

United University Professions *uup* 2010 Annual Report to the Membership



Message from the President

It was a year that tested UUP's mettle.

There wasn't much that we didn't see coming, but that didn't make it easier to deal with the impact of millions more in painful state aid cuts to SUNY, a thinly veiled attempt to corporatize the University through the ill-conceived Public Higher Education Empowerment and Innovation Act (PHEEIA), and a plan to cut public funding to the New York State Theatre Institute.



News of cash-strapped campuses cutting courses and using fewer instructors to teach ever-growing classes became more prevalent. We saw Stony Brook's Southampton campus virtually close due to a lack

of funds, and we rebuffed Gov. David Paterson's attempt to furlough 100,000 unionized state employees.

What remains certain is UUP's resolve to protect our members and advocate for SUNY's integrity. We stood firm and met each crisis head-on.

For starters, we helped bring a swift end to the furlough plan. UUP, along with other state unions, quickly filed suit and won a temporary restraining order barring the state from imposing the furloughs. On May 28, a federal judge blocked the plan, effectively killing it.

We staved off the so-called "Empowerment Act"—for now. State legislators put PHEEIA aside with the state budget's Aug. 3 approval, again preserving SUNY's accessibility and affordability for hundreds of thousands of college students. UUPers and SUNY supporters sent thousands of faxes to lawmakers urging them to shelve PHEEIA. Those voices were heard, loud and clear.

But this is no time for celebrations. PHEEIA was set aside but not disposed of. Senate Democratic leaders say they have a "framework" of a deal with the Assembly on PHEEIA, although no details were announced. We must be vigilant. I don't expect PHEEIA's supporters to stop pushing, and we must be ready to push back—as we have time and again in 2009-10.

It all started in fall 2009 when members answered the call to speak to legislators in their home districts. We organized regional advocacy training sessions, focusing on local coalition building.

UUPers turned out en masse for a February rally at the state Capitol, and played a part in staging the first-ever Higher Education Action Day in March. Members sent thousands of faxes to lawmakers and wore out some shoe leather during advocacy days in the winter and spring.

We also set in motion a media plan, which included a series of ads that ran in newspapers statewide warning of the impact SUNY cuts would have on the University, students and faculty, and New York's economy.

We created savesuny.org, a special micro-website to alert students and parents to the dangers of PHEEIA and SUNY budget cuts. It worked: we earned positive media coverage and generated nearly 4,500 petition signatures. I spoke out as well, meeting with newspaper editorial boards, making television appearances and doing interviews with state and national news outlets.

As we enter the new academic year, we will face our share of challenges. We will not back down. We will vigorously confront these crises and work to keep the union strong.

In Union,

Phil

UUP Membership

UUP's bargaining unit grew for the third year in a row in 2009-2010. The union's ranks expanded to 33,846 members (or 1.3 percent growth) between June 2009 and June 2010; that number includes retiree and bargaining unit members. During the year, 399 new members joined the union. Of those, 331 joined as active employees and 68 joined as retirees.

The union's growth trend extends over the last three years. From June 2007 to June 2010, membership increased by 7.4 percent (2,101). Enrollment among professionals is up by 8.6 percent since 2007, with 1,126 professionals joining the union during that time. Among academics, union membership increased by 6.5 percent, or 975 members.

UUP had 16,081 academics signed on as active members



as of June 2010. That month, the union counted 14,230 active members listed as professionals and 3,535 retirees.

The number of part-time members swelled in 2009-10. UUP gained 56 new part-time academics and 73 part-time professionals during that period.

Membership Development Officer Ed Quinn organized regional meetings for chapter officers in the 2009-2010 academic year. Chapter leaders met to discuss different methods of internal organizing and recruiting of new activists, and learned what resources are available to them. They discussed improving communication with their chapter membership and talked about establishing communication between the regional chapters. Chapter leaders found this format very helpful; in western New York, several chapters are now planning joint events.

Legislation and Political Action: UUP Continues its Legislative Outreach Strategy

UUP continued its two-pronged advocacy campaign in fall 2009, holding regional advocacy training sessions that focused on local advocacy and coalition building.

Many UUP chapters found success in organizing coalitions



Brooklyn HSC UUPers Melvin Irizarry Vargas, left, Gideon Dunkley and Abe Gerecht, right, talk with Assemblywoman Nettie Mayersohn (D-Flushing) about funding for SUNY.

with community groups, local businesses and student organizations. They also set up chapter advocacy programs designed to engage chapter members and other groups in year-round advocacy efforts.

