

## YEU STRATEGIC PLAN

### 2020/2021 UPDATE

#### Goal 1: YEU Protects Members' Rights

Goal 1: Objective 1	Goal 1: Objective 1: Tactic 1	Responsibility:	2019 Update	2020/2021 Update
YEU supports strong collective bargaining	Component Executive work with Local Executive to increase bargaining input.	Component Executive <b>Local Executive</b>	<p>YG Bargaining Team received feedback about process not being transparent. Options for change include:</p> <ul style="list-style-type: none"> <li>- Using online surveys to bring in more info about priorities</li> <li>- Setting up sub-committees for work-groups to improve input</li> </ul> <p>** may require amendments to YEU regulations</p>	<p>Exploring the use of online survey development, similar to that used for Treasury Board to increase opportunities for inputting into bargaining. Create and share online bargaining input submission forms. Create dedicated webpages for larger bargaining units during bargaining. Social media campaigns to connect more members with website pre-bargaining input stage.</p> <p>Zoom session for general membership on how they are involved in the Bargaining Process (March 2021)</p>
	<b>Goal 1: Objective 1: Tactic 2</b> YEU lobby the Yukon Government for reasonable cost of living increases to funding agreements for Non-Governmental Organizations so that they can continue to offer support services to the community and provide a fair wage to their employees in bargaining.	Component Executive	YEU President met with NGOs to discuss lobbying	YEU leadership active in helping ensure continuation of COVID wage bump for transition home workers.

<b>Goal 1: Objective 2</b> Members receive competent and timely representation	<b>Goal 1: Objective 2: Tactic 1</b> Staff are well trained and supported to provide high-quality representation	<b>Responsibility</b> Executive Director	<b>2019 Update</b> LRA team received legal and YEU/PSAC specific training in 2018. Also received human rights, and psychological H&S training.	<b>2020/2021 Update</b> Limited training due to COVID - virtual trainings are offered to all staff.
	<b>Goal 1: Objective 2: Tactic 2</b> Members and Shop Stewards know how to access representation by the YEU (Shop Stewards and YEU Hall)	Executive Director <b>Local Executive</b>	Altered approach to representation – Shop Stewards have authority over Level 1&2 individual grievances – LRAs advise on merit and provide grievance language. New process communicated to all S/S via email. ED meeting with all Locals to discuss YEU Hall processes.	Shop Steward Orientation and Shop Steward Round Tables have all moved to virtual platforms. Membership cards and intake forms can be filed online. Hall has been closed to the general public since March 2020. Enhanced Steward training programs since 2019, more stewards onboarded. Website updated to include direct contact options for members to reach their Stewards via Steward Directories.
	<b>Goal 1: Objective 2: Tactic 3</b> Staff are supported to be leaders in emerging workplace and human rights issues affecting YEU members	Executive Director	Ongoing legal training provided to LRAs – Lancaster House, representation training, etc	Ongoing legal training provided to LRAs through limited offerings of virtual trainings. Recent webinars on Lancaster House ‘2020 in Labour Relations’ and ‘COVID-Privacy Issues in the workplace’ offered by Queen’s University.
<b>Goal 1: Objective 3</b> Shop Stewards are well trained and supported to provide competent front-line representation	<b>Goal 1: Objective 3: Tactic 1</b> Shop Stewards receive ongoing training in workplace and collective agreement issues	<b>Responsibility</b> Executive Director	<b>2019 Update</b> Shop Steward orientation training has high participation (21 new S/S trained last year). Training plan developed for all new S/S. Mentor training booked for Fall 2019 to assist experienced S/S mentor new.	<b>2020/2021 Update</b> Shop Steward Orientation and Round Tables have been quite successful moving to virtual platforms or (late in 2020, in-person participant size was limited. 26 new Shop Stewards have been trained this fiscal year (including the virtual training in February).
	<b>Goal 1: Objective 3: Tactic 2</b> YEU staff work with Local Executive to build the Shop Steward network on an ongoing basis	Executive Director <b>Local Executive</b>	Staff encourage S/S involvement when members contact Hall. Staff encourage Locals to find ways to engage members beyond traditional S/S role (OH&S, bulletin boards, site contact, etc). Mentoring program of new S/S.	This continues – staff encourage involvement with members. OH&S training program is happening now. Local Organizer proposal funding is being developed with the larger Locals. Labour Relations Advisors are ensuring to get back to Shop Stewards to keep them updated about how a case has progressed.

