



2018 Pennsylvania AFL-CIO Community Services Institute

PITTSBURGH, PA

FRIDAY, JULY 13

Richard W. Bloomingdale
President

Frank Snyder
Secretary-Treasurer

Dave Fillman, Chair
Community Services
Committee &

Executive Director
AFSCME Council 13

TODAY'S AGENDA:

Morning General Session:
Why You Can't Ignore
Politics in Community
Services

Frank Snyder
Michael Fedor

Workshops:
Skills to Build Our
Movement

Using Social Media to
Your Advantage

How the Anti-Union
Agenda Impacts Workers
& Communities

How to Recruit, Include,
and Engage Volunteers

Evening General Session:
Community Partnerships &
Workforce Development

James Chiarchiaro
Kristina Linkes
Sarah Marino
DeWitt Walton

Bringing Partners Together to Give Back



At yesterday's General Session, our Labor Liaisons shared how their unions have partnered with members of the community to make life better for others. Jim Blatnick, Southwest PA Labor Liaison, discussed how organizations all

over Pittsburgh unite to provide gifts for children through the annual Stuff The Bus Christmas toy drive. Additionally, Pittsburgh holds a Workers Memorial Day event to honor our fallen brothers and sisters, unions remember the workers who have perished on the job in the last year.

Daniella De Leon, Lehigh Valley Liaison highlighted the Teenworks program, where unions give back to the youth by refurbishing schools in the area and empowering teens by including them in these projects. Jean Martin shared how Lancaster County union members have collaborated with the Water Street Rescue Mission & the Domestic Violence Center to bring back the hotel-provided toiletries that we usually leave behind. "Something so simple that we often take for granted" said Jean.

Elections Matter: Getting Involved in Labor 2018

So many of the issues that union members and our neighbors face everyday are influenced and decided by legislators at the local, state and national levels. This year, Pennsylvania's Labor Movement has already had some major victories in special elections. Our amazing team of Labor activists accomplished a nationally recognized win in the 18th Congressional District with the election of pro-union veteran and prosecutor Conor Lamb. Our community service committees and liaisons see everyday the impact of bad economic policy on the lives and livelihoods of our friends family and neighbors. We need to take action to make sure that we send pro-worker advocates to Harrisburg and Washington this Fall.

LABOR
20  **18**
PENNSYLVANIA AFL-CIO

**Text PAAFLCIO to 235246 on
your phone to receive updates!**

Thursday ReCap

An amazing first day of the 2018 Community Services Institute!



Using Social Media To Your Advantage

Location: Hemlock

Facilitator: Samantha Shewmaker, Calista Kelso

Too often our local unions and membership demonstrate incredible acts of service and generosity that too often go unseen. Today, YouTube has more daily viewers than all of network television, and nearly 80% of Americans use some form of social media regularly. Social media is a valuable, highly-accessible and low cost tool for building event attendance, inviting volunteers and showcasing our work. In addition to developing a better understanding of these platforms, you will learn how to strategically employ a variety of social media channels to your community services work.

How the Anti-Union Agenda Impacts Workers

Location: Keystone

Facilitator: Mary Bellman



This workshop will clarify how both the recent Janus decision and so-called "Right-to-Work" laws undermine unions, ultimately impacting not only union members but our workplaces, families and communities. We will start by reviewing how these laws work and their racist roots. Then we will analyze who is behind this anti-union agenda, including in Pennsylvania, and what they hope to accomplish. In addition, we will consider the ripple effect of reduced union dues and the broader consequences for all workers. The workshop will highlight ways that unions and communities are fighting back, even in states where these laws are in place. Participants will practice conversations and messages with community members to build a stronger movement against these attacks.

How to Recruit, Include & Engage Volunteers

Location: Harrisburg

Facilitators: Yael Foa, David Madsen

The goal for volunteer development is to organize yourself out of a job. Our objective is to create an empowered and engaged volunteer base. To do this we need to recruit retain and minimize drop off by continually involving people in volunteerism. Community Service projects that are relatable, achievable, and interactive are key to driving and developing our volunteer capacity.

