

“Establishing Best Practices for continued engagement of members during COVID 19 and Beyond”.

During this session, you will learn some of the strategic ways to keep your members engaged as we continue to navigate through the stresses of the COVID-19 Pandemic. For some, this session will provide you with the opportunity to learn certain methods to re-engage their membership, and use this as a building block to educate members on why they should become more active in their union.

The various ways to keep your members engaged:

- Establish a direct line of communication with your school system (preferably the CEO/Superintendent).
- Effective use of Emails
- The importance of establishing Cluster/Area Reps within the various units/sectors
- Tele-Town Halls