



## SCRIPT (New Members)

### 1) Introduction

Hi, I'm \_\_\_\_\_ your colleague from \_\_\_\_\_ department (or I teach \_\_\_\_\_ (discipline) here).

### 2) Identify Issue + Agitation by asking Open Ended and Follow-Up Questions.

#### Identify three things they want to change.

What are some issues you notice here at your/our college?

In your experience as an educator, what can be improved?

Can you tell me more about that?

#### Agitation

Raise expectations

- Things don't have to stay this way

Direct their anger

- Many policymakers in Sacramento don't understand what's happening at the campus level.

Encourage their frustration

- "You're right to be upset by this"

#### Keep in mind

The "Two Ears, One Mouth" approach: LISTEN MORE THAN SPEAKING (Listen 70%, talk 30%)

### 3) Education and Vision

#### Give information on how a state-wide association like FACCC can help.

You know, when acting collectively, you and your colleagues can achieve things like \_\_\_\_\_ issue (*legislation, budget, office hours, COLA CalSTRS, Academic Freedom, retirement, etc.*). Right now, educators, students, and our communities are coming together to make sure that every student thrives and has access to a great public higher education. I'm involved with FACCC (Faculty Association of California Community Colleges). **Have you heard of FACCC? OR Are you familiar with FACCC?**

---

#### Questions?

Additional questions about the FACCC Membership Drive may be directed to Membership Coordinator Herlim Li at [herlimli@faccc.org](mailto:herlimli@faccc.org)

**Give a vision of how things can be better, then return to education.**

**FACCC facts:** FACCC is a statewide professional organization that advocates solely for CCC faculty. We've been around since 1953. FACCC has been successful in both legislative and budgetary advocacy in Sacramento

- In 2021, your colleagues at FACCC passed a bill that requires county human services agencies to designate a staff liaison as a point of contact for higher education counselors (AB 1326)
- In 2020, your colleagues at FACCC passed a bill that allowed districts to use restricted lottery funds for basic student needs.
- In 2021, your colleagues worked hard to get an additional \$100 million for full-time hiring.
- Your colleagues advocated for \$200 million for part-time faculty health care.

#### **4) Call the Question**

So you just told me that \_\_\_\_\_ is the biggest thing you'd like to change and that you think we can do it collectively.

- *Do you support standing together with educators across our state by joining FACCC?*
- *What do you think about joining FACCC?*
- *Can your colleagues count on your support by joining FACCC?*
- *Let's make your voices stronger and heard in Sacramento. Join FACCC today!*
- ***Just fill out this membership form, or here is the QR code to join.***

**Make the ask and listen (wait) for them to answer first, even if there is an uncomfortable silence.**

Don't talk yourself out of a new member and ally.

#### **5) Inoculation**

Prepare new members for possible difficulties.

- Sacramento moves slowly, and we have an uphill battle against special interest groups with more money and resources.
- However, by joining FACCC today, you've taken the first steps to level the playing field and fight back.

#### **6) Follow-up - Next Steps**

Ask them to engage right away. And set up another time to talk very soon to find out more and continue building this relationship.

- What's next for this new member?
- Can you invite them to an upcoming meeting/event?

---

#### **Questions?**

Additional questions about the FACCC Membership Drive may be directed to Membership Coordinator Herlim Li at [herlimli@faccc.org](mailto:herlimli@faccc.org)

- FOLLOW UP, FOLLOW UP, FOLLOW UP!

## HANDLING OBJECTIONS

### 1) Acknowledge and Affirm

Acknowledge the feeling but not the excuse

- I completely understand you feel being part of your union is enough
- I know that you think you need to check your finances.

### 2) Answer

Answer the question

- FACCC is different from your union. Although we work closely with them, their main scope is on compensation and professional rights. In contrast, FACCC focuses on statewide policy.
- Membership with FACCC is affordable; only \$25 per month for full-time and \$7 for part-time.

### 3) Redirect

Take them back to their issue with a question.

- You mentioned your main frustration was the elimination of pre-transfer level courses, which was a decision made in Sacramento. Can you see how your support for an association's primary focus on statewide policy can change things?
- You said that the system needs to put more money into hiring full-time faculty. Can you agree that for the price of a Starbucks, collectively, how you can advocate for precisely that?

### 4) If they say "no" or "maybe."

- Ask them what's holding you back.
- Why not?
- Don't spend too much time on this but also don't let them off the hook
- Don't ignore it and bring them back to their issues

---

## Questions?

Additional questions about the FACCC Membership Drive may be directed to Membership Coordinator Herlim Li at [herlimli@faccc.org](mailto:herlimli@faccc.org)