For example, members of the Upstate Medical University Chapter met with six local Assembly members, two state senators and U.S. Rep. Dan Maffei (D-Dewitt). The chapter formed a “crisis committee,” and met with student groups and local business owners.

Cortland Chapter members were also busy. They published a crisis bulletin, “Cortland Matters,” and held on-campus events that invigorated the membership. Members forged relationships with legislators, which proved critically important as budget talks went on.

Members frequently met with local representatives in their district offices and stressed the importance of SUNY to the community. Such visits are critical to getting UUP’s message of access to quality public higher education directly to the legislators by their constituents in a year-round campaign.

In January, UUP President Phil Smith testified at the Joint Senate Finance and Assembly Ways & Means committees budget hearings with colleagues from NYSUT and Professional Staff Congress (PSC). Smith outlined UUP’s goals for a fully funded SUNY and voiced the union’s opposition to SUNY’s ill-conceived Public

Higher Education Empowerment and Innovation Act (PHEEIA). Smith also met several times with SUNY Chancellor Nancy Zimpher and members of her staff.

The 2010 legislative session kicked off with UUP’s February budget rally at the state Capitol. UUPers were motivated to spread the union’s message; 187 members came to Albany and made 377 legislative visits, far surpassing our 2008-2009 efforts. We met nearly every legislator and had meetings with all members of the Senate and Assembly Higher Education committees and the SUNY Legislative Caucus.

UUP was instrumental in staging the first-ever Higher Education Action Day in Albany on March 9. The event involved nearly 100 UUPers and more than 300 people from PSC, the New York Public Interest Research Group, and the University Student Senate, all advocating on behalf of public higher education.

On March 23, UUP organized a successful advocacy day for our Educational Opportunity Program and Educational Opportunity Center members and their students. Legislators spoke with more than 120 UUP members and students from across the state.

We responded rapidly in April when the president of Stony Brook unilaterally decided to virtually close the university’s Southampton campus. We brought two busloads of Stony Brook Chapter

members and Southampton students to Albany to advocate on behalf of the Southampton campus. Seasoned UUPers from chapters across the state were team captains and showed the students the ropes.

We conducted several successful traditional advocacy days as well, including an event to support the New York State Theatre Institute, which included NYSTI students and interns. And our most successful Retiree Day in years brought retiree members from all over the state to advocate for pension and elder abuse protections.

We also coordinated with NYSUT for Higher Education Lobby Day and the Committee of 100. Incorporating our students and other unions into our work has made us more effective. We are stronger together.

On a political action high note, UUP earned its first statewide NYSUT VOTE-COPE Abel Blatman Award for contributions of \$10 per member. UUP raised a record \$230,666, an 11 percent increase over the previous year.

Annual Fiscal Update

We continue to meet our fiduciary responsibility to the highest degree. Our union is fiscally sound and well positioned to continue facing the many challenges that we have encountered during 2009-10 fiscal year. We are also able to focus on

those areas that continue to be priorities for UUP.

Outreach activities have been a priority throughout 2009-10. In addition to the monies UUP allocated for those activities, NYSUT has also provided additional support. We have provided funding to our chapters to support membership development activities. In 2009-10, we shifted \$1 million from the reserve fund to cover extraordinary expenses associated with the possible fallout from the reduction of state money to SUNY due to the national and state fiscal crises.

The union's 2010-11 budget was adopted at the Spring Delegate Assembly. During the 2010-11 fiscal year, we will again focus on priorities identified by our members. These priorities include the recruitment of new activists and outreach concerns, as well as contract negotiations. UUP's agreement with the state ends on July 1, 2011. The negotiations process began in summer 2010. Since the funding of this committee is of the highest priority, the reserve fund will be used for any expenditures that exceed the monies allocated on the Negotiation Committee line.

UUP continues its commitment of providing release time to leaders at the chapters. We have increased the allocation on the chapter release time line to reflect the increased demand for release time at the chapter level.

UUP will conduct chapter elections in



NYSTI Chapter member Linda O'Malley, left, and Fred Miller of Oneonta meet with Assemblywoman Barbara M. Clark (D-Queens) on one of UUP's advocacy days in Albany.

2010-11. We have increased the allocation for this activity.

New auditing standards established by the American Institute of Certified Public Accountants, effective Dec. 31, 2007, require auditors to gain a deeper understanding of our internal controls.

