



Message from the President

On behalf of the YEU Executive, I am pleased to present a new strategic plan that will guide the direction of the Union for the next three years.

Our success in achieving the goals laid out in this document will depend on the efforts of many - the staff who do the work of the union every day, and the committed volunteers who offer their time and talents to a cause they believe in.

We are making some important statements in this document, laying out a future for the Yukon Employees' Union that reflects the values that have built our organization, and the future we wish to create. As the Territory changes, so must we. As the world of work changes, so must YEU adapt to meet the challenges we may not even foresee.

Our membership is a true reflection of the growing diversity of the Yukon. We will focus a lot of our energies on creating a union where our members feel welcomed, safe and seen. We may need to change some of our processes and practices to create a responsive and respectful union, but with the help of our members, we are ready.

For an organization like ours to be truly representative of our diverse membership base, we must continue to strive for an open and accessible union, with transparency and accountability as our guiding principles. True democracy is achieved only through full participation and we will continue our efforts to create dialogue between activists and inactive members, between our organization and the workers of the Yukon.

Thank you for working with us to achieve these goals.

In solidarity,

Steve Geick, President
Yukon Employees' Union

Mission

To support and improve the rights of Yukon workers through collective bargaining, education, representation, community involvement and public interest advocacy.

YEU Values

YEU's key values are Education, Equality, Respect and Teamwork

Environmental Scan

YEU Component Executive and Local Executive identified key themes in the external environment that the YEU must consider when determining strategic goals.

Political – There are opportunities and challenges for YEU in the political landscape. With Liberal governments in power Territorially and Federally, there is an opportunity for the labour movement to make gains. In 2017, a Liberal government was elected in Yukon after many years of Conservative governments. There is more opportunity for collaboration between YEU and the government, but still significant challenges, including the financial review and fears of job loss. There is pressure to decrease social services, and ongoing gaps in government poverty policy. Federally, pensions plans are under attack throughout Canada. The country-wide labour movement is also seeing significant upheaval with Unifor's separation from the CLC, which has created uncertainty and infighting in the labour movement.

Low Wage Workers – Increases in the minimum wage have occurred in other parts of Canada, and pressure is growing in Yukon for similar increases. However, low wage workers have seen their benefits cut by employers to save money after the minimum wage is increased. It remains difficult to unionize low wage workers who are often short-term employees or new immigrants, who do not know their rights, and if they do, may feel afraid to challenge their employer. Yukon participates in Federal immigration policies, bringing in high and lower skilled workers who may not understand their rights in Canadian workplaces, and who depend on their co-workers to know their rights and protections in the workplace. They are often less confident challenging workplace policies or employers.

Yukon's Older Population – This population is growing as it is more possible to age and access services in the Yukon. This results in increasing costs for government programs and increasing demand on social services such as Yukon Government's Home Care and Assisted Living facilities. The Liberal Government has responded by pushing an "age in place" agenda, creating different demands and stresses on the system. The Whistle Bend Continuing Care Home is opening in 2018 creating more jobs and bed spaces, however there continues to be greater demand for beds than are available.

Young Workers – Young workers are often not as tied to one job, and thus may enter and leave the communities and the Territory with greater flexibility. Young workers also often do not recognize the benefits of unions as compared with their older co-workers, as they did not experience first-hand the fights for basic rights and protections. Young workers in the YEU are often in precarious employment (casuals, Auxiliaries-On-Call), and thus may not develop a strong relationship with the union due to lesser benefits associated with these positions.

Technology – The growth in work on smart phones has caused more workers to be tethered to work, with work bleeding into non-paid time. At the same time, workers are also often more isolated as more

work is done via technology and are often separated in worksites (with increasing telework and remote work). Workers are also grappling with social media, and generational differences in the use of social media. Social media use is blurring lines between private, public, and work-related issues, resulting in a growing awareness or monitoring among employers of worker's social media use.

Legalization of Marijuana – Marijuana will be legalized in 2018. While medicinal marijuana use is already legal, and thus affecting workers, full legalization is an area of uncertainty for workers, employers, and the general public. Questions about how this will play out in the workplace abound, with few specific answers or expectations.

Sexual Misconduct – The #metoo campaign and growing awareness of sexual misconduct, particularly in the workplace, puts greater onus all workplace parties to ensure that workplaces are free from sexual harassment, and to take a proactive approach to workplace safety and mental health.

Mental Health in the Workplace – This is a growing area of awareness and concern. The government amended the Workers' Compensation Act and Occupational Health and Safety Acts to provide presumption of being work-related for first responders, however other workers with high risk jobs were excluded. There is Increasing focus is on prevention of mental health injuries and creating healthy workplaces, beyond just physical health.

First Nations – First Nations people form a significant portion of the population of the Yukon but are generally underrepresented in union positions. Large employers such as Yukon Government are focusing on increasing First Nations employees in all areas and levels of government. As First Nations governments continue to grow, the YEU has opportunity to build connections. First Nations rights also remain a political and social cornerstone, with court cases and the Missing and Murders Indigenous Women inquiry.

