Course Description

This course provides an in-depth understanding of how to organize a labor union. Students will study the theories, principles, methods, and techniques of union organizing and leadership development and practice these theories, principles, methods, and techniques through exercises, activities, and field observation. The course is designed to promote students’ ability of critical thinking and creative problem-solving and enhance their knowledge and skills of organizing and motivating workers to take collective action in order to improve their lives.

Instructor: Professor Tracy F. H. Chang
Email: tracyc@work.rutgers.edu
Office Phone: (732) 932-1747
Office Hours: Wednesday 2-4pm or by appointment
Class Time: Wednesdays, 6:10-9:00pm
Location: Room 211, Murray Hall, College Ave Campus

Books and Readings

The following books are available for purchase at the university bookstore:


All other assigned readings will be posted on Sakai. Readings may be added or modified throughout the course.
Requirements

Attendance and Readings

This course emphasizes collaborative learning through inside and outside of classroom discussions, exercises, and activities. Therefore, attend classes, read assigned readings prior to attending classes, complete and submit the assignments on time, participate in discussions, and provide constructive feedback to fellow students’ work are required. Your assignments must demonstrate your reading, understanding, and criticism of the assigned readings. The assignments will be evaluated based on content, execution, and creativity.

If you miss a class, you will receive half of the points for assignments due on that day. Late assignments will receive 1 point deduction for each day late.

Assignments 1.1-1.5 (15 Points) - Various Due Dates

Read Zadra’s (2010) How Many People Does It Take to Make A Difference? and Alinsky’s (1971) Rules for Radicals as assigned. Answer the questions in Zadra’s book. Your answers must make reference to the assigned readings and cite at least one quote from the readings for each answer.

The assignment must be typed (12pt, Time Roman regular font, double-space, 1” margins, page numbered, stapled, and use a separate page for each heading). Bring two copies of the assignments to class.

Assignment 1.1 (January 26) - “Ask Yourself,” “Begin Charting Your Course,” and ”Heros.”
Assignment 1.2 (February 2) - “List Your Concerns” and “List Your Strengths.”
Assignment 1.3 (February 9) – “Look out Over the Next 10 20, 30 Years of Your life,” “Write down a few days…” and The Nudge.”
Assignment 1.4 (February 16) - “My moto is,” “Go fly a kite,” “Who are the five happiest people I Know?”
Assignment 1.5 (February 23) - What kinds of things are they doing for others?” “What is your philosophy of life?” “What will you leave behind?”

Assignments 2.1-2.4 (20 Points) - January 26 and February 2

Assignment 2.1 Assess Union Attitudes and Report.
Assignment 2.2 Produce a 1 1/2 minutes “Why do you need a union?” video.
Assignment 2.3 Produce a one-page “Why do you need a union?” flyer.
Assignment 2.4 Critics of fellow student’s work.

Assignments 3.1-3.2 (15 Points) - February 9

Assignment 3.1 Produce a 1 1/2 minutes “Why am I against the union?” video.
Assignment 3.2 Produce a one-page anti-union flyer from a worker’s perspective.
Assignment 3.3 Critics of fellow student’s work.

Assignments 4.1-4.2 (10 Points) - February 16

Transforming Workers. Transforming Lives.
Assignment 4.1 Produce a one-page flyer on workers’ rights to unionization.

Assignment 4.2 Critics

Assignments 5.1-5.3 (15 Points) - February 23

- Assignment 5.1 Produce a 1 1/2 minute video of employer opposition.
- Assignment 5.2 Produce a one-page employer opposition flyer.
- Assignment 5.3 Critics

Assignment 6 (10 Points) - March 23

Analysis of the film “Norma Rae”

Assignments 7.1-7.3 (15 Points) - March 30

- Assignment 7.1 Employer Fact Sheet
- Assignment 7.2 Campaign Flyer
- Assignment 7.3 Critics

Assignment 8 (10 Points) - April 6

Workplace Collective Action Role Play

Assignment 9 (10 Points) - April 13

TBA

Assignments 10 (15 Points) - April 27

- Assignment 10.1 Press Release
- Assignment 10.1 Media Stunt

Field Observation Report and Presentation (20 Points) - May 11

Portfolio and Presentation (20 Points) - May 11

Mid-Exam (50 points) - March 2

The exams will have multiple-choice and short-answer questions. Make-up exam can be taken only with instructor’s prior approval but will receive a 10-point deduction.
Grades

A total of 230 points are available. Your final grade will be assigned based on the total points you accumulated throughout the semester.