The new standards have required the auditors to perform more extensive testing procedures than in the past. These new standards have an impact on our annual audit process, both at the statewide level and at the chapter level.

We will be conducting a Treasurer's Development Workshop Sept. 30, 2010, prior to the Fall Delegate Assembly. All chapter treasurers and chapter leaders are invited to attend. We will discuss the new auditing standards, development of the chapter budget, agency fee expenditures, outreach expenditures, lobbying reports and chapter fiscal policies.

On the Front Lines: Academics and Professionals

UUP continued to focus on the unique challenges facing academic and professional faculty in 2009-10.

Professionals at Plattsburgh, Potsdam and Canton met with Vice President for Professionals John Marino at a regional conference in October 2009. Chapter leaders presented topics such as "Promotions and Salary Increases," "Workload for Professionals is Changing," and "Comp Time and On-Call Issues." All of the participants left with a better understanding of the topics discussed.

The second Long Island regional conference took place at the Huntington Hilton June 5. Nearly 70 members from the Stony Brook, Stony Brook HSC, Old Westbury, Farmingdale, Empire State, Brooklyn HSC, Optometry and Maritime chapters attended the meeting. Workshops



Treasurer Rowena Blackman-Stroud, right, reviews the union's finances during a recent meeting at UUP's headquarters. Looking on is Finance Committee Chair Caroline Bailey of ESF.

VP for Professionals John Marino discusses pressing issues for professionals at the 2010 Winter DA.



were held on compensatory time and professional obligation.

The new *Guide for Professionals* was distributed at the 2010 Winter Delegate Assembly in February and shipped to the chapters; the report is also available on the UUP website. The guide provides an overview of performance programs, evaluations, promotions and salary increases. Marino also began work on a new handbook for vice presidents for professionals.

Marino spoke on UUP's system of promotions at the Professional Staff Congress' conference in October 2009. In November 2009, he spoke to professionals at the NYSUT Community College Conference. Marino also addressed professionals at the American Federation of Teachers Higher Education Conference in March in San Jose, Calif.

Issues of interest to professionals found a new home in *The Voice* in 2009-10, in a new column written by Marino. His columns, which appeared every other month, focused on topics such as bullying in the workplace, the importance of UUP, and comp time versus overtime.

Vice President for Academics Fred Floss found a forum for academic issues in *The Voice*; his columns dealt with timely topics for academics including articles about academic freedom, tenure and stress in the workplace.

Academics from chapters across the state attended regional meetings staged to build membership in the union. Floss and Membership Development Officer Ed

Quinn worked jointly on the five meetings, which were based regionally to draw more members from more chapters. At the meetings, academics shared their views on topics such as tenure, improving working conditions, academic freedom, and regional wage minimums.

Floss also developed the UUP membership survey project, which allows members to share their input on important issues. He worked with the Membership, Affirmative Action and Part-Time Concerns committees to complete a detailed analysis of survey data. The survey was presented to the Membership and Strategic Planning committees.

As the liaison to the Task Force on Contingent Faculty, Floss helped to develop a report on contingent faculty; the report was distributed to faculty and made available on the UUP website in February. The report offers recommendations for

representation of contingent employees, their terms and conditions of employment, and further research.

Floss also worked on the new UUP/Alumni Project, which involves contacting SUNY alumni and involving them in the fight to save the University. He also worked with Cortland Chapter President Jamie Dangler on a new family leave compendium.

Floss, along with the Committee on Active Retiree Membership and chapter vice presidents for academics, is working to create a mentoring program that will help faculty members earn tenure.

UUP's Working Paper Series continued in 2009-10. The series is open to academics and professionals who may write on any subject in any discipline. The purpose is to increase discussion among the campuses and to help junior faculty in the tenure process. The papers submitted to the series go through a peer review process; reviewers' comments are shared with the authors, who also retain the copyright to their submissions.

In October 2009, Floss presented a paper at the "Succeeding as Women in Higher Education" conference at Cortland. The event focused on changes in academic practices, values and institutional change for women in higher education.

Membership has its Privileges: Member Benefits

The UUP Benefit Trust Fund continues to be strong with an annual maximum dental benefit of \$2,500 per eligible



VP for Academics Fred Floss addresses chapter leaders during a recent Delegate Assembly in Albany.

member and/or dependent, and a vision benefit that includes a comprehensive eye exam and one pair of glasses (or the benefit may be applied to contact lenses) once every 12 months. We also offer a voluntary premium dental and vision program to our part-time members.