	<b>Goal 1: Objective 3: Tactic 3</b> Component Executive assist Local Executives in building a cross-local Shop Steward network to create competent and resilient Shop Stewards	Component Executive <b>Local Executive</b>	Component Executive has Local Liaison Committee tasked with this	SS:member ratio is 1:54 Still have representation gaps in 2 large YG Locals  <b>2020/2021 Update</b> Currently occurs in all blended Locals (Dawson, Watson and soon to implemented in City blended Local)
<b>Goal 1: Objective 4</b> YEU is proactive in addressing legalization of marijuana as it affects work	<b>Goal 1: Objective 4: Tactic 1</b> Continue to protect the right for individual members to use medical marijuana for disability purposes  <b>Goal 1: Objective 4: Tactic 2</b> Protect separation between work and off-duty activities as related to marijuana use	Executive Director   Executive Director Component Executive	Ongoing legal training for LRAs to ensure effective representation.   YEU provided <i>feedback</i> on employer's policies re impairment at work (YG and Yukon Energy)	
<b>Goal 1: Objective 5</b> YEU takes a proactive approach to mental wellness.	<b>Goal 1: Objective 5: Tactic 1</b> Support and encourage legislative, regulatory and policy changes to promote harassment-free workplaces, protect mental health and promote wellness for all workers.  <b>Goal 1: Objective 5: Tactic 2</b> YEU provide supports to assist staff in wellness and resiliency.	<b>Responsibility</b> Component Executive <b>Local Executive</b>       Executive Director	<b>2019 Update</b> <ul style="list-style-type: none"><li>- LRA attended the YFL mental health in the wp training.</li><li>- YG policy grievances re intersection b/w disability and mental health</li><li>- YEU involved in YG RWO's Policy review (RWO Steering Committee)</li><li>- YEU bargained new language for RWO grievances in new YG CBA</li><li>- YEU will participate in WCA/OHS amendment consultation</li></ul> Providing resiliency training to staff – Fall 2019	<b>2020/2021 Update</b> Increasing opportunities for mental wellness training with the Respectful Workplace Office staff to encourage relationship-building.       Canadian Mental Health Association (Yukon) will be putting on a 2 hour 'mental wellness break' for YEU staff on March 10, 2021.

	<b>Goal 1: Objective 5: Tactic 3</b> Educate members and staff on mental wellness.	Executive Director <b>Local Executive</b>	YEU staff receive ongoing legal education regarding mental health in the workplace	Haven't seen many legal trainings on mental health in the workplace, but would be open for all staff.
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## Goal 2: YEU Remains Relevant, Accountable and Transparent to Members

<b>Goal 2: Objective 1</b> Executive's actions are reported regularly	<b>Goal 2: Objective 1: Tactic 1</b> YEU will develop, implement, and maintain an Executive compensation plan.	<b>Responsibility</b> Component Executive Executive Director	<b>2019 Update</b> Executive compensation plan is completed and implemented.	<b>2020/2021 Update</b>  Ongoing monthly Executive meetings with reports.
	<b>Goal 2: Objective 1: Tactic 2</b> Members of the Executive and Chairs of Committees will provide monthly reports to the Executive meetings	Component Executive	Is being done	
<b>Goal 2: Objective 2</b> YEU operates in a fiscally responsible manner	<b>Goal 2: Objective 2: Tactic 1</b> YEU operates in line with the budget passed at Convention 2017	Executive Director Component Executive	YEU was under budget in 2018/2019, and expects to be on budget in 2019/2020	<b>2020/2021 Update</b> YEU continues to operate within budget, with monthly updates provided to Executive. A new budget was prepared within the existing dues amounts.  Keeping informed on discussion progression with PSAC and UNW regarding fair dues distribution.
	<b>Goal 2: Objective 2: Tactic 2</b> Locals receive dues appropriate to their membership levels	Executive Director <b>Local Executive</b>	ED/YEU President continue to work on dues division between YEU and PSAC	



<b>Goal 2: Objective 4</b> YEU communications and representation are clear, accessible, and sensitive to different styles and cultural worldview	<b>Goal 2: Objective 4: Tactic 1</b> Representation decisions are communicated clearly and in a culturally sensitive manner	Executive Director	LRA staff copy the ED in all “no” decision emails to ensure they are well communicated. ED is also made aware prior to any “no” decisions to ensure all options have been canvassed. Representation approach is to try to say yes first.	<b>2020/2021 Update</b> Weekly discussions with LRAs to flag any issues and discuss with ED and President.  New staff member has registered for Yukon First Nations 101. Others have been encouraged to take it. Communications staff has participated in FN delivered decolonization workshops. Anti-Oppression education built into SS and Local Exec training  Ongoing social media campaigns increase traction with members and community with increasing audience. New staff member also being trained to engage on social media platforms.
	<b>Goal 2: Objective 4: Tactic 2</b> Shop Stewards are representative of the members they serve (to the extent possible)	Local Executive	YEU Staff team has been created to look into First Nations involvement with YEU.	
	<b>Goal 2: Objective 4: Tactic 3</b> All levels of YEU (staff, Shop Stewards, Executive) are trained and supported to provide culturally sensitive service	Executive Director Component Executive Local Executive	PSAC Anti-Oppression training will be presented to YEU Component Executive and all Local Executives New YEU staff attend First Nations 101 at College	
	<b>Goal 2: Objective 4: Tactic 4</b> YEU builds and supports a mix of communications strategies (ex. print, media, online, social media) for YEU component and locals.	Executive Director Local Executive	YEU continues to use website, social media, newsletter, text messages and faxes to keep members across the Territory informed Offers training to Local Execs re website updates and emails.	

