



This is your 2012

**DEMAND-SETTING
SURVEY
MANUAL**

Everything your local needs to know about distributing, collecting, and analyzing the 2012 Demand-Setting Survey of the OPSEU Liquor Board Employees Division

March 2012

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Included with the Demand-Setting Survey Materials Kit

- Union Leave Form
- Local membership lists
- Demand-Setting Survey
- Survey Tally Sheets
- Local Survey Report Form
- Return Envelope for Local Survey Report Form for OPSEU Head Office

ACTION MEMO

To: All OPSEU Stewards, Liquor Board Employees Division
From: Denise Davis, Chair, Liquor Board Employees Division and
Warren (Smokey) Thomas, President, and OPSEU
Date: March 2012

Subject: The Demand-Setting Survey: The first step towards your next collective agreement

Dear Sisters and Brothers:

Your current OPSEU collective agreement expires just over one year from now on March 31, 2013. The process of bargaining the next one starts now.

The first step towards your next collective agreement is Demand-Setting, and the first step in Demand-Setting is the Demand-Setting Survey. This booklet tells you everything you need to know to distribute, collect, and analyze this year's survey.

This round of collective agreement negotiations seeks to build on the improvements gained in the previous round. OPSEU's approach to bargaining is to listen – from start to finish – to what the members want at the grassroots level. The Demand-Setting Survey is a technique for listening to the members.

As the timeline on the next page shows, we have a big year ahead of us. When we are fighting for the things our members need, our members will support us every step of the way. Thank you in advance for your leadership, and your hard work, as this round of bargaining gets under way.

In Solidarity,



Warren (Smokey)
Thomas,
President



Denise Davis,
Chair, Liquor Board
Employees Division



Bargaining timeline for the Liquor Board

Employees Division, 2012-13

Mark these dates in your calendar!

2012

March-April Province-wide Bargaining Survey to Local Executive Committees for distribution; training by Staff Representatives on how to deliver the survey; Survey distribution to membership and collection by locals

May 04	Deadline for Surveys to be collected from members by Locals
May 14	Deadline for Surveys to be received at Head Office from Locals
June 02	Pre-Bargaining Conference (PBC) on LBED issues; election of Negotiating Committee
July	PBC Report sent out to Locals
August	Locals report back to members on issues
September	Local Demand Setting Meetings (LDSM's)
October 05	Deadline for Locals to forward demands to Head Office
October 27	Final Demand Setting Meeting (FDSM) in Toronto
December	Team Caucus meetings to prepare ingoing proposals

2013

Early January	Notice to Bargain sent to Employer
January	further Team Caucus meetings as necessary
February	Bargaining starts (Dates yet to be determined)
March 31	Collective agreement expires

March 2012

The LBED Demand-Setting Survey

Introduction

In the month of April 2012 your Staff Representative will be meeting with your LBED Local Executive Committee and Unit Stewards to review the materials in this manual and answer your questions about how to conduct a Demand-Setting Survey of your membership.

This manual will take you through the basic steps in running a membership survey. This includes distributing the survey to members, collecting completed surveys back from members, tallying up their responses, and sending the summary of the responses back to OPSEU Head Office.

If you have any further questions about the survey, ask your Staff Representative.

1. Why the Demand-Setting Survey?

In bargaining, the first question any union bargaining team asks is, “What are the members’ priorities?” Your local’s job is to make sure your bargaining team knows the answer.

Bargaining starts with clear demands. The Demand-Setting Survey is a basic tool to help OPSEU local leaders understand what members want to see in their next collective agreement.

You and your members know better than anyone what the employer is doing in your workplaces and to your jobs. At the LCBO today:

- Wages for doing the same work exist at many levels and thus undermine the highest wage rate for the job;
- Casual employees continue to struggle to get enough hours of work;
- Threats of privatization and layoffs still exist as the employer expands the numbers of agency stores and the LCBO overall remains attractive to private investors;
- Workplace injuries are at an all-time high;
- The LCBO continues to exploit casual, seasonal and fixed term workers with inferior wages, benefits and working conditions; and

Permanent Vacancy Review still has barriers to achieving more full-time jobs.

