

# Components of a Successful Virtual Orientation

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# Meeting Norms

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- ▶ You have been muted. Please remain muted.
- ▶ Leave your camera on, we love to see your smiling faces.
- ▶ Raise your hand for questions.
- ▶ If we miss a question during the presentation, we will have time at the end.

# How do we know what the components of a successful virtual orientation are?

- ▶ We are drawing on the collective experience of state associations around the country, especially the Washington Education Association.
- ▶ We are also working with national organizers from the NEA.
- ▶ And, we are adapting our own experience with live orientations to develop these guidelines for before, during, and after orientation.

# Before the New Hire Orientation

## Have

Have an up to date new hire list from the district

- This will need to be constantly updated after Orientation so we can ask new hires to join

## Make

Make sure CEA gets data on all new hires, not just those who sign up, so we can track in NEA 360

## Consider

Consider using Member Organizers beyond your Exec Board

# What is a Member Organizer

- ▶ Positive and Enthusiastic
- ▶ Diverse (Race, Gender, Age, Experience, School)
- ▶ Comfortable speaking to new employees about the importance of the Association
- ▶ Use Early Career Educators when you can

# Before the New Hire Orientation

- ▶ Prepare Everyone
  - ▶ Roles
    - ▶ Presenter, Member Organizer, Zoom Tech, Chat Monitor
  - ▶ Develop a [presentation](#) that speaks to the Association as both an agent of advocacy for teachers as well as a source of power for all members.
  - ▶ Prepare to overcome [tough questions](#).
  - ▶ Know how to fill out the [membership form](#). Consider pre-filling it out.
  - ▶ Decide who will present what.
  - ▶ Get familiar with Zoom (<https://support.zoom.us/hc/en-us>), or whatever you'll be using

# Before the New Hire Orientation

- ▶ How long will this last?
  - ▶ DON'T MAKE IT TOO LONG!
  - ▶ If you don't have a lot of time, decide what's important.
- ▶ Develop a BRAG sheet.
  - ▶ Benefits, Resources, Achievements, Goals.
  - ▶ Locals should develop one now.
- ▶ What is your why?
  - ▶ Don't just tell people what the Association does, explain *why* the Association does it.
  - ▶ <https://www.youtube.com/watch?v=IPYeClXpxw> (5 minutes)

# During the New Hire Orientation

- ▶ If you have more than eight new hires, you should use breakout rooms to divide people up.
  - ▶ Breakout Leader in each room (**PRACTICE THIS!**)
    - ▶ Go through digital packets (drop <http://cea.org/join-cea> in the chat). You will need your member number, sign in ahead of time.
    - ▶ Member form, Legal policy, Member benefits, Retirement, Evaluation, etc.
    - ▶ ASK THEM TO JOIN



# During the New Hire Orientation

- ▶ Have a Member Organizer also in each breakout room
  - ▶ talk to individual new hires via private chat
- ▶ Highlight some recent victories and bargaining wins (see BRAG SHEET).
- ▶ Answer questions
- ▶ Go through [how](#) to fill the form out. Be prepared with dues info. Break it down by paycheck.
- ▶ Save the form to your computer and open it with Adobe, not the browser.

# Post Orientation

- ▶ When member forms are submitted, they come to CEA. CEA will process, then send the form to the Membership Chair and LP.
- ▶ The local will send the form to payroll.
- ▶ The local will need to create a list of all new hires who did not sign up and make a follow-up plan.
  - ▶ Building reps should be responsible for initial post orientation contact. If there's no building rep, assign an officer.
  - ▶ Make contact attempt within the first week after orientation and keep trying.
    - ▶ If no contact by first week in September, turn names over to LP for second contact.
    - ▶ If no success with 2<sup>nd</sup> contact, turn names over to UniServ Rep and/or Regional Organizer for third contact.
  - ▶ If new hire won't sign up, make sure to ask why so we can record in NEA 360.

# Stay Connected

- ▶ Building reps can use Hustle set up 1:1s to welcome new hires to the district. Every new member should have a conversation with a new hire with two weeks of the start of school.
  - ▶ Use <https://calendly.com/> or to schedule
- ▶ Think about hosting a get together in early October so new hires can meet Association leadership.
- ▶ Consider using a [PAL](#) program.
- ▶ Stay on top of potential members. If we don't get them by March, we may not get them at all.

# Questions?

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- ▶ <http://cea.org/virtual-orientation-2/>