



Area Representative Recruitment

Building your communication network

Goal: Strengthen our SPEEA communication network before 2016 negotiations.

There is no limit to the number of Area Reps in each district – the more the better!

Timeline for Area Rep recruiting and recognition

September

Recruit new Area Reps!

- Assess and fill “holes” in your district.

October

Area Rep Recognition Month! Schedule lunchtime meetings with Area Reps (AR)

- Show your appreciation – cite specific examples if possible.
- Buy lunch for your Area Reps (\$8 per AR).
- Work with staff to gather sizing for AR jacket.

At Area Rep recognition lunch, use this time to:

- Better utilize your ARs so that you can focus on your Council Rep duties.
- Share distribution lists for communications.
- Ask your ARs to take over your bulletin boards.
- Ask what issues they are hearing about in the workplace.
- Find out what additional tools they would like to help them in their role.

What are Area Representatives?

Area Representatives are key players within the SPEEA network. Like Council Reps, an Area Rep is a member leader who chose to take an active role with SPEEA. They serve the same two-year term.

Area Reps provide support to Council Reps by:

- Assisting with communications within the district – sharing emails, fliers and publications.
- Assisting with holding meetings in the workplace – help with set up and outreach to invite others.
- Welcoming new members and encouraging them to get involved with SPEEA.
- Connecting members with their Council Rep for follow up on questions or concerns.
- Assisting Council Rep(s) with contract enforcement through monitoring and relaying issues.
- Learning about SPEEA’s governing structure and history to help educate members.

See other side for tips on recruiting

Tips for recruiting Area Reps

Why recruit Area Representatives?

SPEEA is most effective when our leadership includes representatives from a diverse group of departments, classifications, ages, company seniority levels, races, religions, educational backgrounds, cultures, ethnicities, genders, sexual orientations and identities.

Identifying potential ARs – a few items to consider

Do you know a member:

- Who asks SPEEA questions on a regular basis?
- You've assisted who would be willing to "give back"?
- That is interested in becoming more involved in SPEEA?
- Who's participated in SPEEA in some way in the past? (See your Action and Communication Taskforce (ACT) site focal for Potential Activist list)
- Who is a natural communicator with others in their group?



These types of members can make great Area Reps. Be on the lookout for any of the criteria above as you have conversations with your district membership.

How do I ask a member to become an AR?

- **Ask in person whenever possible** - Face-to-face is still one of the most effective forms of communication.
- **Make it easy to say "yes"!** – Most people will not commit to do something unless they understand fully what they are committing to do. It's easier for them to say no than it is to extract clarification from the requester.
- **Show how they will make a difference** – Let them know why you chose them as the right person to participate as Area Rep and how their role is integral to achieving the big picture goals. People are more likely to be reliable when they know others are counting on them and that their role is important.
- **Answer "what's in it for me?"** – Even though most people don't ask this question out loud, they DO ask it internally. People have their own reasons for volunteering. By discussing their goals and expectations, you can help them discover what's in it for them.
- **Individualize your approach** – People volunteer for different reasons and the same approach won't work for everyone. Through active listening and inquiring conversation, you may be able to identify where you share common ground and what matters to them. With this information, you can individually tailor your approach.
- **Be brave!** – Asking something of others can be a challenge. The key to achievement is to not be stopped by fears like rejection or be limited by pride, shyness or other barriers.

They said "Yes!" - now what?

Download the AR petition – online at www.speea.org. (Drop-down menu for SPEEA Councils/Forms and Petitions.)

Two ways to become an Area Rep using the petition form:

1. Have the Council Rep sign the petition
2. Collect five signatures from members on the petition

Fax completed petitions to SPEEA Headquarters at (206) 248-3990.