Your collective agreement can help you take control of these and other issues. Your contract helps protect you and the services you provide, and it helps secure a better life for you and your family. The Demand-Setting Survey is an opportunity to hear from as many members as possible about what is most important to them.

Some things to think about when setting priorities:

As you and your members develop your local demands, consider these questions:

- What things do I need the most?
- What changes to the contract will make an obvious improvement in the quality of life for me, my family and my co-workers?
- What changes to the collective agreement will slow and/or stop the employer's actions that have a negative impact on me, my family and my co-workers?
- What demands am I willing to take action to get? Getting what we need has always been about building our collective bargaining power. "Action" may mean a whole range of activities, from calling your MPP to wearing a button to voting to reject an employer's bad offer in bargaining to – potentially – going on strike.

2. How does demand-setting work at the local level?

LBED members will be involved in all stages of demand-setting as set out in the bargaining procedures adopted and amended from time to time by the membership at your OPSEU Liquor Board Employees Divisional meeting.

Local Demand-Setting happens in four steps:

- a) The Local Executive Committees and Unit Stewards distribute a **Demand-Setting Survey** to all members in good standing in **April 2012**. The survey asks them to identify the issues that are most important to them individually. The survey results are collected from the members by the Local Executives/Unit Stewards and tabulated by them on Tally Sheets for each local. The results are then entered on a **Local Survey Results Form** and sent to OPSEU Head Office.
- b) OPSEU Head Office staff will tabulate the local results and combine them into a report for distribution at a **Pre-Bargaining Conference (PBC)** on **June 02, 2012**. At the conference, delegates elected by the locals will examine the issues in greater depth and develop themes/solutions for consideration at Local Demand-Setting meetings.

After the conference, OPSEU staff will develop an information kit containing the summary of the recommendations from the PBC along with other information, instructions and forms for Local Demand-Setting. This kit will be sent back to the locals for their consideration and use in the Local Demand-Setting meetings.

- c) Members come together at **Local Demand-Setting meetings in September, 2012** to choose the bargaining proposals and establish the priorities that the local will put forward to the bargaining team.
- d) Delegates come together again on **October 27, 2012** for **Final Demand-Setting**.

All demands from the locals will be provided to delegates, which they will discuss. They will then adopt their final demands and rank them in priority.

3. How does the survey get to the members?

Each OPSEU LBED Local Executive and Unit Stewards will receive guidance from their OPSEU Staff Representative on how to distribute the surveys to members in their workplaces.

You will also receive all the copies you need of the survey as well as this Demand-Setting Survey Manual. Surveys must be collected by **May 4th** so that they can be returned to OPSEU by the deadline of **May 14th**. Copies of the survey will also be made available on the OPSEU website at www.opseu.org.

You should already have membership lists by store so that you know which members to contact. If you need an update, please contact your Regional Office to receive one.

Local book-offs will be approved for Local Store Tours for all LBED locals to distribute, collect and tally surveys. Your local may take up to **eight (8) days off (in total)** for your Executive Members and Unit Stewards to distribute, collect, and tabulate the surveys. This is made up of a maximum of **five (5) days per local** that may be taken as designated in LBED policy on local tours and up to **three (3) extra days per local** are available from the 900-day pool for this survey only. You may also use days funded partly by OPSEU's 80/20 fund.

NOTE: Each Local President is responsible for making their own time off arrangements as per our current protocols, using the standard Union Leave Form in this manual.

Step 1: Make a plan

Every local needs a plan to ensure that members know where, when and how they can participate in the bargaining survey. Plan how and when you will deliver the surveys to the members at their work locations. Then figure out how you will get the completed surveys back. Figure out how to divide up the maximum of eight days you have available to cover off the tasks you have to carry out. You may have to add some volunteer time to make sure everything gets done.

