

PLAN TO WIN THE FUTURE - 2013

RESOLUTION 06-12

In 2011, the SEIU-UHW Executive Board adopted an ambitious four plank plan of growing the union to be 1 million members in California, developing 10,000 rank and file leaders, becoming a premier healthcare organization and creating a union-wide program of Representational Excellence. We believed we needed to reach these goals in order to continue to win strong contracts and improve the economic standards of our members.

Over the past two years we have made good progress towards each of these goals. We have experimented with different strategies and we have learned a great deal about how we can make even more progress. In 2013, we will continue to work towards achieving the goals of our four plank plan using strategies that are designed to take us further along.

- 1) Grow SEIU to be a union of a million members in California within five years:
 - We will build on our successes in Dignity, Kaiser and Daughters of Charity and continue to organize “residual” non-union workers who work side by side with our members in union facilities.
 - We will work to implement the first phase of our agreement with the California Hospital Association which calls for election agreements for 20,000 workers in the first year.
 - We have learned that we cannot be successful by ourselves and that the employers we face exist in multiple states, so we will work with other unions to develop a multi-state strategy that organizes hundreds of thousands of workers.
 - While working tirelessly to grow our union, we will aggressively defend our members from attacks by outside organizations.

- 2) Develop 10,000 rank-and-file UHW union leaders who have meaningful, substantial roles in the union:
 - We will bring at least 2,000 leaders together in our leadership assembly to launch the next phase of Let’s Get Healthy California and engage them in reaching out to other members to build towards 10,000 leaders.
 - We will use every opportunity to recruit and train new leaders in order to achieve our 10,000 leader goal. The SEIU-UHW Executive Board must lead towards achieving this goal by recruiting and developing 25 leaders from their turf.

3) Develop SEIU-UHW into the recognized, premier healthcare organization in California:

- Lobbying to make sure our legislators implement the Affordable Care Act in a way that expands quality coverage to the maximum number of people and funds effective strategies to reduce chronic disease.
- Build on our successful fund raising in 2012 in which members led the process of asking their co-workers for voluntary contributions, to create an even stronger political fund that will help the union advance Let's Get Healthy California and defend the interests of working people through the electoral process.
- Continue and expand our work to enroll people without health insurance into programs that give people in underserved communities access to quality, affordable healthcare.
- Move forward our work on lowering the incidence of chronic disease by being leaders on implementing the recommendations that the Governor appointed Let's Get Healthy California Taskforce comes up with (that further our own goals for healthcare access, quality and funding) at their final meeting in December.
- Become health care champions who educate and encourage ourselves, our co-workers, our clients, our families and our communities to become more healthy. Total Health in Kaiser, Wellness Committees in homecare and various hospitals and other programs will allow us to establish ourselves as leaders on building the healthiest workforce and holding our employers accountable.

4) Create a union-wide program of Representational Excellence

- Evaluate our progress on the first phase of Representational Excellence to ensure that we are succeeding in expediting the resolution of workplace issues, empowering representation leaders to resolve those issues at the earliest steps possible and communicating effectively to all parties throughout the grievance process.
- Expanding our basic core steward trainings to include e-learning and mentorship trainings;
- Explore developing a Representational Excellence Part 2 to increase representational leaders participation and ability to negotiate over the impacts of changes in the workplace including reduction in force.