Oxycontin.



Revenue Proposals



- **Billionaire's and millionaire's Tax**
- **Eliminate the transfer tax credit on highest-value homes**
- **Corporation Business Surtax**
- **Close the carried interest loophole**
- **Roll back the estate tax exemption and eliminate the cap on estate and gift tax**

Taking Action



greenwich
time

g|Insider | [More Insider Stories](#)

'Money Bags and Body Bags' protest rolls through affluent Greenwich neighborhoods




Taking Action

NEXT →

**CAR CARAVAN
PROTEST—**

WHEN: Thursday,
May 21, 2020. 1PM

MEET: 1:00 PM,
at the Greenwich
Train Station



Common Good Demands



Healthcare Demands

- Expanding mental health resources- mobile crisis units
- Mental health crisis support

Common Good Demands

Education Demands:

- **Smaller class size**
- **Educate the whole child**

