

DISTRICT RECRUITMENT WORKSHOP SUMMARY

General Recruitment Strategies for Full/Associate Members

- Establish a District recruitment committee
- Hold RPWs targeting both prospective full and associate members
- Follow up on forms filled out by participants at RPWs; ask for the year the person is retiring and send packages at retirement time
- Make personal contact with educational institutions and unions/affiliates
 - Contact union/affiliate representatives to get names of potential retirees
 - Remind supervisory officers and principals/vice-principals that they are eligible
 - Deliver RTO/ERO information kits and posters to schools, board offices. It is best to deliver them personally. Note that first contact is usually the secretary. One suggestion is to bring goodies such as donuts.
 - An alternative to the hard copies of the posters is to send them electronically. They are available to download from the Members' Centre of the RTO/ERO website (see the District Recruitment Toolkit).
 - Address packages/posters specifically to affiliate/union representatives
 - Include a laminated bookmark in a package for potential retirees
 - Invite union/affiliate presidents, trustees to dinner or luncheons
 - Invite union/affiliate representatives to attend RTO/ERO meetings. Note that they have the names of new and potential retirees
 - Attend board retirement parties
 - Attend staff meetings and ask for time to present RTO/ERO information
 - Participate in affiliate/school/school board events to provide RTO/ERO information
 - Attend PA Days to set up booths and make presentations
 - Ask for external presenters from boards, colleges, universities on District wellness days
- Place ads in federation magazines or local newsletters
- Insert ads or stories in the one-page news flyers of local restaurants
- Promote all the things that RTO/ERO members do in their communities
- Provide scholarships, bursaries, awards for students in schools, colleges, universities
- RTO/ERO Health Plans are an important selling point for potential members, especially associate members. One should have a good understanding of the coverage. Emphasize that age and health don't impact cost of premiums of health plan; mention the 60 day eligibility period to join the group plan.
- Note that some of the health plans for OPSEU, CUPE, etc. may end at 65, so the RTO/ERO plan may be a better fit
- Emphasize that travel insurance is included in the health plans
- Sponsor a celebrity award each year for a member of society who has made a special contribution within the community – this raises profile of RTO/ERO and the local District
- Distribute District newsletters to schools (staff rooms), colleges, etc. in the community
- Promote RTO/ERO by emphasizing travel opportunities and social activities
- Invite potential members to planned social events
 - Examples of these types of events are a "Hava Java" coffee group and The Hell with the Bell breakfast
 - Encourage members to bring potential new members

Reaching Associate Members

- Have associate members part of the District Executive so that they can better relate to other associate members
- Understand how RTO/ERO might benefit each associate member group
- Change local programs to meet the needs of new members
- Modify District recruitment materials to include associate members
- Personalize a Fact sheet for each target group
- Have non-teaching members help in the organization of RPWs (in the RPW Planning Committee) – have them receive the registration, etc. Invite them to be a District presenter at the RPWs
- Hold designated RPWs or presentations for members of CUPE, OMERS, etc.
- Plan an RPW agenda so that non-teachers don't have to sit through pension discussion – focus on financial, lifestyle and health aspects. One suggestion is to keep the pension discussion at the end
- Use informal employee word of mouth to share information about the Health Plan and the travel insurance covered under the Extended Health Plan
- Tell potential members of opportunities to experience new activities, such as lawn bowling, golf, computer in-service
- **Education Support Staff in Schools/School Board Offices:**
 - Contact the board's Human Resources Department
 - Make personal contact/ friends at school board offices – have an "in" who could distribute information in the office
 - Identify union representative/president
 - Insert information in the union newsletter (CUPE/OSSTF)
 - Set-up a booth/display at OPSEU events
 - Target schools during Education Week; take goodies that have been pre-approved by the board (i.e. donuts)
 - Provide coffee time at the board office sites
 - Monitor board meetings/minutes to obtain the names of new retirees
- **Community Colleges and Universities:**
 - Clearly identify who is eligible in the university/college setting
 - Go to local colleges and universities to personally introduce RTO/ERO
 - Reach out to faculty associations at universities
 - Make contacts with member spouses who might have contacts in the university/college setting. The District annual meetings are a good opportunity
 - Have a list of unions and groups such as OPSEU, CUPE and CAUT
 - Have acronyms spelled out with the definition of each union/group
 - Use the university or college as a setting to hold the RPW– invite staff from there to attend
 - Invite Human Resources staff to RPWs to be aware of what is offered to their members
- **Caretaking and Maintenance Staff in Schools:**
 - Hold RPWs specifically for CUPE workers (reaching the minimum number may be a problem at the regular RPW)

- Visit the CUPE office on a regular basis and provide materials, e.g. a number of Information kits so that the CUPE president may distribute the materials
- Provide the RTO/ERO poster to the bulletin board at the CUPE office
- Ask the CUPE president to place information in his bulletin and/or email to his members, as well as to announce RTO/ERO events at their meetings
- Invite the CUPE President to the luncheons
- **Private Schools:**
 - Access information from Ontario Teachers' Pension Plan on which schools in the local area are non-designated, private schools
 - Word of mouth from friends in the publicly funded schools systems
 - In the past, once a few teachers attended a RPW, word spread and others came: a good start but a long way to go

Challenges in Recruitment

- Lack of information for people who are not OTPP members
- Geography
- Identifying the potential retirees due to Freedom of Information laws and getting access to various groups
- Finding executive members
- Getting members to meetings
- Contacting new retirees
- Identifying local private schools

How Provincial Office Can Help

- Renée Mercuri will create an RPW ad that meets the District's personal preferences
- Advertise Merit Travel's perks for members
- The Provincial Recruitment workshop hit the mark. The Provincial Office should continue to provide these workshops as well as recruitment information on the website
- Forward new recruitment items (information kits, posters) to District Recruitment Officers (proportional distribution based on District size)
- Suggestion: process needs to move along to change the name of the organization, logo, etc. RTO/ERO needs to be inclusive in its language
- Contacting and liaising with OMERS, CUPE, etc. at the provincial level
- Have a "short form" of key reasons to belong to RTO/ERO