Strategic Goals

YEU executive, with input from staff and local executives have identified four strategic goals to achieve our mandate:

1. YEU protects members' rights
2. YEU remains relevant, accountable and transparent to members
3. YEU is a leader in social justice
4. YEU continues to build member engagement

YEU has developed objectives to clarify what must be done to achieve these goals. YEU has also developed tactics to describe how to achieve the objectives and goals in operational terms. Tactics change over time as objectives are achieved, and due to the changing environment, or a change in thinking.

Goal 1: YEU Protects Members' Rights

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| Goal 1: Objective 1 YEU supports strong collective bargaining | Goal 1: Objective 1: Tactic 1 Component Executive work with Local Executive to increase bargaining input. Goal 1: Objective 1: Tactic 2 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. | Responsibility: Component Executive Local Executive Component Executive |
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| <p>Goal 1: Objective 2 Members receive competent and timely representation</p> | <p>Goal 1: Objective 2: Tactic 1 Staff are well trained and supported to provide high-quality representation</p> <p>Goal 1: Objective 2: Tactic 2 Members and Shop Stewards know how to access representation by the YEU (Shop Stewards and YEU Hall)</p> <p>Goal 1: Objective 2: Tactic 3 Staff are supported to be leaders in emerging workplace and human rights issues affecting YEU members</p> | <p>Executive Director</p> <p>Executive Director Local Executives</p> <p>Executive Director</p> |
| <p>Goal 1: Objective 3 Shop Stewards are well trained and supported to provide competent front-line representation</p> | <p>Goal 1: Objective 3: Tactic 1 Shop Stewards receive ongoing training in workplace and collective agreement issues</p> <p>Goal 1: Objective 3: Tactic 2 YEU staff work with Local Executive to build the Shop Steward network on an ongoing basis</p> <p>Goal 1: Objective 3: Tactic 3 Component Executive assist Local Executives in building a cross-local Shop Steward network to create competent and resilient Shop Stewards</p> | <p>Executive Director</p> <p>Executive Director Local Executive</p> <p>Component Executive Local Executive</p> |
| <p>Goal 1: Objective 4 YEU is proactive in addressing legalization of marijuana as it affects work</p> | <p>Goal 1: Objective 4: Tactic 1 Continue to protect the right for individual members to use medical marijuana for disability purposes</p> <p>Goal 1: Objective 4: Tactic 2 Protect separation between work and off-duty activities as related to marijuana use</p> | <p>Executive Director</p> <p>Executive Director Component Executive</p> |

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| Goal 1: Objective 5 YEU takes a proactive approach to mental wellness. | Goal 1: Objective 5: Tactic 1 Support and encourage legislative, regulatory and policy changes to promote harassment-free workplaces, protect mental health and promote wellness for all workers. | Component Executive Local Executive |
| | Goal 1: Objective 5: Tactic 2 YEU provide supports to assist staff in wellness and resiliency. | Executive Director |
| | Goal 1: Objective 5: Tactic 3 Educate members and staff on mental wellness. | Executive Director Local Executive |

Goal 2: YEU Remains Relevant, Accountable and Transparent to Members

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| <p>Goal 2: Objective 1 Executive's actions are reported regularly</p> | <p>Goal 2: Objective 1: Tactic 1 YEU will develop, implement, and maintain an Executive compensation plan.</p> <p>Goal 2: Objective 1: Tactic 2 Members of the Executive and Chairs of Committees will provide monthly reports to the Executive meetings</p> | <p>Responsibility Component Executive Executive Director</p> <p>Component Executive</p> |
| <p>Goal 2: Objective 2 YEU operates in a fiscally responsible manner</p> | <p>Goal 2: Objective 2: Tactic 1 YEU operates in line with the budget passed at Convention 2017</p> <p>Goal 2: Objective 2: Tactic 2 Locals receive dues appropriate to their membership levels</p> | <p>Executive Director Component Executive</p> <p>Executive Director Local Executives</p> |
| <p>Goal 2: Objective 3 There are strong relationships between Component Executive, Local Executives, and membership.</p> | <p>Goal 2: Objective 3: Tactic 1 Component Executive develop local liaisons</p> <p>Goal 2: Objective 3: Tactic 2 Component Executive assist locals in developing and maintaining a list of member's personal contact information</p> <p>Goal 2: Objective 3: Tactic 3 Utilize technology and social media to connect with Locals and members</p> | <p>Component Executive Local Executives</p> <p>Component Executives Local Executives</p> <p>Executive Director Component Executives Local Executives</p> |

