



Date: Dec. 13, 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 a leadership for 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;
- Re-engineered site meetings to include topics related to our Agreement in addition to general ACE updates;
- Sponsored fringe benefit trainings - PGA, SDL, travel and conference funds, etc.;
- 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 the May 18 classified professional development day. Additional lanyards would be purchased to hand out at new employee orientations and other relevant trainings for ACE members. This cost would be covered under the 2017-18 budget line item for marketing expenses, which we set at \$3000 and approved in August 2017. The dollars would fund:

- May 18 - Classified Staff Professional Development Day: the largest gathering of classified staff, typically hosting 250+ classified staff, ACE would sponsor the key lanyard given to all attendees. It would be branded with the ACE logo.
- Additional lanyards to be used as needed for new employee orientations and relevant trainings for ACE members.

Total cost: \$1500