

Professional Aviation Safety Specialists, AFL-CIO
Contract Representative Training



► Recruitment and
Retention
Strategies

The Role of the Rep in R&R

- ▶ Yours is are the most important leadership role in the union.
- ▶ When people think of PASS, they will think of the work you have done locally as a union rep.
- ▶ You will be the main membership recruiter for PASS.

How to effectively recruit new members?

- ▶ Be good at your job and take it seriously.
- ▶ Educate employees on issues, what PASS does for them and what our position may be on a specific issue.
- ▶ Talk to your coworkers about PASS and ask them personally to join.



Why talk with members and potential members?

- ▶ Develop a relationship.
- ▶ Identify and listen to their concerns.
- ▶ Show how their concerns/issues can be resolved by joining PASS.
- ▶ Evaluate leadership potential among your coworkers.
- ▶ Raise questions.



Tips before approaching

- ▶ Know your own story: why PASS is important to you, why ran to be an elected representative, etc.
- ▶ How to frame the meeting.
- ▶ Have a planned dialogue, but not a script.
- ▶ Develop common ground.



An art and a science

- ▶ There are certain conversation tips that can help you recruit for PASS and better effectively communicate and represent your members. We'll go over the steps of the conversation.
- ▶ Remember it is an art as much as a science. Do not feel robotic or follow a script. We're trying to develop relationships to better represent employees.



Identify Issues

- ▶ Talk to members and non-members to develop a relationship and identify issues they care about.
- ▶ Ask open ended questions, especially when they're new to you. "How's your day going?" "What's your background?"
- ▶ If you have a specific issue, ask more pointed questions. "What do you think about X, Y, or Z?"



Ask follow up questions

- ▶ How long has the issue been going on?
- ▶ How do you feel about X, Y, Z?
- ▶ Are you okay with that?



Who's to blame?

- ▶ Who was responsible for the decision?
- ▶ Who can change the decision?



How can we win?

- ▶ What is the avenue to victory and solving the issue?



Action/Commitment

- ▶ Can I get you to join PASS?
- ▶ Can I get you to come to the next meeting?



Inoculate

- ▶ Identify and push back early on negativity.
- ▶ Identify and set expectations—do not overpromise, be realistic.



Follow up

- ▶ 90% of recruitment is following up.
- ▶ Follow through on your plan. Follow up with the people you've spoken with. Keep building the relationship.

Two Activities

- ▶ Self Evaluation
- ▶ Organizing Worksheet Planning

