

**UNITED FEDERATION OF TEACHERS
ELECTION COMMITTEE
MINUTES**

MEETING DATE: 2/13/19

ATTENDEES:

Amy Arundell—Election Committee Chairperson
Margaret Borrelli—Special Representative, Bronx UFT
Ellen Gentilviso—Chapter Leader, Manhattan
Martha Lane—Special Representative, Brooklyn UFT
Bill Linville—MORE Caucus
Nicole Puglia—Chapter Leader, Staten Island
Washington Sanchez—Unity Caucus
Howard Sandau—Non-DOE Federation of Nurses Chapter
Michael Shulman—New Action Caucus
Bruce Zihal—Special Representative, Queens UFT
Yasmin Colon— UFT Staffer-Membership Department
Beth Norton—UFT General Counsel

Amy Arundell distributed the agenda for today's meeting and 3 drafts of documents for review by the Election Committee Members:

Election Dos and Don'ts
Get Out the Vote Communication (Proposed Dates of Robocalls and Texts)
Email/Texts of Campaign Material (Proposed Dates of Emails and Texts)

The Election Committee members agreed that all materials reviewed and agreed upon at today's meeting would be forwarded to Johnathan Hinesley of the Solidarity Caucus who was not in attendance today.

Amy Arundell asked the committee members to first review the Election Dos and Don'ts document which she stated was written by the UFT General Counsel's (Beth Norton's) office. Amy Arundell asked if anyone had any questions about the document or needed clarity with regard to it.

Bill Linville raised the concern that the Dos and Don'ts document limits ability to gather members regarding voting and that the document contents could depress voter turnout. He stated that he believed unions have different methods of voting.

Committee members exchanged ideas regarding this. Amy clarified that no one wants to depress the vote. When Beth Norton arrived several minutes into the meeting, she clarified that the contents of the Dos and Don'ts sheet is what the law requires for unions with regard to elections, and thus, whether or not the guidelines apply is not a discussion.

Amy proposed that the Dos and Don'ts document be shared with each caucus by email, that it be placed on the UFT website and that it be placed in the Chapter Leader Update. All committee members voted in favor of sharing the Dos and Don'ts document with each caucus by email and that it be placed on the UFT website and in the Chapter Leader Update.

Amy Arundell stated that the second item for consideration was the sharing of campaign material with members. She stated at our last meeting the committee decided that campaign material for each caucus would be placed in the 3/7 and 4/4. New York Teacher editions with two deadlines for caucuses to submit material prior to each of these dates. She stated that the committee also discussed sending out an email with this same material and it discussed that sending the email on the same day of the newspaper issuance should be reconsidered. Amy requested that the committee members review the sheet bearing proposed dates for campaign material email and texts and explained this calendar took this discussion into consideration as well as the committee's concern expressed at the last meeting about email and text saturation. Bill Linville asked if the text message would have a link to the campaign material. Amy Arundell stated that the text would have a link which would take the member to each caucus website. Amy Arundell reviewed all of the dates on the sheet and explained that ballots will be mailed out to homes on 4/1 so members will have the 4/4 New York Teacher edition including campaign materials and a 4/10 email at the time of voting in addition to their receipt prior (3/7 NY Teacher, 3/18 email, 3/25 text message).

Bill Linville inquired about embedded links in all advertisements and Amy Arundell stated that links would be embedded in the emails and texts regarding campaign material.

Bill Linville stated that Chapter Leaders get texts such as CL updates and suggested that an election reminder could be placed in one of those. Ellen Gentilviso stated that she believed it was important to segment the election out rather than mix it in with other messages.

Amy Arundell restated Bill Linville's proposal to clarify for the committee members and stated that in addition to the dates for the NY Teacher, emails and texts for members listed on the sheet, Bill Linville was proposing that the union consider adding a line to texts on other matters sent to Chapter Leaders. Bill Linville clarified maybe once or twice but not every text. Beth Norton raised the issue that not all texts are sent to all members or Chapter Leaders.

Washington Sanchez stated that the fact that certain groups get texts at certain times was important to consider and Howard Sandau raised the example that his Chapter does not receive snow day texts. Bill Linville then proposed the feasibility of including a message at the end of texts about Chapter Leader Updates reminding them to remind members to vote. He proposed this occurring in maybe two of such texts. He also proposed looking into doing the same for membership texts. Amy stated that she did not oppose adding such a line to texts but didn't think the Communications Department should make the decision of when to add the line, there

would be the concern of one group receiving the text while another does not and there is the worry that not all members (ex. Non-DOE members) would get the message as texts are sent to particular groups of members. Amy stated that she would ask someone from the Communications Department to come to the next Election Committee meeting to talk about using text messages to get out the vote.

Amy asked the Committee to vote on the calendar proposed on the Email/Text of Campaign Material sheet and asking someone from the Communications Department to come to our next meeting to discuss thoughts on using text messaging to share information and to get out the vote. All committee members voted in favor of this calendar.

Amy Arundell asked that the Committee members review the Get Out the Vote Communication/Calendar sheet. She stated that she spoke with Paul Egan, UFT Political Action Director, asked him what the #1 strategy for getting out the vote was and he stated that it was robocalls. He suggested robocalls each week starting with the week ballots are mailed. Nicole Puglia made the point that a lot of people do not listen to their voicemail and texting is better for them. Ellen Gentilviso made the point that a number of our members do not have technology. Amy Arundell stated that is why we are doing both robocalls and texting. The committee adjusted notations for the message communicated on each date to read as:

- Week of March 25th—Robocall/Text re: Ballots Mailed
- Week of April 1st—Robocall/Text re: Ballots Arriving and Ballots due in 2 weeks
- Week of April 8th—Robocall/Text re: Ballots are in your hand. There is one week until they are due
- On April 15/16—Robocall/Text re: Ballots are due

As there was no further comment, Amy Arundell asked the committee to vote on this revised proposed Get Out the Vote Communication/Calendar. All committee members voted in favor.

Amy asked the caucus representatives to draw for advertisement order in the New York Teacher. Bill Linville drew #2, Michael Shulman drew #4, Washington Sanchez drew #3 and Yasmin Colon drew for Jonathan Hinesley, who was not in attendance, and drew #1.

Amy Arundell announced that the next Election Committee Meeting would be on February 27th or February 28th.