

# **WEA** Washington Education Association

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TO: Board of Directors  
Council Presidents

FROM: Jim Seibert, Executive Director

DATE: March 8, 1996

SUBJECT: Staffing Costs/Campaign '96

The Initiative and Political Activity Work Teams have developed a comprehensive plan for Campaign '96. The plan includes our organizational effort in every aspect of the November 1996 elections. It is an ambitious plan requiring a significant commitment of Association resources both financial (\$1.5 million) and human (25/30 full-time by September).

The plan has been submitted to NEA for funding assistance. Later this month, WEA will be making a request to the NEA Executive Committee for approximately \$400,000 in additional funding assistance for Campaign '96.

The first phase of the campaign will include assigning several additional headquarters staff to begin working directly on the campaign. Their current duties will be assessed with some put on hold, assigned to other staff or handled by utilizing temporary staff. We will also be seeking three volunteer regional coordinators from the UniServ staff who would work full-time beginning around April 1 on Campaign '96. These individuals will need to work out an agreement with their council and colleagues to be released of all current duties through November. WEA will provide funding to their councils to acquire replacements either through release time members, part time help or other methods determined by the council.

The campaign plan includes five additional full-time campaign workers beginning in June and twelve more in September to work through the election. Funds for the five slots in June will need to be taken from cash reserves as will funds to employ a person full-time this summer and fall to coordinate a WEA-PAC and NEA-PAC membership campaign. Funding for the twelve slots beginning in September will be built into next year's budget.

*Exhibit C*

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Although the Campaign '96 plan is ambitious, it is critical if the Association is to be an effective player in the election. The defeat of Initiatives 173 & 177 and maintaining a moderate balance in statewide offices and the Legislature is essential for WEA. I fully support the plan developed by the work teams and the oversight committee, and I believe we will be successful in gaining the necessary support from NEA to complement our commitment to Campaign '96.

JSS:ogm

cc: Employees