

SEIU Member-to-Member Communication Workplan

Assignment

Develop Overall Internal Communications plan to:

- A. Support 1199's 2-5-10 Leadership Development Program (LDP);
- B. Support 1199's ongoing organizational and representational activities;
- C. Ensure that all communications material is coordinated with 1199's overall Strategic plan.

Communications Plan Objectives/Goals

1. Support administrative organizers and executive board members in their recruitment of Member Leaders. (MLs).
2. Assist Member Leaders in building, maintaining and communicating with their 8 member workplace team (PODs).
3. Ensure that all communication materials are internally consistent, reinforce 1199's long-term goals, and reflect the imperatives of the strategic plan.
4. With respect to new organizing, support field organizers' efforts to grow the union – and determine when it is appropriate to introduce prospective members to 1199's overall plan, including the LDP.
5. Create "wellness" component to key 1199 activities.

The following workplan details how communications plan objectives will be met. Please refer to the attached spreadsheet for a timeline of when activities will be conducted.

**Objective I.
Support Administrative Organizers and Executive Board Members in their
Recruitment of Member Leaders**

July Delegate Assembly Member Leader Training

Initial Member Leaders have been recruited from the Executive Board. The next round of Member Leader recruitment will occur during the July Delegate Assembly when all delegates will be asked to become Member Leaders. An hour and a half training and presentation will be given at the Assembly to educate delegates about the 2-5-10 initiative and prepare them to become Member Leaders.

The Training/Presentation will include the following components developed to create specific outcomes that will leave Delegates feeling prepared to recruit PODs:

Training Component	Desired Outcome
Introduction: 10 Minutes <ul style="list-style-type: none"> • Explain rationale behind the 2-5-10 program • Announce new name in an exciting manner, awarding the contest winner their airline tickets during the presentation 	Delegates understand why SEIU is doing the 2-5-10 program
What's a Member Leader?: 20 Minutes <ul style="list-style-type: none"> • Explain how and why delegates can and should become Member Leaders • Outline roles and responsibilities of a Member Leader and team members • Outline benefits (free computer training) 	Delegates understand what a Member Leader is and what they will need to do as Member Leaders. They feel that it is something they can do with ease.
You can do it! 50 Minutes <ul style="list-style-type: none"> • Delegates view a "role play" example demonstrated on-stage. • Delegates compile a list of friends/colleagues at their worksites who might be good team members. • Delegates pair off into twos, and role play recruiting a team member 	Delegates gain greater confidence about how they will recruit their teams so they can "hit the ground running" when they return home.
Reconvene Rally: 5 Minutes	Delegates feel enthused about becoming a Member Leader

Hand outs at the training will include the following information compiled in a colorful folder:

- Recruitment Flyer
- Computer training information & schedule
- Member Leader "roles and responsibilities"
- Screen shot of the new 2-5-10 website

A bank of computers will be set up in the hallway linked to the 2-5-10 website with technicians available to help members navigate the site and register their information.

“How I Recruited My Team” flyer

A flyer will be created based on research findings for how members like to receive information. The flyer will be one page, and personalized for each division. Each flyer will use the example of an executive board member who has successfully recruited team members. The flyer will feature photographs of the member talking with colleagues at work and include a brief description of where they live and work and their brief personal story. The following messages will be conveyed:

- I did it, and so can you
- Start with who you know
- Begin with personal conversations – you’re getting to know them, building trust, creating a friendship.
- The only commitment you’re trying to gain is that they’re willing to talk to you again.

Recruiting in the Field

Following the July Delegate Assembly, the Administrative Organizers and the Executive Board will actively recruit Member Leaders. As this recruitment will be done in person during routine meetings and visits to sites, a one-page flyer will be created to be given in person to potential Member Leaders. The flyer will include the following key messages:

- Anyone can be a leader
- It won’t be an undue burden or take an extraordinary amount of time or effort
- It’s important to your job, your family and the future of both
- It’s important to help us be stronger (i.e. the strategic 10-year plan of 1199)

The benefit of free computer training will also be highlighted in the flyer as the training will provide a personal learning opportunity to develop greater technology skills.

2-5-10 Folders (listed above) will be made available to Administrative Organizers during their April staff meeting and to Board members on the Friday before the July meeting. In addition, extra packets will be sent to each 1199 office for use as needed.

