



Bargaining Communications

CAFA 2018 03 09



The Alberta
Teachers' Association



www.teachers.ab.ca

PD-128b 2017-11

3 types of communications

- Issues
 - What is it?
 - Why are we bargaining it?
- Process
 - Bargaining
- Get Involved (members)

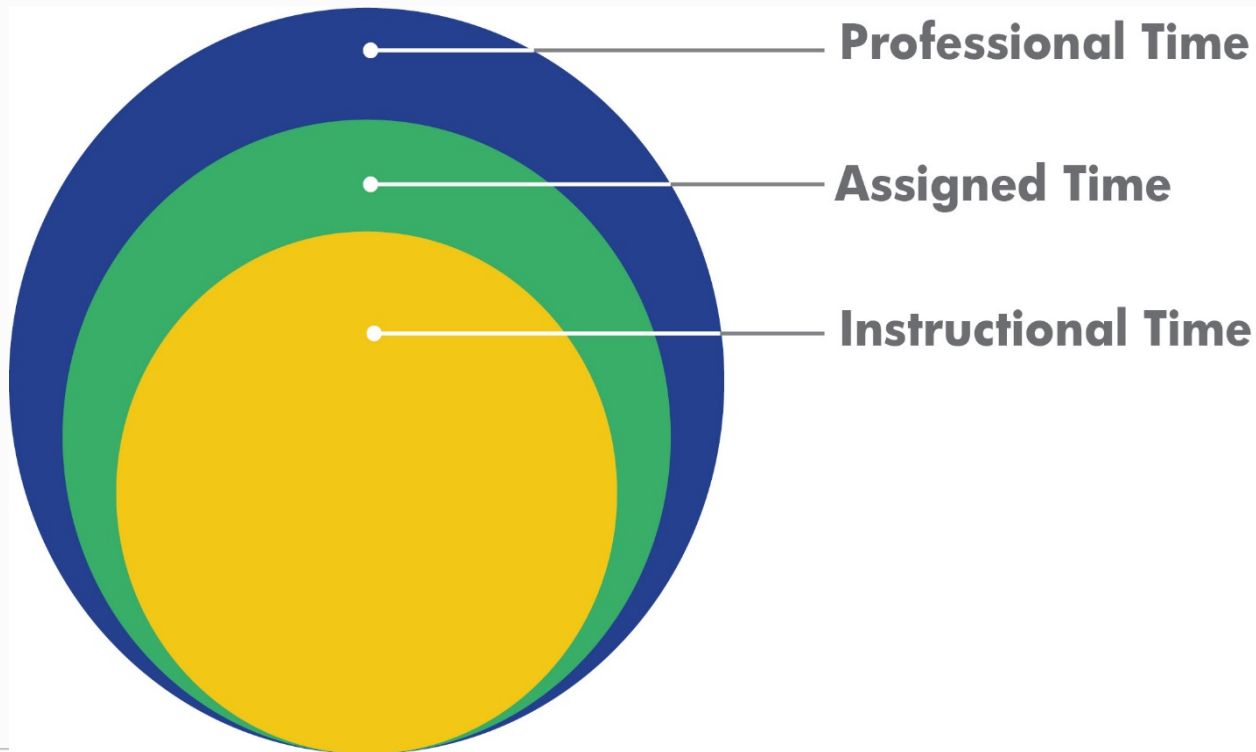
Communications Plan

Stage 2D: Memorandum of Agreement

<u>Audience</u>	<u>Message</u>	<u>Medium</u>	<u>Timeline</u>	<u>Responsibility</u>
EPCs	Contents of agreement Bargaining Unit specific impacts Process education: <ul style="list-style-type: none"> • Ratification • Future procedures (Labour Relations Code) • Local bargaining process and goals 	Memo Webcast Telephone Townhall Follow-up with EPCs Regional Meetings	TBD: 2017 02 – 03	CTBC TWSOs SLJ/JHT
Association Leaders	Contents of agreement Bargaining Unit specific impacts Process education: <ul style="list-style-type: none"> • Ratification • Future procedures (Labour Relations Code) • Local bargaining process and goals 	Members Only website Members Update – for all members Memo Webcast Telephone Townhall Regional Meetings	TBD: 2017 02 – 03	CTBC HMR/JHT/SM
General Members	Contents of agreement -specific terms -highlights -supporting documents -BU specific impacts Process education:	Website Campaign Box Website feature link to Members' Only Members' Only website Members' Update SR Digest	TBD: 2017 02 – 03	CTBC SLJ/JHT/SM cgh/bjs/kld/leh

Contents of agreement -specific terms -highlights -supporting documents -BU specific impacts Process education: <ul style="list-style-type: none"> • Ratification • Future procedures (Labour Relations Code) • Local bargaining process and goals 	Website Campaign Box Website feature link to Members' Only Members' Only website Members' Update SR Digest Facebook/Twitter push to website iPhone App Push ATA News President's letter President's video message Regional Meetings	TBD: 2017 02 – 03	CTBC SLJ/JHT/SM cgh/bjs/kld/leh
Announcement Terms of Agreement Highlights	TBD – possibly in conjunction with TEBA	TBD: 2017 02 – 03	CTBC JHT/SM/leh

Three Types of Time



Examples