



Date: Jan. 18, 2017
To: ACE Executive Board
From: Chris White, ACE President
RE: Recommendation: ACE sponsorship of classified professional development

Background:

Changing employee demographics within FHDA creates challenges and opportunities for the ACE organization. One-third of the members we represent were hired in the last two years, and 85% of those were replacements for ACE employees who have left FHDA, mostly through retirement. Two-thirds of these replacements have not worked in a collective bargaining environment.

To help build awareness for ACE and create our leadership of tomorrow, we are actively working to get new members aware of who we are and what we do, why belonging to a union benefits them, and how they can help make this organization better for all our members. To that end, we have:

- Re-instituted ACE introductions at new employee orientations both on an individual level and through staff development group workshops;
- Re-engineered site meetings to include topics related to our Agreement which affect members at site meetings in addition to general ACE updates;
- Distributed a monthly newsletter for more consistent communication; and
- Developed a cooperative working relationship with the classified senates to better define how each organization fits into a member's work at FHDA.

Recommendation:

To continue to raise ACE's profile with our members, I am recommending ACE provide financial support for two upcoming professional development opportunities benefiting our members. These costs would be covered under the 2016-17 budget line item for marketing expenses which we set at \$3000 and approved in August 2016. The dollars would fund:

- May 12 - Classified Staff Professional Development Day: the largest gathering of classified staff, typically hosting 250+ classified staff, ACE would sponsor the swag bag given to all attendees. It would be branded with the ACE logo. Cost: \$1500
- Binders for PGA and other professional development trainings negotiated by ACE. We have partnered with staff development at De Anza to provide training at both DA and FH and the binders would provide a way for members to keep track of their progress and encourage them to take advantage of the opportunities we've negotiated on their behalf. These would be branded with the ACE logo. Cost: \$500