

New Employee Outreach

Lunch & Learn Series

*Research & Collective
Bargaining Department*



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Lunch & Learn Overview

- NEO in a Nutshell
- NEO Resources
- 2027 AFSCME Ambassadors NEO Conference
- Break-out Discussion



What brought you to this lunch and learn?



What is New Employee Outreach & Why is it so Important?

- New Employee Outreach is a system designed to foster a bond between a new employee and their union.
- It's how we demonstrate the benefits of being an AFSCME member and the value of union solidarity.
- During their first few weeks at work, new employees are excited about their jobs and the opportunities that come with them.



What makes a strong NEO Program?

- Consistent follow-ups with new employees
- Emphasis on one-on-one relationship building
- Sharing the union difference, and include personal stories
- A reward system for stewards, ex. MAT leaders or activists who welcome new hires during their first days at work
- NEO Contract language, ex. access to the employer-sponsored orientation meeting
- The ASK- always ask for new employees to sign the membership and PEOPLE card



NEO Team Resources & Training Highlights

→ Training & Curriculum Support

- Train-the-Trainer program for members and staff
- Membership chair pilot training
- Half-day member training

→ NEO Program Development

→ Individual Tools and Resources

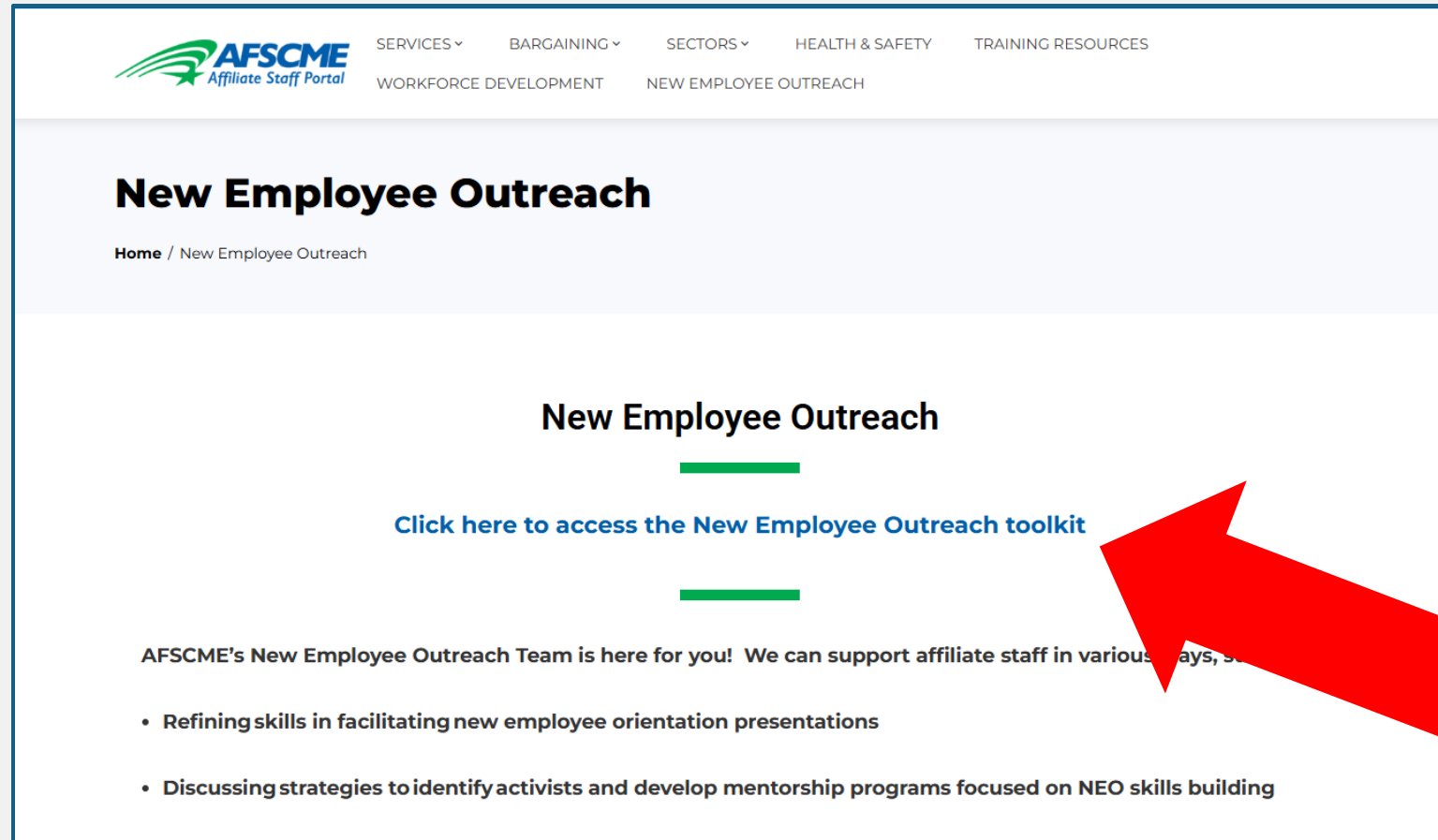


NEO Toolkit Overview

- Best Practices for Successful NEOs
- Creating a System for One-on-One New Employee Outreach
- One-on-One Conversation Topics
- NEO Orientation Outline
- Removing Roadblocks Talking Points
- Sample Contract Language
- Union Difference Template



How to Access the Toolkit



The screenshot shows the AFSCME Affiliate Staff Portal. The top navigation bar includes links for SERVICES, BARGAINING, SECTORS, HEALTH & SAFETY, and TRAINING RESOURCES. Below this, there are links for WORKFORCE DEVELOPMENT and NEW EMPLOYEE OUTREACH. The main heading is 'New Employee Outreach'. Below the heading is a breadcrumb trail: 'Home / New Employee Outreach'. The central content area features the heading 'New Employee Outreach' followed by a green horizontal line and a blue link: 'Click here to access the New Employee Outreach toolkit'. Below this is another green horizontal line. The text 'AFSCME's New Employee Outreach Team is here for you! We can support affiliate staff in various ways, such as:' is followed by a bulleted list:

- Refining skills in facilitating new employee orientation presentations
- Discussing strategies to identify activists and develop mentorship programs focused on NEO skills building

www.afscmestaff.org/new-employee-outreach



How to Access the Toolkit

The screenshot displays the AFSCME SEARCH website interface. At the top left is the AFSCME SEARCH logo. The top right features a search bar and an 'Advanced Search' link. The breadcrumb trail reads: Home > AFSCME Resources > New Employee Outreach Toolkit. The main heading is 'New Employee Outreach Toolkit', followed by the subheading 'AFSCME New Employee Outreach Toolkit'. The central content area shows a large green banner with the AFSCME logo. On the right sidebar, there is a search bar with the text 'new employee outreach' and a 'Filtered' button. Below this is a list of search results, each titled 'AFSCME New Employee Outreach Toolkit 2020 (1)'. A red arrow points to the search bar in the sidebar.

Home > AFSCME Resources > New Employee Outreach Toolkit

New Employee Outreach Toolkit

AFSCME New Employee Outreach Toolkit

Result 1 of 1

Back to results

☆ Save

Search this record

new employee outreach

Filtered

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AFSCME New Employee Outreach Toolkit 2020 (1) 2

AFSCME New Employee Outreach Toolkit 2020 (1) 3

AFSCME New Employee Outreach Toolkit 2020 (1) 4



AFSCME Ambassadors NEO Conference 2027

- Refine skills in facilitating new employee orientation presentations
- Discuss strategies to identify activists and develop mentorship programs focused on NEO skills-building
- Receive feedback and support on implementing membership chair programs within their locals
- Review best practices in making the asks in various settings, such as one-on-one conversations, large group and small group settings
- Identify and share best practices for overcoming objections from new members, including when making political asks and overcoming financial concerns
- Develop plans and next steps for implementation of NEO programs at the affiliate and local level



Break Out Discussion

- What have you done recently on NEOs?
- What tools and resources would be most helpful to you?
- What are you struggling with?
- What has worked well?

Email research@afscme.org with questions and more information on the resources we provide.