Also, the UUP Benefit Trust Fund Scholarship Program offers eligible dependent children of UUP members \$750 per semester, up to a maximum of eight semesters. The students must attend a state-operated SUNY school; the funds must be used at state-operated SUNY schools.

Group life insurance coverage is provided for all eligible active UUP members. The maximum benefit is \$6,000 for active members and \$1,000 for retired members who maintain their UUP membership.

On Jan. 1, UUP's Member Services Trust Fund began offering low-cost cancer and accident insurance policies through the American Family Life Assurance Company (AFLAC). These policies pay cash benefits when a policy holder has a covered accident or illness. UUPers receive a discounted rate for these products.

Member Services also offers members discounted rates through Apple, AT&T, Bally Total Fitness, BJ's Wholesale Club, Crystal Rock Bottled Water (featuring Green Mountain Coffee), Enterprise Rent-a-Car, Goodyear, Liberty Mutual, Mirabito, the New Jersey Nets, Office Max, Sprint and Verizon Wireless.

Spreading UUP's Message

A series of crises—ranging from additional SUNY budget cuts to the so-called Public Higher Education Empowerment and Innovation Act (PHEEIA) to the threat of mandatory employee furloughs—posed critical challenges to UUPers and SUNY during the last year. UUP delivered a swift and strong response to each challenge, wielding a powerful media relations strategy to deliver the union's message and protect members' rights. The strategy paid off, generating more than 150 newspaper, radio and TV stories that provided positive coverage for UUP. Most



UUPer Willa Smith of Stony Brook learns about Davis Vision insurance programs at a recent Delegate Assembly in Albany.

of the coverage stemmed from our news releases, media advisories, guest editorials and meetings with newspaper editorial boards. President Smith was at the center of UUP's media campaigns, presenting the union's message boldly and clearly.

UUP's push against PHEEIA, which generated nearly 25,000 phone calls and faxes to state legislators, lasted for months. It culminated Aug. 3, when the Legislature voted to approve the 2010-11 state budget without the ill-planned Empowerment Act.

The union first focused on state budget cuts to SUNY. In October, UUP quickly registered its outrage over Gov. Paterson's decision to slash \$90 million from SUNY's budget as part of a midyear state budget reduction. Smith spoke out in an interview on "Capital Tonight," Time Warner Cable's public affairs program shown on systems in upstate New York.

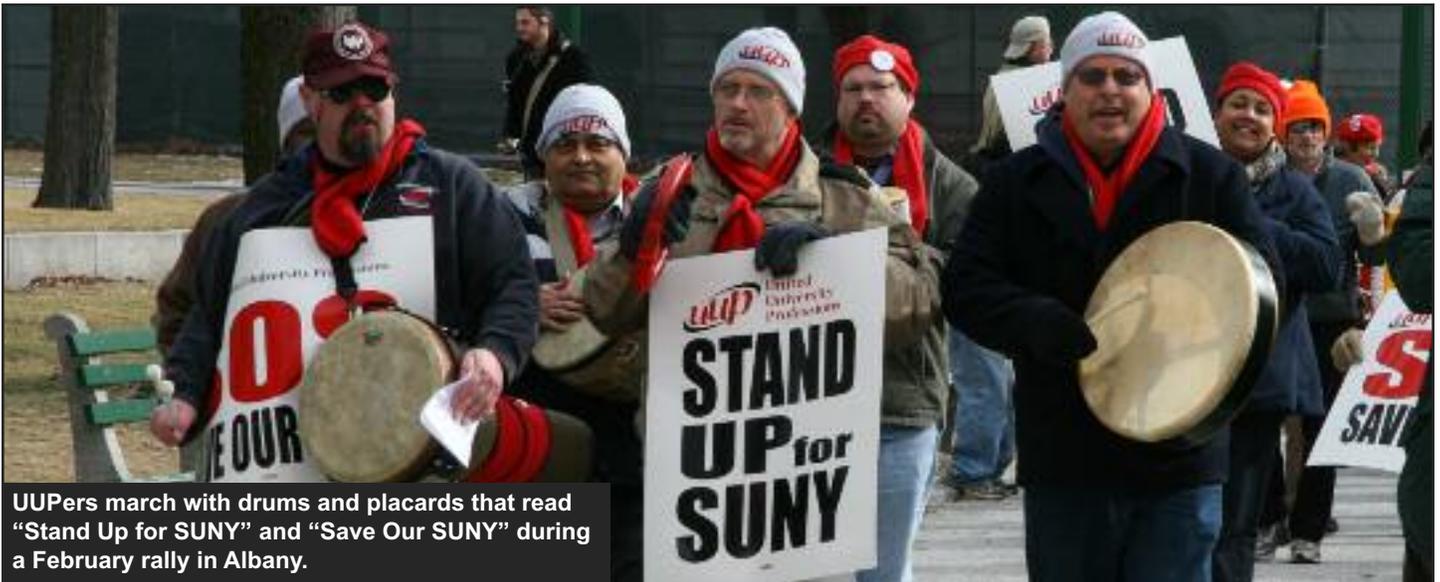
He wrote a guest editorial aimed at the parents of SUNY students, alerting them to consequences of cuts to the University's funding. The editorial was timed to coincide with students coming home for the Thanksgiving weekend. It said: "Students will have a lot more on their minds this holiday besides their grades. Their studies are being affected by state

