#### 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

- Name
- 2. Address
- 3. Birthday
- 4. College Degrees or Trade School Certificates
- 5. Have you ever belonged to another Union? If so which one?
- Do you possess any skills or talents, ie: musician, bricklayer, carpenter, typist, computer nerd......
- Do you belong to any clubs or organizations, ie: BPOE, Toastmasters, Rotary, Ducks Unlimited......
- 8. What are your interest or hobbies?
- Do you own a boat, aty, 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
  - Access?
  - When?
    - Academy(prior/during/post?)
  - Who?
    - President, Sec/Treas,
       Emeritus....





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







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



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



- 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?



#### 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



- 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.







## **Formal Leaders**

#### DVP Ricky J. Walsh

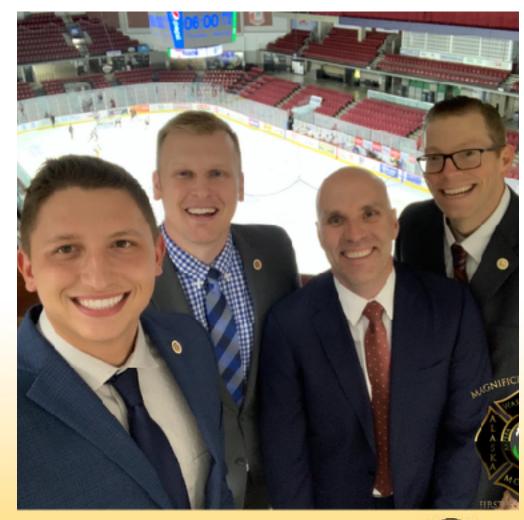
- Instill pride
- Promote innovative solutions
- Mentors
- Provide vision
- Motivate....put your ass to work!





## **Informal Leaders**

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





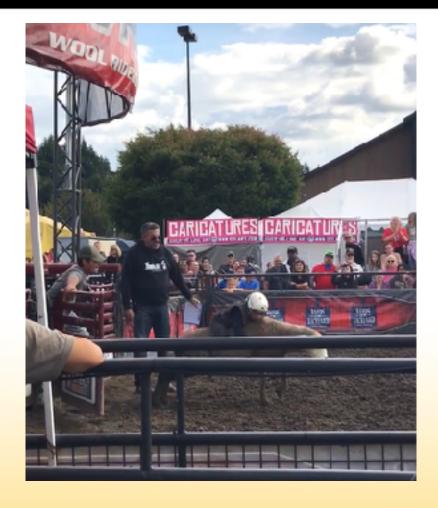
### Summary

#### Producing an Active Membership

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



#### Backwards?!!!



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