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Panel: We Need More Chairs! Expanding Seats at Higher Education Bargaining Tables and For Our Broader Communities: Bargaining for the Common Good in Higher Education

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Key Elements of Bargaining for the Common Good Campaigns

- 1) **Expand the scope of bargaining beyond wages and benefits:** Identify issues that resonate with members, partners and allies and that impact our communities. Put forth demands that address structural issues, not just symptoms of the problem.
- 2) **Go on offense in your campaign by identifying, exposing and challenging the real villains,** the financial and corporate actors who profit from and increasingly drive policies and actions.
- 3) **Engage community allies as partners in issue development and the bargaining campaign:** Bring in community partners on the ground floor and ask them what they need out of the bargaining campaign.
- 4) **Center racial justice in your demands:** Campaign demands should address the role that employers play in creating and exacerbating structural racism in our communities.
- 5) **Strengthen internal organizing, membership and member engagement:** These campaigns must deeply engage the memberships of both unions and community organizations, and there must be opportunities for deep relationship-building and joint-visioning between the members of the different organizations
- 6) **Leverage capital in our campaigns:** We need to develop strategies that leverage the financial power of workers' pension funds and endowments in order to win common good demands.
- 7) **The campaign doesn't end once the union settles its contract:** Bargaining for the common good is about building long-term community-labor power, not about giving unions some good publicity during a contract fight. The boss doesn't automatically become a good actor once the contract is settled and the community's demands don't become any less important.

