



THE LABOR SCHOOL

AT PENN STATE

Strategies for a New Labor Landscape: Strengthening Member Commitment

The landscape for all unions—public and private sector—continues to shift. We know the attacks on our unions are more vicious than ever; on the heels of critical mid-term elections, the challenges and threats will continue. Our organizations will need to innovate and learn from each other as we build power.

- What are newest threats and legal challenges to prepare for?
- What are best practices for new member orientation and communication?
- How do we strengthen member commitment as it gets harder to win at the bargaining table?
- What are unions doing to help communicate the value and importance of being union?

We will focus on applied research, hear best practices, share across locals and plan for implementing new ideas to strengthen members commitment in this ever-challenging landscape for labor.

Who should participate? Officers, Staff, Executive board members, and other key member leaders from private and public sector unions, labor councils and federations



DATE: Friday, November 30

TIME: 10:00 a.m. to 3:00 p.m.

LOCATION: Finishing Trades Institute of the Mid-Atlantic Region
2190 Hornig Road
Philadelphia, PA 19116

COST: \$75 per person (Lunch included)

REGISTRATION DEADLINE: Wednesday November 21

ONLINE REGISTRATION: <http://www.cvent.com/d/sbq2k0>

A Forum convened by The LABOR School at Penn State and sponsored by



QUESTIONS?

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