

Hints for attracting associate members: Colleges and universities

Colleges:

There are four potential groups within the College of Applied Arts and Technology (CAAT) education sector: Academic (Faculty) CAAT(A), Support Staff (CAAT(S)), Part Time Workers (OPSECAAT) and management. Information can be found at www.opseu.org (Ontario Public Service Employees Union). Two groups are unionized: Academic (Faculty) CAAT(A) and Support Staff (CAAT(S)). Part Time Workers (OPSECAAT) are in the process of being unionized. The fourth group includes non-unionized management e.g. Chairs of Departments, and the President. Follow the links through “Where you work” to “Education”.

Academic union websites of individual colleges are found under the heading “Colleges-Academic”. The name of the Union President as well as the address and telephone number for each of the college union offices are listed under the heading “Contact Us” (right-hand corner).

Support Staff union websites of the colleges are found under the heading “Colleges-Support”. Click on “Members Locals” and you will find a listing of all of the College Support Staff Union Presidents by Local number. Call OPSEU or the college to find the local number of your college’s union (this applies to both Academic and Support Staff), i.e. the local numbers for Mohawk College in Hamilton are: 240 (Academic) and 241 (Support Staff).

Strategies

1. Create information packages that include RTO/ERO Information Kits, a District letter explaining Associate membership, Provincial recruitment posters, District Associate membership flyers and the Health Plan comparison chart. Include a permanent RTO/ERO posting banner, as bulletin board space is available in the union offices on campus. Please refer to the sample letter to Colleges/universities included in the District Recruitment Toolkit.
2. Where possible, deliver the package to a representative of each of the groups at the college (union and non-union). This personal contact gives you the opportunity to share information about the benefits of joining RTO/ERO. Offer to host a Retirement Planning Workshop at the college specifically geared to the

college staff. The timing for these workshops would be best in the mid-fall semester. When outlining the benefits of all aspects of the RTO/ERO Group Benefits Program, emphasis should be placed on the comparative value of the premiums and on the Out-of-Province/Canada Travel coverage.

Note: The OPSEU website also features a listing of the Retired Members Division Executive 2010-2012; this can be found in the “Retired Members” section. Contact information (names, addresses, email, telephone numbers) for the Chair and Vice-Chair for each of the regions across Ontario is included here.

Universities:

Visit the website of the Canadian Association of University Teachers (CAUT) at www.caut.ca as a starting point when approaching the local university. A full listing of all of the universities across Canada is found here. Faculty associations are found under the heading “About CAUT”----“CAUT Member Associations”. After selecting a particular university in your District, you will find the contact information for the Faculty association including names, email addresses and telephone numbers.

Strategies

1. Deliver/send the prepared information package to a named member of the Faculty Association. Refer to the strategies (#1) found under “Colleges” for a listing of the items to include in the information packages.

Wherever possible, meet with a representative of the Association to explain about joining RTO/ERO.

Please refer to the sample letter to Colleges/universities included in the District Recruitment Toolkit.

Strategies applicable to both colleges and universities

1. Prepare information packages (similar to those prepared for the college union/non-union groups and faculty associations) to deliver to the Human Resources Department at the college/university. Learn the name of the contact person in the department for sending follow-up information. Deliver multiple copies of the RTO/ERO Information Kit to be distributed to faculty/support staff in the process of retiring.

Please refer to the sample letter to Colleges/universities included in the District Recruitment Toolkit.

Note: Be aware that staff may not wish to declare the intention to retire too far in advance.

3. Prepare information packages to deliver/send to the Office of the President of the college/university. Invite the President to attend District luncheons.
4. Invite Human Resources staff to attend District Retirement Planning Workshops.
5. Informally reach out to RTO/ERO member spouses who might have contacts in the college/university setting.