



MEMORANDUM

TO: Local Presidents
Executive Members (For Information)

FROM: Heather Aggus, Executive Assistant, Collective Bargaining Communications
Garry Sran, Research Officer, Collective Bargaining Services

DATE: September 27, 2021

RE: **Collective Bargaining Goal-Setting Survey for the 2022 Round of Central Bargaining**

Establishing ETFO's Overall Goals for the 2022 Round of Central Bargaining

Member input is the starting point of ETFO's goal-setting process for each round of collective bargaining.

Since the 2014 round of central bargaining - which was ETFO's first experience with formal two-tier bargaining as set out in the *School Boards Collective Bargaining Act* - ETFO has obtained member input into the Federation's overall bargaining goals through an extensive, multi-tiered surveying process. That surveying process occurs in the fall of the preceding bargaining year; for the 2022 round of bargaining, the surveying process will begin on October 6, 2021 and is anticipated to end on November 3, 2021.

ETFO's surveying process to determine its overall goals for the 2022 round of central bargaining includes:

- an online survey distributed to all members;
- a telephone survey of members; and
- face-to-face member focus groups.

A more detailed review of ETFO's 2022 collective bargaining surveying process will be provided at the October 2021 Representative Council meeting.

2022 CB Surveying Process Timelines

The following information provides presidents with an approximate timeline of some major events in the 2022 CB surveying process and communications that will promote that process.

Wednesday, September 29

- A Collective Bargaining eNewsletter will be sent to members telling them about the central surveying process that starts on October 6, 2021.

Wednesday, October 6

- Members who have provided ETFO with an up-to-date email address will receive an invitation from Strategic Communications (Stratcom) to participate in an online survey to support ETFO's 2022 goal-setting process. The online survey will be active until November 3, 2021.
- Members will receive a broadcast voicemail message from President Brown asking them to participate in the online survey.
- Members will be able to obtain information about the 2022 central bargaining surveying process from ETFO's Collective Bargaining website (etfocb.ca) The Collective Bargaining website will include goal-setting timelines, general bargaining information, multi-media resources and FAQs. It will also have a "Contact Us" option for members with questions about how to participate in the surveying process.
- Presidents will receive an FAQ document to support members who make enquiries about ETFO's collective bargaining surveying process.
- The 2022 collective bargaining surveying process will be promoted on social media.

Wednesday, October 13 – November 1

- Twelve two-hour member focus groups will be held during the instructional day between October 13 and November 1. The focus groups will be moderated by Stratcom and will be conducted virtually. Members who participate in the focus groups will receive appropriate release time.
- Members will receive a text reminding them of the surveying process and directing them to ETFO's Collective Bargaining website for information about how to participate.

Tuesday, October 12 – Wednesday, November 3

- A random sample of members will receive a telephone call from Stratcom inviting them to participate in a ten-minute telephone survey about 2022 central bargaining goals. Approximately 1,000 members will be surveyed over the phone.
- CB eNewsletters will be sent reminding members to take part in the online central bargaining survey. They will include a video of President Brown encouraging member participation in the surveying process.
- During the last 72 hours of the online surveying process, members may receive a final robocall from President Brown and/or text from ETFO reminding them to complete the online central survey.

Thursday, November 4

- A final CB eNewsletter will be sent to members thanking them for their participation in the surveying process. The CB eNewsletter will provide a review of timelines and next steps in the process to establish ETFO's overall bargaining goals for the 2022 round of central bargaining.