

External Organizing Team

Purpose

The external organizing team's job is to build positive public relationships and gain community support. Building a database of supporters will be vital for our communications with the community.

The community has elected the school board members, and part of external organizing is to make sure that community has accurate information about the bargaining process which the school board oversees.

External organizers are focused on developing long-term positive relationships with parents, community members, other unions, and local businesses. Ideal team members will have roots in the community and pre-established connections with parents and community members (e.g. members of local PTA, neighborhood association, or other local community groups).

Role & Responsibilities

- Plan external strategies in coordination with other teams at PAT.
- Work with members in your building to make a list of those parents who have been consistently supportive in the classroom.
- Conduct parent/community assessment and organizing at your school.
- Research the power relationships and political agendas of key players in the community and city.
- Organize and direct activities that build public relationships and gain labor and community support. This includes working with your building reps and organizer to identify PAT members who already have relationships with the parents, faith institutions and leaders, parents, and other community members.
- Use any opportunity to continue to collect contact information from parents and community supporters, including collecting names at any public events where the association has a presence. This may include Board meetings, community forums, farmer's markets, festivals, public sports events, and rallies.