



Comprehensive CFT field campaign contributes to election victories

The fall of 2012 proved to be an exciting time for CFT as our organizing focus turned towards the November 6th election. All members, leaders and staff joined together to mobilize our membership around protecting public education, fighting for fair taxation and defending workers' rights.

The CFT made over 40 endorsements from school board, to parcel/bond measures, the State Senate and Assembly, and U.S. Congress. The driving force of our overall campaign was to fold these local efforts into our statewide "Yes on 30, No on 32" campaign and it worked.

Not only did Proposition 32 go down by a 12-point margin (44% to 56%), we defeated a "Prop 32-like" measure, Measure V in

RUDY CORRAL



Costa Mesa, while Proposition 30 passed 54% to 46%.

"Prop 30's passage is a clear mandate from Californians that it's time to stop the cuts and reinvest in our future," said Josh Pechthalt. "Californians realized that protecting public education and other services required

new revenues and that the wealthy should do more to pay their fair share," he added.

It also demonstrates how important it is to get more Californians to participate and have their voices heard. When we organize voters door by door and offer solutions, we inspire people to engage in

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-Joshua Pechthalt,
CFT President

our democracy. More than 30,000 union members statewide volunteered to knock on doors, make phone calls and canvass work sites contacting upwards of 3 million people and the CFT played a key part.

From the outset the CFT campaign set some aggressive internal goals for member contact, positive IDs on our two key issues (Yes on 30, No on 32), and member volunteerism. "Our internal contact

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GLEN ROSSELLI



THE COMMUNITY COLLEGE COUNCIL (CCC) meeting held on Saturday, December 1 in Oakland featured Chancellor Brice Harris who said we can't let the legislature, the administration and the public in general forget that community colleges are a chronically underfunded system of higher education. "We are being asked to do an unbelievable job of improving the success of our students and accommodating even more students and we are being told to do that for about a nickel on the dollar," Harris told the CFT CCC.

Also in attendance were several faculty colleagues from Pasadena City College. Building on the successful CFT affiliation of the independent classified union at Pasadena City College, they were invited to attend and observe this month's CCC meeting.

Pictured at left: Melissa Michelson, center and Preston Rose, center-right. Not pictured: Roger Marheine, the union president.

Phase one of MOC a resounding success

The first phase of the Member Organizing Committee (MOC) has been completed. The results are in and the grant program was a huge success. Over 250 new members were recruited, dozens of new site reps were enlisted and new membership chairs were brought on. Locals improved and enhanced their databases, increased COPE contributions, and made numerous contributions to the CFT's election program.

The MOC is the part of the Strategic Campaign Initiative (SCI) training and coordination effort that is principally focused on organizing. In this first cycle, ten locals received matching MOC grants, which enabled them to hire a MOC organizer and develop a comprehensive strategic organizing plan.

The experiences of MOC members varied, but were consistently positive. A number of accomplishments were achieved.

Natasha Bauman's experience from Adjunct Faculty United, Local

"Most part-time faculty have never talked with their union colleagues and were pleased to have had the chance to connect, give their input and help contribute to the union."

-Natasha Bauman,
MOC Organizer



MOC and PLUCC organizers collaborate on strategic planning for their locals at the September training.

6106 was particularly instructive. Having had limited success in prior organizing efforts, she entered into the program somewhat discouraged and unsure about how much the MOC could help her organize. Then she took the September MOC training, where Training Director Laura Kurre introduced some organizing concepts and tools (AHUY, one-on-one conversations, etc.). MOC organizers also spent time on strategic mapping/charting tools for organizing their worksites and on developing concrete organizing plans for the months ahead.

Putting what she learned into action, Natasha reported that the one-on-one conversations were a powerful tool for building the union. "Most part-time faculty have never talked with their union colleagues and were pleased to have had the chance to connect, give their input and help contribute to the union," Natasha said. In the end, she recruited 12 new members and recruited five board members to help with overall outreach. Throughout the fall, OP staff continued to engage with MOC organizers through regular check in calls and they reported having a lot of success

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-Ilana Feingold,
MOC Organizer

connecting politics to organizing. Promoting Proposition 30 definitely provided MOC organizers with a good entre into broader organizing discussions. Ilana Feingold's account -- MOC organizer for AFT Los Angeles Faculty Guild, Local 1521 -- merits retelling. Ilana was able to recruit 122 new members, activate 32 department reps, organize some retirees to phone bank and get 15 others to make COPE donations. "In talking to members about our electoral work people got a sense of who the union is and through this engagement they were more willing to organize and take action," Ilana said. She went on to point out: "that this was equally true regardless of whether you were talking to a new or current member."

As the first phase of the MOC wraps up and with 15 applications in and approved for the next grant cycle, the MOC looks to build on this momentum and continue its success in 2013.

