2022 Early Enrollment Program Toolkit for Local Leaders

Welcome to the 2022 Early Enrollment Program Toolkit! This year we have some exciting additions to the toolkit and supports available to local leaders as you endeavor to recruit members into your union this spring.

Your go-to point of contact for assistance and questions related to the Early Enrollment Program is your Field Staff. If you do not know who your Field Staff is, please contact Sarah Derdoski at sarah.derdoski@edmn.org or 651-292-4873.

Happy recruiting!

Included in This Toolkit
- ☐ Early Enrollment Program Summary (program details, eligibility, requirements, and benefits)
- ☐ Paper Materials and How to Order Them
- ☐ Member Recruitment Readiness Checklist
- ☐ Staff Support and Other Resources

What is the Early Enrollment Program?

While member recruitment is a year-round endeavor, the Early Enrollment Program is designed to assist local affiliates with member recruitment during the spring by offering to suspend any dues obligation until September 1, 2022. Individuals who join during the Early Enrollment period (April 1- August 31) will enjoy myriad benefits from Education Minnesota as well as the NEA and AFT.

Who is eligible?

All potential members, regardless of whether they've been members before, are eligible this year. Education Minnesota was granted a one-time exemption to recruit previous NEA members who may have dropped their membership. This means that **every potential member** is eligible to participate in the Early Enrollment program this year.

Benefits of Joining During the Early Enrollment Period

Members receive access to an array of member benefits from the organizations listed below beginning April 1, 2022, through Aug. 31, 2022, at no cost.

1. ***NEA Educators Employment Liability (EEL) Program – professional liability insurance***

2. ***Education Minnesota ESI Member Benefit Program***
   a. For a comprehensive look at all the programs and services Education Minnesota Economic Services Inc. (ESI) Member Benefits offers early enrollees, visit www.educationminnesota.org/member-benefits/your-pocketbook/esi-savings

3. ***Education Minnesota Professional Development***

   a. Members who join during the Early Enrollment period can access myriad professional development courses for **free** via MEA Online

   b. Members who join during the Early Enrollment period can also attend Education Minnesota's flagship professional development retreat Summer Seminar.

4. ***NEA Member Benefits Programs***

   a. For a comprehensive look at all the programs and services NEA Member Benefits offers early enrollees, visit NEA early enrollment member benefits

5. ***AFT Member Benefit Programs***

   a. For a comprehensive look at all the programs and services AFT Member Benefits offers early enrollees, visit AFT member benefits

Program Requirements

- Individuals must complete a membership application either online or via paper form.
- Individuals must also complete the Early Enrollment pledge (see Appendix I).

How to Apply for Membership During Early Enrollment

This is the fastest and preferred method!

Link to online membership application: https://join.nea.org/minnesota/ Individuals will be prompted to sign the pledge as well

Individuals can sign and date a paper membershp application and Early Enrollment Pledge From. Both forms must be returned to the your field office.

Materials and How to Order Them

Local leaders have lots of resources available to help you design and execute a robust member recruitment effort. Included among these resources are the following paper materials:

- **Paper Membership Application Forms—**Applications for Membership are required and cannot be altered in any way.
- **Paper Early Enrollment Pledge Forms (Appendix I)**—these pledge forms must be completed in order to properly participate in the Early Enrollment Program. You can print copies of this form yourself or your Field Staff/Organizer can order copies for you. These forms cannot be altered in any way.
- **NEW! Local Value of Belonging Brochure**—locals are encouraged to work with Field Staff and/or Organizers to utilize this new tool. This is a paper and/or electronic brochure wherein the local can highlight its goals, accomplishments, and make the case for joining the union. The brochure contains a universal QR code which links to the online membership application and early enrollment pledge.
- **NEW! List of Potential Members in Your Local**—whether an individual is new to the district, a former member, or newly eligible—we can get you the list of folks in your local that are eligible for the Early Enrollment program so you know exactly who to engage.

For all of the materials, simply contact your Field Staff or Organizer and they will get you what you need.

Member Recruitment Best Practices

When embarking on a member recruitment effort, there are some established best practices that will increase your chances of adding to your membership ranks. Take a moment to think about whether these are things you have in place—if not, **your Field Staff and Organizer are here to help**!

☐ **Set a goal for membership growth**—what is realistic given your capacity and timeline?

☐ **Target Who and Where**—are there specific worksites with a lot of potential members?

☐ **Focus on 1:1 communication, not blast emails**—the 1:1 conversation is the gold standard for all member communications, but this is exceptionally true when having a conversation with someone who is not yet a member. When you receive your list of potential members take a minute to figure out:
   o   What is their worksite?
   o   Who might be best to have this conversation (building rep, Membership Chair, etc.)
   o   What additional training or materials do folks need to have these conversations with potential members?
   o   Face to face is best, but personal emails and phone numbers are second best.

☐ **Share Information and Resources with Potential Members**—remember that we aren't "selling" potential members anything—we are inviting them to join in advocating for themselves, their students, and their colleagues. There are qualitative benefits to joining in union—but there are quantitative benefits too. If you are talking with someone about a specific interest or need, chances are Education Minnesota has some resources and support available, including:

   o   Student Loan Forgiveness Assistance via Degrees Not Debt Program
   o   Professional Development opportunities for re-licensure and professional growth
   o   Advocacy opportunities at the national, state, and local level

2022 Education Minnesota Early Enrollment Program

Pledge Form for the 2022-23 Membership Year

As a participant in the _____local number___

<center>(local affiliate name – no acronym)</center>

Education Minnesota/National Education Association Early Enrollment Membership Incentive Plan, as a participant in the National Education Association Early Enrollment Membership Incentive Plan, I am eligible to receive - prior to September 1, 2022 but in no event before April 1, 2022 - benefits under the NEA Educators Employment Liability (EEL) Program, as well as access to select National Education Association (NEA), American Federation of Teachers (AFT) and Ed MN Economic Services Inc. (ESI) Member Benefit Programs.

As a condition of eligibility for these benefits, I agree to pay the appropriate unified Active membership dues for the 2022 - 23 membership year in accordance with established payment procedures. The dues listed above are subject to periodic change by the governing bodies of the Education, NEA and AFT for the 2022 - 23 membership year. Should I fail to do so, my eligibility to receive benefits under the NEA EEL Program shall immediately terminate. In addition, I shall become liable for the cost of any benefits that were provided to me under the NEA EEL Program, Education Minnesota, NEA, AFT member benefits prior to September 1, 2022.

My employment start date in this local is _____.

Membership type: ESP [ ]   Teacher/Faculty [ ]

_____   _____

Member Signature   Date

_____

Print Member Name

_____   _____

Local Representative Signature   Date

_____

Print Local Representative Name