

SEIU 721

January 2015



PRESIDENT'S REPORT

721 MEMBERS FACE BIG CHALLENGES IN 2015

HERE'S ★ HOW ★ WE ★ WIN

In 2014, SEIU 721 members secured some stunning victories, ratifying good new contracts in L.A. County, beating back pension take-aways in Ventura, launching ground-breaking community partnerships, like Fix L.A., and leading the way on big fights, like the Fight for \$15, across the region. But I'm not going to sugar-coat it, 2015 is going to be tough. Here are the four pillars of a winning strategy put together by 721's members.

Invest in Our Communities & Restore Public Services

The work SEIU 721 members do and the services we provide hold our communities together, make our cities livable and move our society forward. That's why we're working to elect leaders who will restore and invest in them and building partnerships with the community and clergy groups that share these goals.

Protect & Expand Middle-Class Jobs

Public sector work has provided a pathway to the middle class for hundreds of thousands of Californians. But politically and economically, we can no longer go it alone and expect to hang on to what we've got. We must help unionize other sectors and fight for a \$15 minimum wage so that every working individual can make ends meet. This raises the floor for our work and builds alliances across society that protect our jobs.

Protect Public Health & Child Safety

No one understands the importance of fully-funded health and safety programs like SEIU members. We are doctors, nurses, homecare and nursing home workers, eligibility workers, child social workers and lab technicians fighting everyday to protect the health and safety of children and families. Because our work benefits everyone, we can join with allies to help secure the training, support and resources we need.

Make Banks & Corporations Pay Their Fair Share

Big banks and corporations in L.A. and around the country work overtime to maximize profits at the expense of communities by fighting to cut their own taxes — even when it decimates public services. We need to organize, speak truth to power, and make them fund their fair share for quality public services.

We win by getting off defense, demonstrating how our work produces a more just and humane society, building alliances and ensuring that the richest segments of our country pay their fair share.

Bob Schoonover, President

A handwritten signature in black ink that reads 'Bob Schoonover'.



THE ROAD AHEAD

PRESIDENT'S REPORT JANUARY 2015

FACULTY AT OTIS COLLEGE VOTE TO JOIN SEIU 721

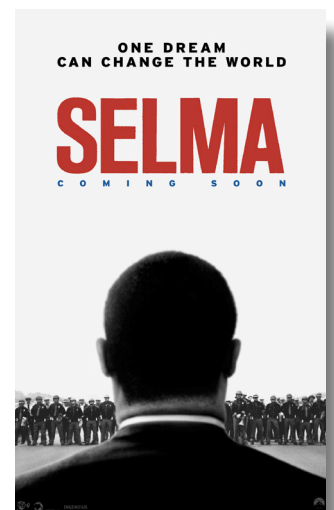
On December 30th, faculty members at Otis College of Art and Design voted to form a union, bringing 250 instructors into the SEIU 721 family. Welcome, brothers and sisters!



In December, faculty members at Otis College of Art and Design voted for a union, making 250 instructors the newest members of SEIU Local 721. "This is an exciting day for the entire Otis community," said instructor Andrea Bowers. "By forming a union at Otis, we'll have the ability to advocate for students and our colleagues. We will all benefit from a supported and empowered faculty at all levels, and Otis will be able to maintain its standards of artistic and educational excellence."

The Otis vote caps off a big year for organizing in schools and colleges around California, as more than 900 full-time and adjunct lecturers and staff voted to join SEIU at several campuses. Earlier this year, roughly 400 contingent faculty at St. Mary's College in Moraga and nearly 300 at Dominican University in San Rafael voted by sizable majorities to join SEIU, Local 1021.

SELMA SNUBBED BY GOLDEN GLOBES, GETS TWO THUMBS UP FROM 721 MEMBERS



While largely passed over at last week's Golden Globe Awards, the Oprah Winfrey-produced film, Selma is drawing many SEIU 721 members to theaters. The film chronicles Martin Luther King Jr.'s historic march from Selma to Montgomery in 1965, which led to the signing of the Voting Rights Act of 1965, one of the most significant victories for the civil rights movement. Go see it!