budget cuts. Some will be telling their parents that the courses they wanted to take in the spring—including some that are required for them to graduate—are not being offered or are full."

The editorial, which appeared in 40 weekly newspapers across the state, went on to warn of the possibility of delayed graduations and additional tuition expenses. At the same time, UUP placed ads in 129 weekly newspapers with the headline, "What? Another year of college! How are we going to afford that?"

UUP's campaign against PHEEIA began in January, when UUP launched a multifaceted response to the governor's proposed Executive Budget, which contained PHEEIA and an additional \$152 million in budget cuts for SUNY. Smith, whose testimony at a January legislative hearing on the budget got news coverage, brought the union's message to the public about a week later, when he led a UUP rally at the state Capitol Feb. 5.

More than 300 UUPers chanted and carried signs at the rally, proudly supporting the union's cause. UUP garnered significant coverage for the rally, with news media carrying the union's message against state budget cuts and PHEEIA.



UUPers march with drums and placards that read "Stand Up for SUNY" and "Save Our SUNY" during a February rally in Albany.

Following the rally, the union set into motion an advertising blitz that included a television commercial featuring a student, parent and business owner who talked about how the proposed SUNY budget cuts would adversely affect them. The ad asked viewers to visit UUP's savesuny.org website. The site encouraged visitors to sign an online petition and fax letters urging lawmakers to reject budget cuts to SUNY and reject PHEEIA. UUP also

placed banner ads on several major Internet sites to drive traffic online to savesuny.org.

UUP's Communications Department created a half-page print ad against PHEEIA that appeared in several major newspapers—including *The New York Times* and *Newsday*—and nearly 150 weekly newspapers. It also designed and produced transit posters bearing the same message for Long Island near the Stony

Brook campus.

A UUP opinion column presenting the case against PHEEIA was eyed by thousands of New Yorkers who saw the op-ed column in the *Poughkeepsie Journal*, *Schenectady Daily Gazette*, *Plattsburgh Press Republican*, *Kingston Daily Freeman*, *Glens Falls Post-Star*, *Auburn Citizen*, *Oneida Daily Dispatch*, *Oswego Palladium-Times*, *Batavia Daily News* and *The Legislative Gazette*.

President Smith took things a step further, meeting with the editorial boards of the *Syracuse Post-Standard*, *Times Union* and *Newsday* to deliver a firm message against the governor's suggested SUNY budget cut and PHEEIA.

UUP's media outreach included responding to a number of other issues, including the closing of much of Stony Brook's Southampton campus, the proposed slashing of NYSTI's budget, the prospects for furloughs, layoffs and givebacks, and we also generated news coverage of the SUNY chancellor's Strategic Plan and UUP's college scholarships.

The following national and regional media outlets covered UUP issues in 2009-10: *New York Post*, *Newsday*, *Buffalo News*, *Poughkeepsie Journal*, *Rochester Democrat & Chronicle*, *Binghamton Press & Sun Bulletin*, *Utica Observer-Dispatch*, *The Chronicle of Higher Education*, and *Inside Higher Ed*.

Also, the *New York Chief-Leader*, *Staten Island Advance*, *White Plains Journal News*, *Ithaca Journal*,

This ad, featuring UUP Secretary Eileen Landy, appeared in 129 weekly New York State newspapers.

What?

Another year of college! How are we going to afford that?

You're happy she's home for winter recess, but what she just told you about her SUNY college leaves you speechless.

State budget cuts mean she won't graduate on time.

SUNY has been slashed by \$410 million in the last 18 months.

How will this affect you and your family?

You and your children will be forced to pay more—and get less.