CFT, CTA and the Courage Campaign bring progressive groups together to debrief electoral efforts

Riding a political high following November's election, upwards of 100 people representing dozens of organizations came together in Los Angeles earlier this month at California's Progressive Convening. It was an inspiring and productive session, which focused on the group's collective efforts to pass Proposition 30 and defeat Proposition 32 in the November election.

Participating on the opening panel with Rick Jacobs, Executive Director of the Courage Campaign and Dean Vogel, President of the CTA, CFT President Josh Pechthalt said: "I am proud of the role my organization played from early on in the effort to raise taxes from those most able to pay." Barring a further erosion of state revenues, Prop 30 should bring stability to school districts after five years of budget devastation. Yet, there is still a range of major education challenges, most of which will require substantial additional resources. Take the gap between California spending per student and the national average -- nearly \$2,900 in 2010-11. Just bringing California to the national average would cost over \$17 billion, three times more than the amount raised by Prop 30.



Courage Campaign Executive Director Rick Jacobs (left) and CFT President Joshua Pechthalt (right).

Throughout the day, leaders from Move the Immigrant Vote, Alliance of Californians for Community Empowerment (ACCE), California Calls, PICO California, CFT, CTA, and SEIU 1021 engaged in lively discussions analyzing the various components of the campaign that led to victory.

The conversation centered around Reclaim California's Future, a coalition of grassroots, interfaith, and labor organizations that put together the largest community-led voter mobilization effort in the state's recent history. This election saw significant increases in young voters, people of color, and those making under \$50,000 a year. If just a little over half the 1.3 million new and

unlikely Proposition 30 supporters identified and counted by the coalition actually voted, Reclaim California contributed 4% of the total Yes vote.

According to recent polling, Prop 30's passage improved most Californians' feelings about the state budget situation. But despite their increased optimism, nearly all continue to call the state budget situation a problem.

What's more: their approval of Prop 30 does not mean they are willing to raise taxes on themselves again. For instance, record-high majorities of likely voters oppose extending the sales tax to services that are not currently taxed or raising the vehicle license fee. So, what are the options for raising additional resources for funding the

desperately needed social services and backlog of education needs?

During the afternoon's breakout sessions participants evaluated and discussed various measures to aid efforts to raise additional revenue. These include eliminating the 2/3s requirement for approval of parcel taxes (schools, libraries, etc.), levying an oil severance tax or other specific taxes (tobacco, etc.), corporate tax transparency, and closing loopholes that prevent corporate property from being reassessed when businesses change hands by instituting a "split roll" property tax. A recent Public Policy Institute of California poll indicates that 58% of likely voters favor creating a split roll and taxing commercial properties now protected under Proposition 13 according to their current market value.

As the meeting wrapped up, people expressed the importance of the effort around Prop 30 as a necessary first step on our way back to fiscal stability and rebuilding our future. The collective endeavor demonstrated that progressives can accomplish remarkable things by working together. Now is the time to build on those victories and seize the moment to build a new California.

FRED GLASS

program reached members primarily through work-site visits where we asked them to sign Commitment Cards,” said Jessica Ulstad, State Affiliate Political Organizer (SAPO). We also utilized phone banking asking members to commit to vote Yes on 30 and No on 32 and to support down-ballot initiatives and candidates when relevant. In the end, the CFT contacted over 28,000 members and positively identified 91% and 86% on Props 30 and 32 respectively.

For the last five days of the campaign we folded all CFT staff into the local Central Labor Council efforts as part of the state-wide Get-Out-The-Vote program. In addition, CFT also worked on turning out new and infrequent voters in this election, with its coalition partners in Reclaim California’s Future.

Overall the election results were stunning.



SADIE REYNOLDS

Cabrillo College Federation of Teachers

Democrats achieved a two-thirds super majority in both the State Senate and Assembly; We contributed to the passage of four targeted parcel/bond measures: Prop A supporting San Francisco’s Community College District, Measure L in Santa Cruz, Coast Community College’s Measure M, and Measure I in Daly City; and four Democratic seats were added to the California Congressional Delegation.

The success of our program can be attributed in

large measure to the scale of our organizing efforts. Led by SAPO Jessica Ulstad, our Political Field Team consisted of 15 PLUCC organizers and 20 release time campaign organizers. In addition, a majority of the CFT staff (both FRU and OPEIU) was released the last month of the campaign to work on the political program. This broad base of support from CFT was instrumental in helping us to achieve our internal goals and helped to drive the work of our partner organizations.



SARAH HENNE

Pajaro Valley Federation of Teachers

The California Federation of Teachers is an affiliate of the American Federation of Teachers, AFL-CIO. The CFT represents faculty and classified workers in public and private schools and colleges, from early childhood through higher education. The CFT is committed to raising the standards of the profession and to securing the conditions essential to provide the best service to California’s students.

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