Spread the work around. Assign different tasks to different stewards and activists. Check in with your Staff Representative – he or she can help with planning.

Most OPSEU locals have people who are not signed up as OPSEU members. This is an opportunity to sign them up.

Please note: Under the LBED bargaining procedures, each employee must be a signed-up OPSEU member in good standing in order to participate in the pre-bargaining activities of the division. (Signing up all the workers in your local also increases the revenues you get for local activities.)

Review your quarterly membership list. Are there employees in your workplaces that are not on the list? Are the casual and/or seasonal members signed up? You may have to mail the survey to seasonal members who are not at work yet. Divide your list up and get all your Local Executive Committee members involved so that your local contacts everyone in each area and each worksite.

Give each member a person they can contact by phone or e-mail if they have further questions about the survey. **Tell all your members that the deadline for the return of the survey is May 4th.**

Begin to plan now for the September Local Demand-Setting Meeting. The Demand-Setting Meeting is a general membership meeting and requires reasonable advance notice to the members. If you book the date, time and location early, you can tell members the date when they hand in the survey. Early notice means greater participation.

It is important that your Staff Representative attend your Local Demand-Setting Meeting. Please schedule the date with him or her.

Step 2: Create a “buzz” – communicate with your members

Create a buzz about bargaining! Don't simply expect that people will get involved. We need to reach out to members in your local – all of them. Face-to-face communication is the best. Let members know you are expecting to see their priority demands.

Start them thinking about the issues and stimulate discussion in the workplace.

The challenge for each local is to encourage the general membership to return the surveys. We all lead busy lives, but remind members: The few minutes it takes to fill out the survey will pay dividends in the future.

4. Where is the survey? What's in it? How do members complete it?

The demand-setting survey is included with this manual as a separate document and extra copies are available at OPSEU Regional Offices for the locals to collect and distribute.

The survey asks members to review all the major issues covered by the collective agreement: wages, classification and pay, hours of work, overtime and premium pay, benefits, pensions, health and safety (including work overload), job security, job postings, training, transfers, bargaining unit work issues, permanent part-time, casual and seasonal issues, vacation, holiday and leaves, expenses, uniforms and other basic fairness issues.

Here's what each local member needs to do to take part in the demand-setting survey:

- **Review** the list of items in the survey.
- **Think** about what issues are most important to them.
- **Circle** the numbers that correspond to their top ten issues as they read the survey.
- **Transfer their top 10 priority issues** (by issue number and name) to the form at the end of the survey. If desired, write in the comments section of the survey to explain what changes or improvements they would like to see on that particular issue.
- **Fill out** the identifying information on the form at the back of the survey to tell the local who they are and where they work.
- **Tear off** the back page of the LBED Membership Survey and return it to a local representative (Local Executive member or Unit Steward) by **May 4th** at the latest.

5. Collecting completed surveys

You must collect the surveys from your members by **May 4th, 2012**. There are different ways of doing this. You can:

- Choose a single survey return date and publicize it among your members in the week before **May 4th**

Use survey collection as an opportunity to talk to members about the union's bargaining timeline for this year (see page 3). Talk to your Staff Representative about different ways to collect the completed surveys – this may vary depending on how spread out your membership is. You can pick them up in person, or members can mail or fax them to you at an address you provide. Just be sure to use a confidential method. **Do not use the employer's communication systems!** Give members advance notice that you need these surveys back by the deadline.

As the surveys come in, check-off on your membership list who has returned the survey. Encourage your members to sign up to the OPSEU secure e-mail network to receive the LBED bulletin, The Echo, directly. Use secure e-mail addresses only, i.e., not work addresses.

REMEMBER: All surveys collected from the Local membership MUST be received at OPSEU Head Office NO LATER than May 14th.