If your child attends a SUNY school, ask these questions:

- Will you graduate in four years, or will we have to pay for an extra year of college?
- Are your classes bigger?
- Could you get into the courses you need next semester?
- Can you meet with your professors and advisors, or are they swamped by SUNY's growing enrollment?

**Go to uupinfo.org.
Tell your lawmakers:**

**Speak up for public higher education.
Speak out for my child's future!**



United University Professions
The union that makes SUNY work
Philip H. Smith, President

Oneonta *Daily Star*, Elmira *Star-Gazette*, Albany *Times Union*, Schenectady *Daily Gazette*, Middletown *Times Herald-Record*, Plattsburgh *Press-Republican*, New York *Observer*, *Legislative Gazette*, Syracuse *Post-Standard*, *Capital District Business Review*, *Business First of Buffalo*, *Crosstalk*, Eagle Newspapers, Bee Newspapers, Spotlight Newspapers, Rising Publications, Hometown Media Group and *The Capitol*.

UUP also received broadcast and cable coverage from Fox 23 News (WXXA-TV), ABC 10 (WTEN-TV), News Channel 13 (WNYT-TV), all in Albany; YNN broadcast through most of upstate; CBS 6 News (WRGB-TV) in Schenectady; New York Now; Cablevision in New Paltz; WWNY-TV in Watertown; WGRZ-TV in Buffalo; WNED and WBFO radio in Buffalo; WAMC radio in Albany; WBAI radio in New York; and New York News Connection.

UUP stretched its social media outreach in 2009-10.

The union made its viral presence felt through Twitter, Facebook, Picasa and YouTube, reaching out to members and into their social circles. This year, materials were accessible online via LeaderNet and through the online edition of *The Voice*, giving members the option of receiving information and registering for events electronically instead of filling out paper forms.

UUP also maintained a strong web presence through the creation and maintenance of union websites and web pages, including the union's official website, uupinfo.org. A number of new chapter and committee websites debuted in 2009-10, including sites for the Alfred, Buffalo HSC and Morrisville chapters. Websites were also created for the Affirmative Action and LGBTQ committees, and for Chapter Presidents.

Assistance, advice and technology support was provided to the New Paltz, Empire State, ESF, Binghamton, Old Westbury and Stony Brook chapters, as well as the Part-Time Concerns, Strategic Planning Group, A-47, Veterans Affairs, and Corporatization and Globalization committees.

The governor says he'll keep cutting millions from the State University of New York.

If the latest cuts are approved, SUNY will have lost \$528 million in two years. What do you say about the cuts?

We can't afford to sacrifice our children's future. Tell Albany to reject the cuts and save SUNY. Go to SaveSUNY.org.

This ad appeared in 129 weekly New York State newspapers.

Communicating with Members

The Communications Department in 2009-2010 published nine issues of its monthly membership magazine *The Voice*, and produced a number of other printed materials, including several legislative publications; advertisements; four *Active Retiree* newsletters, several *Legislative Gazette* advertorials; and dozens of certificates, resolutions, rally placards and fliers.

The Communications Department assists chapters and statewide committees in a variety of ways—from coordinating and printing business cards, notepads and letterhead, to providing newsletter, web and media services and training.

The department also handled several special projects. This year, the Veterans Affairs Committee sought help in producing a flier on the Uniformed Services Employment and Reemployment Rights Act, intended to aid individuals who temporarily leave their civilian jobs to serve in the U.S. Armed Forces. The Family Leave Committee tapped the department to prepare web and print versions of a new Family Leave/Work-Life Services Guide.

Each year, the Communications Department conducts the UUP Journalism

Contest to recognize members and chapters for outstanding writing, photography, websites and design.

The department has also won its share of accolades.

In 2009, UUP Communications (*The Voice*, *The Active Retiree*, UUP's website and the union's annual multimedia campaign) earned 10 awards from the AFT Communicators Network for outstanding writing, editing, photography and design.

Communications staffers also play a significant role in the workings of other departments, such as proofreading, editing and designing informational materials, including fliers, registration cards and brochures; Legislation's legislative agenda; Member Benefits' new hire kits; and Membership's new member packets. We produce all the programs, fliers, and displays needed for Delegate Assemblies, and create materials to promote fundraising efforts of the union's College Scholarship Fund.

UUP is committed to keeping members informed of the union's efforts to protect their rights and benefits and extend their influence, and to lifting our voices to keep the public aware of the invaluable services our members deliver, each and every day.