## Goal 3: YEU is a Leader in Social Justice

<b>Goal 3: Objective 1</b> YEU is responsive to emerging social justice campaigns.	<b>Goal 3: Objective 1: Tactic 1</b> Component and Local Executive identify and support social justice campaigns consistent with the YEU Mission and Values	<b>Responsibility</b> Component Executive <b>Local Executive</b>	<b>2019 Update</b> <ul style="list-style-type: none"> <li>- Strat Comms Officer supports campaigns on social media – ex. Qmununity</li> <li>- YEU PR Committee actively reviews and is involved with social campaigns (ex. Laundry project)</li> </ul>	<b>2020/2021 Update</b> Ongoing #TimeoutYukon campaign BLM movement/anti-racism posters created and sent out in the newsletter.
<b>Goal 3: Objective 2</b> YEU promotes Human Rights and accessibility	<b>Goal 3: Objective 2: Tactic 1</b> Lobby Yukon government for updating legislation and policies regarding gender affirming surgery.	Component Executive	YEU President has worked with YG on this initiative	<b>2020/2021 Update</b> Legislation has been passed
	<b>Goal 3: Objective 2: Tactic 2</b> Educate its members in sex and gender rights and diversity.	Executive Director <b>Local Executive</b>	Shop Steward Conference in April 2019 included a session on gender diversity. This will continue to inform ongoing training. YEU worked with YG on WPATH training	Common usage of pronouns (She/Her) in our communications. Ensuring that we are not using binary terms. (work needs doing here as Brother & Sister still common in labour movement). One trans SS recruited.
	<b>Goal 3: Objective 2: Tactic 3</b> Lobby all employers with which it holds collective agreements to ensure all audio-visual messaging contains closed captioning.	Component Executive <b>Local Executive</b>		Communications staff works to ensure broad accessibility of our media, including alternate image text and readability issues for screen reader users. Growth still needed in this area but much improved.

<b>Goal 3: Objective 3</b> YEU supports the Living Wage Campaign	<b>Goal 3: Objective 3: Tactic 1</b> Work with local groups to support local, territorial, and national campaigns  <b>Goal 3: Objective 3: Tactic 2:</b> Use communications strategies to support living wage campaigns.	<b>Responsibility</b> Component Executive <b>Local Executive</b>  Executive Director Component Executive	<b>2019 Update</b> Strat Comms Officer has included Living Wage Campaign in social media posts  As per above	<b>2020/2021 Update</b> Ongoing communications with Anti-Poverty Coalition and other stakeholder groups. Cross promotion of issues and campaigns.
<b>Goal 3: Objective 4</b> YEU partner with Indigenous groups to promote rights	<b>Goal 3: Objective 4: Tactic 1</b> Lobby the employers to honor whose land their buildings are located on in collaboration with the respective Indigenous group with a plaque or other marker.	Component Executive <b>Local Executive</b>		YEU building land acknowledgement work is being done. Ongoing, including signage and Logo provenance research for appropriate attribution and acknowledgement. Land acknowledgement at beginning of educational sessions.  YEU delivered a statement in support of Yukon Government's Indigenous Hire Preference.  YEU working with interested Yukon First Nations and PSAC Organizing Team on campaign proposals.