6. Survey results: how to tally up the responses

Congratulations! You have received many survey responses and your local just had fun with its kick-off to LBED Bargaining 2012-13. Now the survey results need to be sorted and added up. This job will be a lot faster and easier with two or more local members to do it. Here's what you need to do:

Step 1: Sort the survey responses

Take a look at the last two pages of the survey, on which members have identified themselves and their local. If some members have not identified their local (they may not know it), check out your local membership lists for their name.

Step 2: Record the responses

- Find the **Survey Tally Sheets** included in this manual.

The survey instructs members to fill in the number and name of each of their top 10 issues on their response form at the end of the survey. Tallying up their input is not a job for one person! It will definitely be easier to have one person read out the survey responses and another person record them on the tally sheet.

- Grab the pile of survey responses from your local.
- Ask your helper to read the results of each member survey by calling out the numbers listed on the member's completed survey form.
- For each number called out, put a check mark on the corresponding line on the Survey Tally Sheet.
- When you've recorded all the responses for one survey move on to the next and repeat the process. Do this until you've recorded the responses from every member in your local.

Step 3: Tally up the responses and record on the form for OPSEU Head Office

- Once you've completed the Survey Tally Sheet, add up the check marks on each line and write the total in the space provided to the right of the check marks.
- Now find the issues on the tally sheet with the highest number of total responses. Those are the top ten bargaining priorities for your members. Record the top ten in order from highest to lowest number of responses on the Local Survey Result Form.
- Send the completed Local Survey Result Form to the attention of MIRLA ALVARADO, LBED Negotiator, before May 14, 2012.

An envelope with the address is provided for you in this package.

You can make copies of the report to give to your members at your local demand-setting meeting in September.

Quick Checklist for an Effective Survey

Prepare for the survey delivery and return

- **Plan your local activities** and how the survey will be delivered to your members and then returned to your local. Divide up the tasks among as many stewards and activists as you can.



- **Review your quarterly membership list.**
How many people working in your area are not signed up members? Sign them up while delivering the surveys. They must be an OPSEU member to participate in the survey and demand setting activities.
- **Set the date** for your local demand- setting meeting in September. **Book** the location and time that is convenient for the greatest number of participants. **Schedule** the date with your OPSEU Staff Representative.
- **Let your members know** that you will be bringing the survey to their workplaces on a certain day(s).
- Collect the completed surveys. Organize an event or find another way to make it fun!
- Identify who from the Local Executive Committee will tally the survey results and complete the Local Survey Report Form to be sent back to OPSEU Head Office before May 14th, 2012.
- Get extra surveys, if you need them, at your OPSEU Regional office, or download the survey from the web at www.opseu.org.

Survey Delivery

- Have fun!
- Encourage all members to participate.
- Sign up employees as OPSEU members.
- Announce your local's September demand-setting meeting.
- Talk to members about the bargaining timeline.
- Encourage members to run as delegates and/or bargaining team members.
- Use your membership list to review who hands in a survey.
- Sign up members to the OPSEU e-mail network.

Encourage members in your local to:

- Read the survey and think about what matters most to them in this round.
- Circle the numbers that correspond to their top issues as they read the survey.
- Fill out the identifying information at the end of the survey with their class title (E.g. Customer Service Rep. Warehouse Worker, Systems Officer, etc.) and indicate whether their employment status is permanent full-time, permanent part-time, casual, or seasonal. Giving their name is optional.
- Record their top 10 priority issues at the end of the survey and add any comments needed to clarify the type of improvement they want.
- Tear off the back page of the Demand-Setting Survey and return it to their local representatives (Local President, Local Officers, and Unit Stewards) by May 4th.

Survey results tally

- Work with another LEC member to complete the task.
- Review the surveys and record the responses on the Survey Tally Sheets.
- Add up the totals.
- Record the top 10 issues for your local on the Local Survey Results Form.
- Return the completed Local Survey Results Form to OPSEU Head Office before May 14th.



The 2012 LBED Demand-Setting Survey Manual is authorized for distribution by Denise Davis, Chair, Liquor Board Employees Division, and Warren (Smokey) Thomas, OPSEU President.

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