**CUPE Education Workers Steering Committee**

**Strength in Number Campaign**

**12-month Plan**

\*\*\*based on brainstorming and discussion at the annual conference 2025

\*\*\*this is a living document and can be adapted/changed as needed

\*\*\*Note: T-Shirt Days will be the 2nd Weds of the school year months starting November – stickers are available from the EWSC if your local doesn’t have campaign t-shirts

**Goals**

* Advocate for per student funding increase
* Create structures that will move us towards coordinated bargaining
* Build our political muscle and build public awareness of role of education workers.

**Metrics**

(how will we measure success)

* # of members who sign petition
* # of people complete survey
* # of locals who are participating in the monthly t-shirt days
* Increase personal email addresses that locals have
* Common expiry date
* Social media shares

**Monthly Activities/Actions**

**2025**

**May/June:**

* Petition drive for Jordan’s Principle (completed)
* School Division budgets finalized (completed)
* Media relations: If there are cuts at individual school boards we will need to respond.
* EWSC - apply/plan for some of the coordinated bargaining program money from National and start planning fall 2 day event to gather ALL education locals (planning ongoing)
* Everyone amplifies message
* Locals order Strength in Number campaign t-shirts (ongoing)

**July:**

* Summer outreach – partner with Division and Organizing for BBQs and community events. (ongoing)
* Examples: Saint Walburg Blueberry Festival, Canada Day parades

**August:**

* cost share deadline – August 1, 2025
* School starts
* Billboards launch (completed)

**September:**

* Back to school message (this is it!)
* Member contact information drive
* Develop classroom supports survey for parents, teachers and education workers (will be live mid Septmber)
* Meeting with Opposition and MLAs (completed/ongoing)

**October:**

* Media: Classroom supports survey results
* EWSC Province wide Member Townhall: Classroom supports survey results

**November:**

* First T-shirt day: 2nd Weds of the month
* Wear black: with Strength in Number theme
* Social media and video posts – T-shirt day – send to Karla
* Education Bargaining Thinktank and Lobby Day at the ledge(tentative date Nov 25 & 25)
* Cost share deadline
* Toolkit: Talking about Education system to elected officials.
* Sample Presentations to school boards
* Presentations to school boards?

**December**:

* Christmas greetings – best Strength in Numbers Christmas décor gets a prize?
* Encourage locals to enter Santa Claus parades

**2026**

**January**

* LAUNCH: New year, let’s get out of last place on education
* petition drive
* Cost share deadline
* T shirt day – Second Wednesday of the month
* MLA meetings

**February:**

* T shirt day
* Valentines Day themed action – deliver public education funding valentines to MLAs
* Pre budget campaign – why school divisions need an increase

**March:**

* T shirt day
* Provincial budget - come to ledge
* Budget response campaign

**April:**

* T shirt day
* Start promo for rally

**May:**

* T shirt day
* EWSC Conference plus rally! (May 4/5/6 - Swift Current)

**Resources to be developed (EWSC/Tria/Theresa/Kat):**

Toolkit for actions

Member sign up form sample

Message Guide on sector issues

Public survey

Regular skills training

Action network

Callhub and other communication tools

Bargaining Communications 101

What else?

Social media shareables

NOTE: photo shoots are awesome

**Internation Communications:**

Regional Networks to Coordinate Bargaining

Presidents calls when rolling out new actions

**Preparing for bargaining:**

Common expiry dates

Develop regional networks

Strategic bargaining training with R 3 and R 4 –

Add in all of the locals in R1 and R 2 to the strategic bargaining alliance or whatever we are calling it.

**Brainstorm Results:**

Solidarity and Coordination between all locals

Communicate how cuts affect students, their families and staff

Getting the message out with message consistency

Public buy in

Active evaluation of successes and failures

Member buy in

Member education

Proactive “education messaging” in talking points, media spin and rhetoric

Emphasis on factual information

Clear process for communications and steps

Plan to engage new Canadians

Training for executives

Partnership with other unions

Open communication

Community involvement

Educating the public

Rallies

Townhalls

**Communications Avenues:**

Members to members

President to president

President to members

Purple flu – t-shirts take over (ours would be “Strength in Numbers clothing/stickers)

Mobilize membership

Keep members informed

Training for bargaining committees

Rallying the troops

**Training Requested:**

Media

Strike training

Picket captain training

Regular media

Cost shares

Tool kit

**At the Bargaining Table:**

Common expiry dates

Common non monetary language