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INLAND NAACP CHAPTER HONORS SEIU 721 VP LINDA DENT AND LABOR



The NAACP Riverside Branch 1059 honored SEIU 721 Vice President Linda Dent, with its Foot Solider award at the civil rights organization's Second Annual Labor Awards Dinner and Dance. The event took place on Saturday, Dec. 13, at the Radisson Hotel in Ontario. The award is given to honor extraordinary performance by those unsung labor members who have sacrificed and struggled to make equality a reality for all, going above and beyond the call of duty in the area of labor relations. "I am honored and humbled to receive this award," Dent said. "I am proud to accept this award on behalf of my union and our efforts to fight for worker's rights and for the advancement of social justice in our communities."

VENTURA 721 MEMBER CRAIG WINTER TAKES KEY RETIREMENT BOARD SLOT



Congratulations to SEIU Local 721 member Craig Winter, who was sworn in January 5th as a trustee at the Ventura County Employees' Retirement Association (VCERA) board meeting to represent general unit rank and file county workers on the board. Craig is a pharmacist at the Ventura County Medical Center.

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DOING WELL BY DOING GOOD

THE ROAD AHEAD IS ROUGH – HERE'S HOW WE WIN IN 2015

The best advice for SEIU 721 members in 2015 comes from an unlike source: Ben Franklin, who said “Do well by doing good.” More and more, public workers have to fight just to hold on to what they have in the face of increasingly sophisticated attacks from big corporations and the 1 percent.

We all know that the work SEIU members do keeps families healthy and safe and keeps society livable. But caught up in the details of our own struggles, we sometimes forget to explain this to neighbors who don't understand our work. We miss opportunities to build alliances with others who share our goals.

1. PROTECT PUBLIC HEALTH AND CHILD SAFETY

- Use contract campaigns to push reforms in public health and child welfare system. Win workload and caseload reforms and other workplace safeguards.
- Advocate for full-funding of safety net services and ensure that key functions, like eligibility determination, remain with experienced workers.

2. PROTECT AND EXPAND MIDDLE CLASS JOBS

- Use the Fight for \$15 to secure a firm path to \$15 an hour in the communities we serve.
- Protect affordable healthcare for public service workers and oppose efforts to privatize and outsource our work to contractors that pay poverty wages.

3. RESTORE PUBLIC SERVICES AND INVEST IN OUR COMMUNITIES

- Expand Fix L.A. and other community partnerships.
- Fight to restore public services in the communities we serve to pre-2007 financial crash levels.

Rather than waiting for the 1 percent to pit low-wage non-union workers against public employees, we need to help these workers form unions and win \$15 an hour. This helps lift families out of poverty; it also creates allies and sets a floor for wages and benefits. We know the services we provide are vital, but it's not enough to tell the politicians to save our work and our jobs in tough budget times. We need to show them where the resources are. We need to point out where banks and corporations aren't paying their fair share and, where necessary, organize and provide the political muscle to ensure that they do. This is how we win.

Gilda Valdez, Chief of Staff



4. MAKE BANKS AND CORPORATIONS PAY THEIR FAIR SHARE

- Push laws requiring financial transparency in dealings between big Wall Street banks and local governments and fight to end bad deals that siphon away millions that could be used to fund public services.
- Fight for fair state and local tax policies that require California's richest banks and corporations to pay their fair share toward providing vital local government services.

WIN GOOD CONTRACTS

The first priority of our union is to protect the contracts we have and win no-concession contracts in 2015. It's important to remember that the best way to do well is by doing good. When we work to restore public services and lift working families out of poverty, we build alliances. When we fight to ensure the 1 percent pay their fair share, we secure resources. When we help others win a union and \$15 an hour, we create standards that lift all of us up.