#### Goal 4: YEU Continues to Build Member Engagement

<b>Goal 4: Objective 1</b> YEU focus on increasing young worker involvement in union activities	<b>Goal 4: Objective 1: Tactic 1</b> Component and Local Executive partner with PSAC equity groups to improve young worker involvement with the YEU  <b>Goal 4: Objective 1: Tactic 2</b>	<b>Responsibility</b> Component Executive <b>Local Executive</b>  Executive Director	New website increases strategic communication options. YEU active on social media	<b>2020/2021 Update</b> Ongoing Includes increasing use of Instagram to reach target.  A sizable proportion of new stewards are young (guesstimate of 20% less than 30yrs)
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	YEU's communication strategy includes emerging social media and search opportunities		YEU applied for a STEP Student with Y010 for social media. Unfortunately, due to number of applications, we were not successful. Will review this option for 2020	
<b>Goal 4: Objective 2</b> YEU focuses on increasing Indigenous involvement in union activities	<b>Goal 4: Objective 2: Tactic 1</b> Ensure, as much as possible, the Shop Steward network are reflective of the membership they service  <b>Goal 4: Objective 2: Tactic 2</b> YEU staff, Shop Stewards and executive are trained to provide culturally sensitive services  <b>Goal 4: Objective 2: Tactic 3</b> YEU honor whose land the building is located on in collaboration with the respective Indigenous group with a plaque or other marker.  <b>Goal 4: Objective 2: Tactic 4</b> Component and Local Executive partner with PSAC equity groups to improve Indigenous involvement with the YEU	<b>Responsibility</b> <b>Local Executive</b> Executive Director   Executive Director   Component Executive Executive Director   Component Executive <b>Local Executive</b>	<b>2019 Update</b> YEU Staff team has been struck and is looking into whether the YEU Hall processes create barriers to involvement with Hall by Indigenous members.   All new staff have attended First Nations 101 with Yukon College. Anti-Oppression training for all Exec will be presented.   Appropriate plaque/marker for YEU building in development (consultation phase with PSAC Indigenous Committee)   YEU Staff team has been struck and is looking into whether the YEU's processes create barriers to involvement by Indigenous members.	<b>2020/2021</b> YEU hired first (Indigenous) Yukon First Nation Executive Director and Hall has been closed to the public since March 2020.   Anti-oppression training will be presented when Executive is able to convene an in-person meeting.   The logo which was refreshed by a C/TFN Citizen is quite representative of Yukon's Indigenous population (primarily represented by Yukon First Nations) as it covers both moiety's or clans (wolf and crow). Logo digitizing and cleaning is still in planning stages.

<b>Goal 4: Objective 3</b> YEU continues to provide a variety of general communications, and direct communication with members	<b>Goal 4: Objective 3: Tactic 1</b> Component Executive support Local Executive to develop strategies to involve members	Component Executive <b>Local Executive</b>	Component Local Liaison Committee	<b>2020/2021 Update</b>  Ongoing. Lists of trained, eligible Shop Stewards are also being shared with the larger locals. New subscriptions and migrations to website assist greatly with this.  Staff are competent in the use of NationBuilder to email members, locals, etc. Quality is ensured when ‘email test-blasts’ are sent for review and approval prior to sending.  @yeu email addresses have also been offered to locals to support ongoing communications during periods of transition (tied to a position, not a person). Comms staff trains Local representatives and assists with creation of direct-to-local comms and campaigns.  New project – YEU staff are looking at how to automate ‘welcome to your union’ emails and working on a package including a USB stick with resources on it to be given to new members.  Ongoing.
	<b>Goal 4: Objective 3: Tactic 2</b> Component Executive assist Local Executive in developing and maintaining a list of member’s personal contact information	Component Executive <b>Local Executive</b>	YEU provides quarterly lists – membership list and general grievance/ issue list	
	<b>Goal 4: Objective 3: Tactic 3</b> YEU staff are trained and supported to provide high quality communications over a variety of platforms	Executive Director	Training provided to Strat Comms Officer. Working with Campaign Gears for website	
	<b>Goal 4: Objective 3: Tactic 4</b> YEU staff assist Local Executive in communicating with members over a variety of platforms (print, media, website, social media)	Executive Director Local Executives	Training Officer and Strat Comms Officer work with locals at request. Campaign Gears provided training for Local website pages/emails in 2019	
	<b>Goal 4: Objective 3: Tactic 5</b> YEU enforces and builds effective member orientation as per collective agreements	Component Executive Local Executive Executive Director	YEU Exec and Local Exec have attended YG orientations. Working with YG LR to ensure YEU is aware of all orientations. Added introduction letter to be attached to union card for YG orientation package	
	<b>Goal 4: Objective 3: Tactic 6</b> YEU and PSAC ensure that all audio-visual material used by events or training contain closed captioning	Component Executive Executive Director		

<p><b>Goal 4: Objective 4</b> YEU focuses on increasing the involvement of members in precarious employment</p>	<p><b>Goal 4: Objective 4: Tactic 1</b> Component Executive will support Local Executives to make direct contact with new members in precarious employment regarding the role of the Union.</p> <p><b>Goal 4: Objective 4: Tactic 2</b> Local Executive will build targeted communications to members in precarious employment</p>	<p><b>Responsibility</b> Component Executive <b>Local Executive</b></p> <p><b>Local Executive</b></p>	<p><b>2019 Update</b> AOC member included on YG bargaining team Component Local Liaison Committee</p> <p>Training provided to locals. 2 follow-up emails to locals re one-on-one training for emails and website updates</p>	<p><b>2020/2021 Update</b> #TimeoutYukon campaign for all workers, newsletter articles about ‘release on probation’, as well as a shop steward roundtable that focused on this area in October 2020.</p>
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