Administrative Organizers will be surveyed via email to seek their input on barriers to recruitment and/or additional communications support they need as they recruit (such as brochure, additional flyers, giveaways, etc).

**Objective II.
Assist Member Leaders in Building, Maintaining, and
Communicating with their Workplace Team**

Member Leaders must communicate with their Workplace “POD” at least once a month. Ultimately, MLs will be responsible for mobilizing their teams to take specific actions in support of 1199 goals and initiatives. To assist them in their work, we recommend the following 4 point plan.

4 Point Plan:

1. Ensure that Member Leaders have the computer training and technological resources they need to participate in a web-based communications program.

By necessity, 2-5-10 will be web-based. The complexity of this project is such that efficiency and accountability will not be possible without the use of computer and web technology.

Website address

The website name and address will be simple to spell and remember, and will be consistent with the “Name the Leader” contest results.

Security

Given the sensitivity of information available on the site, the site will be password protected, with Member Leaders required to log on to access the site.

Website Content and Design

The website will be designed to be consistent with the www.SEUI1199.org site, but will be simplified to make it easy for new Internet users to navigate easily. The website content will be:

Website Pages	Page Contents
Homepage	
Homepage	Most Prominent Feature: <ul style="list-style-type: none"> • Tell Us What You’re Doing Other Features: <ul style="list-style-type: none"> • This Month’s EZ Actions • News You Can Use • Thank you Links: <ul style="list-style-type: none"> • Link to ML support page • Link to PODs in Action • Email SEIU • Important Links
Features	
Tell Us What You’re Doing	<ul style="list-style-type: none"> • Select their worksite from a list, then go to a page, which lists the members at their work site. Select the names of their colleagues who agree

	<ul style="list-style-type: none"> to be on the POD. Complete easy surveys where they report back if they have successfully completed EZ action activities.
This Month's EZ Actions	<ul style="list-style-type: none"> Read lively description of a variety of monthly activities from which Member Leaders can select to do with their PODs.
News You Can Use	<ul style="list-style-type: none"> View information and resources to help members in their day-to-day lives, such as: the pitfalls of predatory lending, how to obtain low interest loan from SEIU, etc.
Thank You	<ul style="list-style-type: none"> Highlight how 2-5-10 has made a difference in Member Leaders' lives, in local communities and in government (e.g. election victories)
Links	
Registered Voter List	<ul style="list-style-type: none"> Pull up a list of voters who live in their precinct Print the list and "check off" a selection box next to each voter to track if they have signed a petition
Member Leader Support page	<ul style="list-style-type: none"> Read helpful tips on recruiting teams View and participate in E-Forum for Member Leaders to share their thoughts on how they resolved problems or issues. Download flyers, other timely information
PODs in Action	<ul style="list-style-type: none"> See examples of successful actions undertaken by Member Leaders and team members (including photos, quotes)
Email SEIU	<ul style="list-style-type: none"> Email 1199 2-5-10 point person with questions, comments or concerns
Calendar of Events	<ul style="list-style-type: none"> View upcoming events and activities
Important Links	<ul style="list-style-type: none"> Link to 1199 website, International website and other useful locations.

Member Leader Emails

We are currently exploring the possibility of providing a 1199 email address for each Member Leader.

Computer Skill Level of Members

While we do not know the exact number of members with computer skills, a review of SEIU International poll data leads us to believe that approx. 40% of members do not have access to or know how to use a computer. This demonstrates the need to provide free computer training and identify computer access points. This also provides an opportunity to offer as a benefit this free training to learn a valuable new skill.

Computer Training

The Ohio Community Computing Network (OCCN) will provide Basic Computer and Internet Training at a nominal cost to SEIU and no cost to SEIU members. The training will be offered at OCCN's member Community Technology Centers (CTCs) across the state.

Trainings

OCCN staff will conduct the trainings. Each Basic Computer and Internet Training will be 2 hours long with an additional hour for trainees who would like to practice their new skills and ask the trainers questions. By holding the trainings at CTCs, trainees will be introduced to the training courses held at the CTC (which are free or very low cost) while also becoming familiar with the CTC and its staff.

OCCN will schedule 4-5 trainings per month. When possible the two trainings at one site will be scheduled on two consecutive days to reduce OCCN staff travel. OCCN will create a schedule of ***SEIU Basic Computer & Internet Trainings 1.1*** to occur between August and December 2006. The schedule for 2007 of ***SEIU Basic Computer & Internet Training 1.1 and 1.2*** will be created based on the interest in the 2006 trainings.