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| Goal 2: Objective 4 YEU communications and representation are clear, accessible, and sensitive to different styles and cultural worldview | Goal 2: Objective 4: Tactic 1 Representation decisions are communicated clearly and in a culturally sensitive manner | Executive Director |
| | Goal 2: Objective 4: Tactic 2 Shop Stewards are representative of the members they serve (to the extent possible) | Local Executive |
| | Goal 2: Objective 4: Tactic 3 All levels of YEU (staff, Shop Stewards, Executive) are trained and supported to provide culturally sensitive service | Executive Director Component Executive Local Executives |
| | Goal 2: Objective 4: Tactic 4 YEU builds and supports a mix of communications strategies (ex. print, media, online, social media) for YEU component and locals. | Executive Director Local Executives |

Goal 3: YEU is a Leader in Social Justice

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| Goal 3: Objective 1 YEU is responsive to emerging social justice campaigns. | Goal 3: Objective 1: Tactic 1 Component and Local Executive identify and support social justice campaigns consistent with the YEU Mission and Values | Responsibility Component Executive Local Executive |
| Goal 3: Objective 2 YEU promotes Human Rights and accessibility | Goal 3: Objective 2: Tactic 1 Lobby Yukon government for updating legislation and policies regarding gender affirming surgery. Goal 3: Objective 2: Tactic 2 Educate its members in sex and gender rights and diversity. Goal 3: Objective 2: Tactic 3 Lobby all employers with which it holds collective agreements to ensure all audio-visual messaging contains closed captioning. | Component Executive Executive Director Local Executives Component Executive Local Executives |
| Goal 3: Objective 3 YEU supports the Living Wage Campaign | Goal 3: Objective 3: Tactic 1 Work with local groups to support local, territorial, and national campaigns Goal 3: Objective 3: Tactic 2: Use communications strategies to support living wage campaigns. | Component Executive Local Executives Executive Director Component Executive |
| Goal 3: Objective 4 YEU partner with Indigenous groups to promote rights | Goal 3: Objective 4: Tactic 1 Lobby the employers to honour whose land their buildings are located on in collaboration with the respective Indigenous group with a plaque or other marker. | Component Executive Local Executives |

Goal 4: YEU Continues to Build Member Engagement

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| <p>Goal 4: Objective 1 YEU focus on increasing young worker involvement in union activities</p> | <p>Goal 4: Objective 1: Tactic 1 Component and Local Executive partner with PSAC equity groups to improve young worker involvement with the YEU</p> <p>Goal 4: Objective 1: Tactic 2 YEU's communication strategy includes emerging social media and search opportunities</p> | <p>Responsibility Component Executive Local Executive Executive Director</p> |
| <p>Goal 4: Objective 2 YEU focuses on increasing Indigenous involvement in union activities</p> | <p>Goal 4: Objective 2: Tactic 1 Ensure, as much as possible, the Shop Steward network are reflective of the membership they service</p> <p>Goal 4: Objective 2: Tactic 2 YEU staff, Shop Stewards and executive are trained to provide culturally sensitive services</p> <p>Goal 4: Objective 2: Tactic 3 YEU honour whose land the building is located on in collaboration with the respective Indigenous group with a plaque or other marker.</p> <p>Goal 4: Objective 2: Tactic 4 Component and Local Executive partner with PSAC equity groups to improve Indigenous involvement with the YEU</p> | <p>Local Executives Executive Director</p> <p>Executive Director</p> <p>Component Executive Executive Director</p> <p>Component Executive Local Executive</p> |

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| <p>Goal 4: Objective 3 YEU continues to provide a variety of general communications, and direct communication with members</p> | <p>Goal 4: Objective 3: Tactic 1 Component Executive support Local Executive to develop strategies to involve members</p> <p>Goal 4: Objective 3: Tactic 2 Component Executive assist Local Executive in developing and maintaining a list of member's personal contact information</p> <p>Goal 4: Objective 3: Tactic 3 YEU staff are trained and supported to provide high quality communications over a variety of platforms</p> <p>Goal 4: Objective 3: Tactic 4 YEU staff assist Local Executive in communicating with members over a variety of platforms (print, media, website, social media)</p> <p>Goal 4: Objective 3: Tactic 5 YEU enforces and builds effective member orientation as per collective agreements</p> <p>Goal 4: Objective 3: Tactic 6 YEU and PSAC ensure that all audio-visual material used by events or training contain closed captioning</p> | <p>Component Executive Local Executive</p> <p>Component Executive Local Executive</p> <p>Executive Director</p> <p>Executive Director Local Executives</p> <p>Component Executive Local Executive Executive Director</p> <p>Component Executive Executive Director</p> |
| <p>Goal 4: Objective 4 YEU focuses on increasing the involvement of members in precarious employment</p> | <p>Goal 4: Objective 4: Tactic 1 Component Executive will support Local Executives to make direct contact with new members in precarious employment regarding the role of the Union.</p> <p>Goal 4: Objective 4: Tactic 2 Local Executive will build targeted communications to members in precarious employment</p> | <p>Component Executive Local Executive</p> <p>Local Executive</p> |