

INTERNATIONAL ASSOCIATION OF FIRE FIGHTERS

2020 Ricky J. Walsh Educational Seminar



Membership Engagement Producing an Active Membership

Paul Stueve

Introduction

Welcome:

- 7th District Service Representative (WA)
- Graduate of Executive Leadership Series Class I
- IAFF L726 Past Executive Board Member
- Assistant Chief, Central Pierce Fire and Rescue
- still a proud member of IAFF L726.....



Class Expectations

- Manage your expectations
- Adult learning - fire fighters
 - Attention span of a gnat...
 - Questions
 - Restrooms and conversations



Class Expectations



Class Objectives

- Add to the Toolbox:
 - Your Local
 - Mission/Vision/Values
 - Strategic Plan
 - New Member Orientation
 - Talking Union
 - Formal/Informal Leaders



Local

- Strategic Plan
 - “The Why?”
 - How do you know you’re hitting the mark without one?
 - How do you know if your Local is succeeding or failing?
 - Your Fire Departments have one?



Local (Strategic Plan cont.)

- Strategic Plan
 - “The How”
 - C&B’s—your guiding document
 - Committee or workgroup
 - President/Eboard by default
 - General membership
 - Scope/Intent/expectations/resources



Local (Strategic Plan cont.)

- Components of a Strategic Plan
 - Mission Statement
 - Background(Local)
 - SWOT analysis
 - Goals/Strategy/Actions(tactics)
 - Summary



Class Exercise (5-10 mins)

- Keeping with our theme:
 - Goal:
 - Producing an Active Membership
 - Strategy:
 - Increasing attendance @ regularly scheduled BU/Local meetings.
 - Actions(tactics):
 - ?????



Pierce County Professional Fire Fighters Local 726

1 **GOAL:** Strive for the best wages, hours, and conditions of employment

1. **Establish a Standing Negotiations Committee**

Possible Actions:

- 🔥 Create spreadsheet detailing where we stand in relation to other Locals of our size.
- 🔥 Survey our membership on an annual basis to determine our current contract shortfalls.
- 🔥 Be a participant in the department budgets process.

2. **Create a Strong and Dynamic Negotiating Team**

Possible Actions:

- 🔥 Utilize classes from the IAFF such as those provided at ALTS to train the team.
- 🔥 Schedule strategy sessions well in advance to review information gathered by the Negotiations Committee and discuss opportunities for success.



Goal Setting

- SMART Goal Setting
 - Specific-specific result or outcome
 - Measurable-be able to quantify and verify the results
 - Assignable-determine who will do it
 - Realistic-a challenge that is within the power of the group to attain
 - Time based-specify when the result will be achieved



Surveying the Membership

- Surveying the Membership
 - Why?
 - Reasons?
 - Engagement
 - Demographics = programs your Local should engage based on talent within the Local
 - “Paying dues is simply not enough!”
RJW
 - When?
 - Coming in and ongoing?

Local XXXX Membership Questionnaire

For Internal Use Only

1. Name
2. Address
3. Birthday
4. College Degrees or Trade School Certificates
5. Have you ever belonged to another Union? If so which one?
6. Do you possess any skills or talents, ie: musician, bricklayer, carpenter, typist, computer nerd.....
7. Do you belong to any clubs or organizations, ie: BPOE, Toastmasters, Rotary, Ducks Unlimited.....
8. What are your interest or hobbies?
9. Do you own a boat, ~~atv~~, camper, motor home, trailers (any kind), motorcycles, drag car or any other special vehicle?
10. Do you own tools? What kind?
11. Do you vote? How often?
12. Do you give money to political candidates?
13. Do you consider yourself a Republican, Democrat or independent?



New Member Orientation

- New Member Orientation
 - Access?
 - When?
 - Academy (prior / during / post?)
 - Who?
 - President, Sec/Treas, Emeritus....



New Member Orientation

- New Member Orientation (cont.)
 - Content
 - IAFF/MSCOFFF&MSFA/LOCAL
 - More importantly.....



New Member Orientation



New Member Orientation

- New Member Orientation(cont.)
 - New Member Conference
 - 7th Annual May 12-14th; \$250/per attendee
 - Born after 1986 or <5years on the job
 - 1300 out of 12,000 members
 - *Statistics....85% return and raise their hand.*



New Member Orientation

- Example:
 - L1828 South County Professional Fire Fighters
 - Members' name
 - Skill that would bring value
 - **Commitment to Locals' event**
 - Then follow-up!



Talking Union

- Why should people want to join the Union?
 - Be part of a Union?
 - Invest in the Union?
 - And participate in the Union?
- What is your NARRATIVE?



Talking Union

- Don't
 - Just tell them how to participate
 - Assume just because they don't participate in the union they would never get involved
 - Assume that someone who never asked questions of the union could not be persuaded to take a leadership role



Talking Union

- Do
 - Give them the why!!!
 - “Lifestyle” Scott Treibitz
 - Match their values, skills, interests, and time constraints to something small; make it a rewarding experience
 - Leverage their interests into involvement.



Talking Union

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Formal Leaders

- **DVP Ricky J. Walsh**
 - Instill pride
 - Promote innovative solutions
 - Mentors
 - Provide vision
 - Motivate....put your ass to work!



Informal Leaders

- Jasper Stenstrom
 - IAFF L726 Member
 - Less than 5 years
 - Stair-climbing beast
 - Skill set - social media
 - *L726 Podcast*



Summary

Producing an Active Membership

- No magic red pill!
 - Strategic Plan
 - Surveying
 - New Member Orientation
- Talking Union
- Formal/Informal Leaders
- Face to face connection!



Backwards?!!!



Email: pstueve@iaff726.org

Cell: 253-267-4099