Curriculum

The OCCN SEIU curriculum provides a solid foundation for individuals who have limited previous experience with computers and the Internet. The training offers trainees a hands-on learning experience that combines short lecture segments with specific computer learning tasks. The trainees will learn the basic information and skills necessary to work with computers and the Internet. The OCCN SEIU training will provide an overview of computer hardware and software, Windows operating system, Microsoft Word, the Internet, free online e-mail systems, access to free online databases and other valuable resources. The curriculum will be adjusted based on the trainees' skill levels.

SEIU Basic Computer & Internet Training 1.1

I. Basic Computer

In this part, trainees will learn to:

- Understand commonly used terminology such as Desktop, Taskbar, Icon, and Menu Bar.
- Recognize components of a computer
- Identify and use icons on the desktop
- Use the Start Menu to open a program
- Minimize, maximize, restore, close and scroll windows
- Work with multiple windows on the Desktop

II. Basic Internet and Web Searching

In this part, trainees will learn to:

- Use a browser to get on the Internet
- Use the following browser buttons: back, forward, stop, home, address bar, refresh/reload
- Use the address bar to go to a website
- Use links on a website
- Save a website on favorites/bookmarks
- Set your homepage
- Use a Web search engine
- Use a keyword or key phrase to do a search
- Use the search button on a browser
- Check a website for legitimacy and accuracy
- Think about how the Internet can be helpful

III. Access and navigation of the SEIU Website

SEIU Basic Computer & Internet Training 1.2

I. Basic Windows

In this part, trainees will learn to:

- ❑ Identify and use the following: “My Computer”, “My Documents”, and “Recycle Bin”
- ❑ Identify and use different drives
- ❑ Create, name and save a folder

II. Basic Email

In this part, trainees will learn to:

- ❑ Set up an email account using a free email service
- ❑ Compose, save and send email messages
- ❑ Reply to an email message
- ❑ Identify different folders
- ❑ Set up an address book

III. Review Basic Internet and Web Searching from 1.1 Training

IV. Access to Online Database and Resources

In this part, trainees will learn to:

- ❑ Access online databases from their local libraries
- ❑ Access a variety of valuable online resources such as:
 - NetWellness
 - E4Me
 - Learning Express

Sites

City	Center
Toledo	Murchison Center
Lorain	The Bridge (Oberlin)
Cleveland Eastside	Ashbury Senior Computer Center
Cleveland Westside	Bellaire-Puritas Development Corp
Lima	Lima Allen Council on Community Affairs
Dayton	Dakota Center
Gallipolis	Bossard Library
Columbus	St. John’s Learning Center
McDermont/Portsmouth	Scioto ABLE
Zanesville	ACCEL
Cincinnati	Media Bridges

Note: A site in Athens (ACENet Center) and a third Cleveland site can be established if needed.

Promotion & Registration

OCCN will work closely with SEIU to create a training promotion flyer. SEIU will distribute the flyer. Interested trainees will register through SEIU. SEIU will inform OCCN one week in advance of each training how many have registered for that training and will provide an updated count three days before each training. The maximum

number of trainees per training will vary based on the number of Internet enabled computers at each site. OCCN will provide SEIU with a list of the maximum number of trainees per site. Registration will occur via the paper flyer returned to SEIU or by calling SEIU. In order to customize each training to the trainees, registration will include the following questions:

1. Do you regularly use e-mail?
2. Do you own a home computer?

Timeline

May 2006	Schedule of trainings for the remainder of 2006 is completed.
June 2006	Flyer is completed by OCCN. Flyer is distributed to SEIU members by SEIU.
Aug. 2006	Trainings begin.
Nov. 2006	2007 OCCN SEIU Training Schedule is created.

Cost

OCCN will invoice SEIU monthly at the rate of \$50 per person per training. Monthly invoices will be based on the number of SEIU members who attended OCCN SEIU Basic Computer and Internet trainings. In addition, a \$25 per person rate will be charged for each individual who registers but does not attend a training. There will be no charge if cancellations are made three days prior to training. No additional fees or costs will be included on the invoices. OCCN's costs of conducting the trainings will be covered by the rates defined above.

