

Common Course Outline
LBST 218
Organizing
3 semester hours

Description

Organizing

Serves as a practical guide to both new and internal organizing campaigns; examines how to “target” for organizing, develop a strategic plan for a campaign, handle budget and staffing concerns, and how to conduct “one-on-one” meetings and home visits.

Prerequisite: (ENGL 052 or LVE 2) or (ESOL 052 or LVE 2), (RDNG 052 or LVR 2)

Overall Course Objectives Upon completion of this course, the student will be able to:

1. Create an organizing campaign, from first contact through first contract
2. Understand the principles of targeting
3. Demonstrate how to set up an organizing committee
4. Evaluate various methods of campaign communications: written, spoken, video, dramatic
5. Evaluate the election procedures of The National Labor Relations Board, in the private sector, and public agencies in the public sector
6. Design various “non-Board” campaign strategies
7. Assess the anti-union campaigns commonly used by employers
8. Identify the components of a successful “first contract” campaign
9. Distinguish between “internal organizing” and “new organizing” campaigns
10. Appreciate the techniques of successful organizers

Major Topics

- I. The history of organizing
 1. Organizing before 1935
 2. The National Labor Relations Act
 3. Public employee organizing
- II. How to create a successful campaign
 1. Targeting
 2. Making the initial contact
 3. Developing campaign strategy
 4. Staffing and budgets
- II. Creating effective communications
 1. written leaflets
 2. small group
 3. large group
 4. “new” ideas—videos, web sites, interactive
- III. The techniques of successful organizers

1. campaign strategies
2. personal survival
- IV. Running an effective campaign
 1. staffing and budgets
 2. creating issues
 3. developing momentum
- V. The anti-union campaign
 1. case studies of anti-union campaigns
 2. *Confessions of A Union-Buster*
 3. new ideas in anti-unionism media
- VI. Setting up an effective committee
- VII. Doing effective one-on-one campaigns
- VIII. Creating a campaign for the first contract
 1. The Organizing Model of Unionism

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but will include the following:

- A written mid-term exam
- A written final exam
- A class project on an organizing campaign

Other Course Information

Individual faculty members may include additional course objectives, major topics and other course requirements to the minimum expectations stated in the Common Course outline.

The Community College of Baltimore County is committed to providing a high-quality learning experience that results in growth in knowledge, attitudes and skills necessary to function successfully as a transfer student, in a career and as a citizen. To accomplish this goal, we maintain high academic standards and expect students to accept responsibility for their individual growth by attending classes, completing all homework and other assignments, participating in class activities and preparing for tests.

We take seriously our responsibility to maintain high-quality programs and will periodically ask you to participate in assessment activities to determine whether our students are attaining the knowledge, attitudes and skills appropriate to various courses and programs. The assessment activities may take many different forms such as surveys, standardized tests or faculty-developed tests, discussion groups or portfolio evaluations. We ask that you take these activities seriously so that we can obtain valid data to use for the continuous improvement to CCBC's courses and programs.