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<thead>
<tr>
<th>Grade Scale</th>
<th>Score</th>
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<tbody>
<tr>
<td>205+</td>
<td>A</td>
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<td>185+</td>
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<td>160+</td>
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<td>140+</td>
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<td>&lt;140</td>
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Academic Integrity

It is the student’s responsibility to understand and observe Rutgers’ academic integrity and other related academic policies.
## Course Schedule

### Week 1
**January 19**
How Many People Does It Take to Make A Difference?
Introduction and Overview of the Course

### Week 2
**January 26**
What Is the State of Unions? Why Is Union Organizing Important?
Assignments Due: 1.1 & 2.1
Readings:
4. “State of the Unions” - “Union Membership and Rights, by Country” ([www.newunionism.net](http://www.newunionism.net))

### Week 3
**February 2**
Do Workers Need and Want Unions? Why?
Assignments Due: 1.2 & 2.1-2.4
Readings:
4. Pollingreport.com on labor and work
5. “Why You Need a Union” on AFL-CIO website ([www.aflcio.org](http://www.aflcio.org)).
6. “Organizing” videos ([www.usw.org/organize](http://www.usw.org/organize)).

### Week 4
**February 9**
Do Workers Need and Want Unions? Why Not?
Assignments Due: 1.3 & 3.1-3.3
Readings:
<table>
<thead>
<tr>
<th>Week 5</th>
<th>Can My Boss Do That? - Workers’ Rights to Organize</th>
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<tbody>
<tr>
<td>February 16</td>
<td>Readings:</td>
</tr>
<tr>
<td></td>
<td>4. The National Labor Relations Board (<a href="http://www.nlrb.gov">www.nlrb.gov</a>) - Workplace Rights</td>
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<td>5. NJ Public Employment Relations Commission (PERC) (<a href="http://www.state.nj.us/perc">www.state.nj.us/perc</a>)</td>
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<td></td>
<td>6. The Employee Free Choice Act (<a href="http://www.americanrightsatwork.org">www.americanrightsatwork.org</a>)</td>
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<td>NL RB and NJ PERC Speakers</td>
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<tr>
<th>Week 6</th>
<th>Can My Boss Do That? - Employer Opposition</th>
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<tr>
<td>February 23</td>
<td>Readings:</td>
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<tr>
<th>Week 7</th>
<th>Mid-Term Exam</th>
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<tbody>
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<td>March 2</td>
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## Week 8
**March 9**

**The Game Begins – Five Basic Steps of Organizing**

**Step 1: Building An Organizing Committee**
- a. Developing leaders and rank-and-file organizers
- b. Establishing a communication and mobilization network
- c. Social Media for union organizing

**Readings:**
1. Five Basic Steps of Organizing – [www.ueunion.org](http://www.ueunion.org)

**Film:** Norma Rae

## Week 9
**March 16**

**Spring Break**

## Week 10
**March 23**

**Assignment Due:**
- 6

**Step 2: Adopt A Issues Program**
- a. Research the employer
- b. What are key workers and social justice issues?
- c. Framing Issues

**Readings:**
1. Rebuilding Labor, Chapter 1 “Changing to Organize: A National Assessment of Union Strategies.”.
2. Slaughter (2005), Chapter 11 and Appendix.
Week 11  
March 30  
Assignments Due: 7.1-7.3  
Assignments Due: 7.1-7.3

Step 3: Sign-Up Majority on Union Cards - Comprehensive Campaign Activities

a. Develop Campaign Materials
b. One-on-One Organizing

Readings:

Week 12  
April 6  
Assignment Due: 8  
Assignment Due: 8

Step 3: (Continued)

c. Workplace Collective Action
d. Community Coalitions


Week 13  
April 13  
Assignment Due: 9  
Assignment Due: 9

Guest Speaker: Dr. Rachel Meyer, Harvard University.

Readings: TBA

Week 14  
April 20  
Assignment Due: 9  
Assignment Due: 9

Step 3: (Continued).

e. Dealing with the Media
f. International Solidarity

Readings:
<table>
<thead>
<tr>
<th>Week 15</th>
<th>Assignments Due:</th>
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<tbody>
<tr>
<td>April 27</td>
<td>Step 4: Win the Union Election - Turn-out-the vote</td>
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<td>Step 5: Negotiate a Contract</td>
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<tr>
<td>10.1-10.2</td>
<td>Readings:</td>
</tr>
<tr>
<td></td>
<td>1. Slaughter (2005), Chapters 8 and 9.</td>
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<td>2. TBA.</td>
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- **May 4**  Reading Week
- **May 11**  Field Observation Report and Presentation
  Portfolio and Presentation