Computer Access

Access to and use of a computer is necessary for Member Leaders to participate in this program. Members who do not have computer access at home or work will be asked to first call their local library or the CTC center identified in the section above. If library access is not possible, the 2-5-10 point person can assist in helping to find an alternate location.

2. Develop communications support materials for Member Leaders as they build their teams.

Confidence levels and communications skills will vary among Member Leaders. In order to help Member Leaders' build their worksite teams, the following oversized postcard will be developed:

Postcard Front:

- Appealing photo of members at work
- Brief description of PODs
- How participating in a POD will help a member's family, community and the workforce at large

Postcard Back:

- Commitment form (e.g. Yes! I want to join my workplace team)
- Name, address, phone, email form

This postcard will be available at the July training, 1199 offices, on the website and at 1199 meetings and events.

3. Provide “E-Z Monthly Actions” to assist Member Leaders maintain regular communication with their team.

E-Z Monthly Actions

To facilitate one-on-one interactions, Member Leaders will be provided a range of “E-Z Monthly Action” options on the website. Members will be notified via email when the new month’s action options are posted. Monthly Action options will range from simple communications aimed at helping them get to know their team members, to more advanced communications activities, such as talking about strategic goals of SEIU or the importance of their involvement in political action.

Examples follow:

Simple – Getting to Know You

- When and why did you start working here?
- Do you have children?
- Do you have family living nearby?

Advanced – Taking Care of Business

- Why did your team members join SEIU?
- What, specifically, would they like 1199 to accomplish for them?
- Conduct surveys to identify members needs and concerns
- Distribute and discuss **Unity** newsletter
- Discuss issues important to their division (e.g. health care coverage, outsourcing)

Ultimate - Political Activity

- Registering team members and their families to vote
- Surveying team members about key issues (long term care, minimum wage initiative)
- Circulating petitions to get SEIU-approved legislative initiatives on the ballot
- Being trained to serve as a public spokesperson for District 1199
- Talking to teams about why voting for a specific candidate in Primary/General elections relates to their work, their lives and interests, and those of their families.
- GOTV among worksite colleagues and their family members for SEIU- endorsed ticket in the General Election (phone tree, email)

Special Recognition

To encourage greater participation in the advanced and ultimate monthly actions, awards will be presented to recognize and reward Member Leaders who conducted the more difficult actions.

Predictive Phone Dialer

In addition to direct conversation with team members, the Phone Dialer will be used once a month with a message from the President about the status of 1199. Similar to the State of the Union address, the message should be positive and contain points that the 10-Year Vision focuses on, organizing victories, political victories and contract victories. This will allow for 12 potential contacts per year to coincide with the contacts Member Leaders are having with their PODs.

Also, as members continue to take on more responsibility outside the union, we should allow those members a place to talk about their experience, and a phone message to the entire membership can be that outlet. Although not as set in stone as are the State of the Union calls, member leaders should have the ability to highlight their work in a call to the entire membership. An example would be: A member is elected to the NAACP local board. We should have them record a message saying so, and how they will use that position to help workers lives and also encourage members to get involved in their local areas with a number to call at the union for ways to find out how to get involved.

4. Member Leader Program Management and Measurement

This initial recommendation will be reviewed with 1199 transition committee before it is finalized.

Managing the Member Leader program

A core team from SEIU will be responsible for the overall management of the program. The core team will meet every other month, more frequently as the program grows. The core team will include transition committee and a newly hired internal communications specialist and communications office representative. Core team responsibilities will be to provide overall oversight on 2-5-10 program, review of quarterly assessments (see below) and the reporting of progress or problems as the program unfolds.

Hiring of Internal Communications Specialist

An internal communications specialist, who will develop materials for Administrative Organizers, would also be responsible for coordinating day-to-day management, facilitating the core team meetings, tracking the number of Member Leaders, developing and selecting the upcoming EZ Monthly Actions, maintaining and uploading content for 2-5-10 website, (“news you can use”, wellness), as well as the following:

Develop vehicle(s) for Member Leaders to “report back” results of their monthly communications

The website will feature a secure “tell us what you’re doing” page where members will be asked to log in and report back each month regarding who they have recruited for their team as well as which monthly action they took and how well they succeeded in the action.

Measuring Success: Create systems to gauge communication effectiveness

The following information will be measured:

1. Ease of use and usefulness of the website
2. Usefulness and convenience of the flyers
3. Success of specific actions (such as petitions, voter registration)
4. Integration of political work with members’ daily lives

A variety of measurement tools will be used to gain input from Member Leaders on their progress or concerns:

- Feedback option on website (always available)
- Report back responses on website (monthly)
- Email surveys (every other month)
- Surveys and input sessions at SEIU meetings

The measurements will be part of a quarterly assessment to determine what is or is not working in the program. Recommendations will then be made to improve the program.

**Objective III.
Ensure all communication materials are internally consistent,
reinforce 1199's long-term goals, and
reflect the imperatives of the strategic plan**

Publications

SEIU International research found that long, text-heavy publications mailed to members' homes are frequently not read. Accordingly, we recommend the following changes in our publications.

- The existing Solidarity newsletter mailed to members' homes should be terminated and replaced with a one-to-two page newsletter (see "Unity" below) that is distributed at the worksite. This may require a change in 1999 by-laws.
- Unity should also be replaced by the new one-two page newsletter to be distributed every other month at the worksite by Member Leaders and through the web site. Though each newsletter will have a political component (in addition to division news), the political component should be issue-based, rather than candidate or party based.

In that connection, Member Leaders should be made aware that each newsletter will have a political component, and that part of their responsibility as a leader will be to discuss such components with their team.

Message Training

To ensure messaging is consistent for internal/organizing campaigns ---and that MLs and their teams stay on public message internally as well as externally --- a training will be conducted. Participants in "messaging training" will include Administrative Organizers, Field Organizers, and member spokespersons. The message training will be conducted by 1199 communications office during two half-day sessions, scheduled when possible during routine Administrative Organizer monthly meetings and the Long Term Care and Public teams' conferences. The training content will provide participants with an understanding of their campaign's messages and a chance to practice message delivery. Content will include:

1. What's a "message" and why should I care?
2. Internal vs. External messages
3. Messages for this campaign (specific messages will be developed for each campaign)
4. Practice sessions

Messaging for New Organizing

New organizing messages historically have been focused narrowly on the unique needs of that particular worksite. This is an opportunity to deliver broader messages about 1199's strategic goals and vision. We will work with each campaign on a case by case basis to determine if there is an opportunity to deliver these messages as we provide the necessary organizing communications materials.

**Objective IV.
Support field organizers' efforts to grow the union and introduce prospective members to 1199's overall plan, including the LDP**

As Administrative Organizers are the on-going point persons most members work with, they are the key messengers of 1199 strategic plan and messages. To ensure communications strategically support the Administrative Organizers and that the Administrative Organizers are best positioned to effectively deliver 1199 messages, we propose routine planning and training. This will occur during their staff meetings, with a once-annual training for current Administrative Organizers and as part of the initial training for new Administrative Organizers.

The planning and training will be focused to:

- 1) Ensure 1199 strategic plan is reflected in the Administrative Organizers day-to-day communications with members.
- 2) Maximize effective communications with internal and external audiences during contract campaigns.

Predictive Phone Dialer

The Dialer has been used in the past as a tool around contract campaigns and should continue to be used in that manner. As Administrative Organizers plan their contract campaign strategy, the Dialer should play a key role in those campaigns, as both a member contact tool and as a means of garnering community support. These ideas will be discussed in the Contract Campaign planning training that has been proposed.

Contract Campaign Planning

To maximize effective communications, Administrative Organizers will create 2-month campaign plans for their upcoming contract campaigns. While Administrative Organizers already create plans, they will be encouraged to include key message and communications activities components in their plans or to use the following template to draft their campaign plans. A planning session will help organizers learn about various campaign activities, effective communications and provide for sharing of important things learned from other campaigns. A campaign plan template is below:

Sample Campaign Plan Template

Title of contract campaign:	
Location (city, county, state):	
Expected timing of campaign:	
Main issue(s) campaign will focus on:	

Key Messages:	Internal Audience	External Audience
Activities (week-by-week)	Internal (<i>members</i>)	External (<i>Hospital administration, media, general public, etc.</i>)
1199 communications support to be conducted by ____.	<i>Type (flyers, media events, press releases, etc.) and expected date needed and rational for the event. Sometimes plan events that aren't newsworthy.</i>	

To help Administrative Organizers develop their plans, a one-day planning session will occur bi-annually. This focused time will allow organizers to develop plans strategically by sharing key things learned, imparting important insights, gaining valuable training and beginning the drafting of their plans. A sample agenda follows:

Sample Agenda
One Day Administrative Organizers Planning Session

- | | |
|---------------------|---|
| 9:00 – 9:30 am | Introductions, why we're here, introduction to the campaign plan |
| 9:30 – 10:30 am | <p>The Key to Key Messages: Internal vs. external</p> <ul style="list-style-type: none"> ○ Presentation of message research findings from national SEIU office ○ What is an internal message, examples from other campaigns ○ What is an external message, examples from other campaigns ○ Key Message activity: A fictional contract campaign is outlined. Administrative Organizers break into small groups to create copy for internal and external flyers. Each group shares results. Administrative Organizers vote for best flyers with the winning group receiving small prize (t-shirts, movie tickets, small dollar gift card) |
| 10:30 – 10:45 am | Break |
| 11:00 am – 12:00 pm | <p>Campaign Plan Work time</p> <ul style="list-style-type: none"> ● Work on the Title – Key Message sections |
| 12:00 – 1:00 pm | <p>Lunch: Talking about the Union in a different way</p> <ul style="list-style-type: none"> ● Talking about the Union in a different way – while you have a captive audience, share the |

big goals of the Union, instead of just focusing on the one contract

- How your work on the contract promotes the greater public good. (e.g. your fighting to get the 2% raise and better staffing at the nursing home is in the public interest - will help other workers get better wages and have safer nursing homes because the quality of care improves)
- Give concrete examples (local and from National)

1:00 – 1:30 pm

Show and Tell: Campaign Activities

- 2-3 successful campaigns and/or successful campaign activities are presented to the group by the organizer who led the campaign.

1:30 – 2:00 pm

How Communications Can Work For You

- Presentation by communications office on how effective planning can boost success rate of campaign communications activities (media events, flyers)
- Examples of positive broadcast and print news coverage will be shown

2:00 – 2:15 pm

Break

2:15 – 3:15 pm

Campaign Plan Work time

- Work on Activities and Communications Support sections

3:15 – 4:15 pm

Telling Your Story to the Public

- Delivering your messages – the options (press conference, event, interviews)
- Creating a newsworthy press event
- Getting the best results: determining what works best for you (Group brainstorm and sharing on what tactics have worked well or poorly in different situations)
- Politically sensitivity: remember who your audience is

4:15 – 4:30 pm

Conclusion

Administrative Organizers will be asked to send plans to the communications office within 2 weeks. After the communications office reviews the plan, some changes may be made. A 6-month communications calendar will be created from the plans identifying where media, flyer creation and other communications support will be needed and during what weeks on the calendar. This will result in better planning by the communications office and better support for Administrative Organizers.



**Objective V.
SEIU District 1199
Wellness Proposal**

Background

The following proposal reflects an attempt to reshape and redefine the perception of labor unions, both among our members and among the public at large. Research from the SEIU International office confirms that in addition to declining union membership, there also appears to be declining public support for unions and a declining belief in their necessity. Unions are often viewed as top-down special interests catering primarily to a select group of people. Within our own ranks, union membership is too often seen as merely a means toward an economic end, rather than as an affiliation that can improve the totality of peoples' lives.

In an attempt to cast the union in a more favorable light, SEIU District 1199 should embrace a "Wellness" program that is distinct from services offered during contract negotiations.

An effective "Wellness" program will create a more cohesive membership, lead to increased involvement from the membership and, hopefully, improve our image with the general public.

Proposals

Physical Fitness – Many people have expressed interest in the creation of an aerobic or physical fitness class to be offered during Executive Board Meetings.

SEIU Gospel Choir – Over the past couple years, SEIU District 1199, has explored the possibility of launching a Gospel Choir that is composed of the membership. The idea has once again resurfaced. A flyer is being created to recruit members to sing in the choir. Auditions will initially be held in Cleveland, Cincinnati, Youngstown and Huntington. The first choir performance will be during the July 2006 Delegate Assembly.

Ballroom Dancing – In addition to offering members the opportunity to participate in a gospel choir and in physical fitness program, we might also explore the opportunity of initiating a ballroom dancing program and/or an SEIU book club for members who enjoy reading.

SEIU Photography Workshops – The Unseencleveland project was a smashing success. Following the publication of the Unseenamerica by HarperCollins, SEIU should explore the possibility of continuing the project.